

# Module Catalogue

for the Subject

## China Business and Economics

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

Examination regulations version: 2027  
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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| Finance                                                    | 0 or 20      | 79            |
| Core                                                       | 10           | 80            |
| Core Electives                                             | 10           | 83            |
| Human Resource Management and Organization                 | 0 or 20      | 96            |
| Core                                                       | 10           | 97            |
| Core Electives                                             | 10           | 102           |
| Strategic Entrepreneurship                                 | 0 or 20      | 117           |
| Core                                                       | 10           | 118           |
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| Managerial Accounting                                      | 0 or 20      | 136           |
| Core                                                       | 10           | 137           |
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| Core                                                       | 10           | 165           |
| Core Electives                                             | 10           | 168           |
| Taxation                                                   | 0 or 20      | 173           |
| Core                                                       | 10           | 174           |
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| Core                                                       | 10           | 193           |
| Core Electives                                             | 10           | 198           |
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| Core                                                       | 10           | 211           |
| Core Electives                                             | 10           | 216           |
| Business Analytics                                         | 0 or 20      | 225           |
| Core                                                       | 10           | 226           |
| Core Electives                                             | 10           | 229           |
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| Core                                                       | 10           | 247           |
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| Core                                               | 10      | 285 |
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| International Economics                            | 0 or 20 | 302 |
| Core                                               | 10      | 303 |
| Core Electives                                     | 10      | 308 |
| Strategy, Competition and Policy                   | 0 or 20 | 321 |
| Core                                               | 10      | 322 |
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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)):

**09-Sep-2026 (2026-132)**

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

(40 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)<br>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)<br>Language of assessment: English and Chinese<br>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 title                                                                                                                                                                                                                                                                                                                                                              |                   | Abbreviation                                       |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------|----------------------------------------------------|
| Methodological Questions of Chinese Economic Research                                                                                                                                                                                                                                                                                                                     |                   | 04-CBE2-162-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          | --                                                 |
| <b>Contents</b>                                                                                                                                                                                                                                                                                                                                                           |                   |                                                    |
| 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. |                   |                                                    |
| <b>Intended learning outcomes</b>                                                                                                                                                                                                                                                                                                                                         |                   |                                                    |
| 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.                                                                                                                                                    |                   |                                                    |
| <b>Courses</b> (type, number of weekly contact hours, language — if other than German)                                                                                                                                                                                                                                                                                    |                   |                                                    |
| S (2)<br>Module taught in: English and Chinese                                                                                                                                                                                                                                                                                                                            |                   |                                                    |
| <b>Method of assessment</b> (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)<br>Language of assessment: English and Chinese<br>creditable for bonus                                                                                                                                                                                                                                                                      |                   |                                                    |
| <b>Allocation of places</b>                                                                                                                                                                                                                                                                                                                                               |                   |                                                    |
| --                                                                                                                                                                                                                                                                                                                                                                        |                   |                                                    |
| <b>Additional information</b>                                                                                                                                                                                                                                                                                                                                             |                   |                                                    |
| --                                                                                                                                                                                                                                                                                                                                                                        |                   |                                                    |
| <b>Workload</b>                                                                                                                                                                                                                                                                                                                                                           |                   |                                                    |
| 150 h                                                                                                                                                                                                                                                                                                                                                                     |                   |                                                    |
| <b>Teaching cycle</b>                                                                                                                                                                                                                                                                                                                                                     |                   |                                                    |
| --                                                                                                                                                                                                                                                                                                                                                                        |                   |                                                    |
| <b>Referred to in LPO I</b> (examination regulations for teaching-degree programmes)                                                                                                                                                                                                                                                                                      |                   |                                                    |
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| 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          | --                                                 |
| <b>Contents</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |                   |                                                    |
| 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 |                   |                                                    |
| <b>Intended learning outcomes</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |                   |                                                    |
| 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.                                                                               |                   |                                                    |
| <b>Courses</b> (type, number of weekly contact hours, language — if other than German)                                                                                                                                                                                                                                                                                                                                                                                                                           |                   |                                                    |
| V (2) + S (2)<br>Module taught in: English and Chinese                                                                                                                                                                                                                                                                                                                                                                                                                                                           |                   |                                                    |
| <b>Method of assessment</b> (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)                                                                                                                                                                                                                                                                                                                                   |                   |                                                    |
| a) written examination (approx. 60 minutes) or<br>b) oral examination of one candidate each (approx. 15 minutes)<br>Language of assessment: English and Chinese<br>creditable for bonus                                                                                                                                                                                                                                                                                                                          |                   |                                                    |
| <b>Allocation of places</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |                   |                                                    |
| --                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |                   |                                                    |
| <b>Additional information</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |                   |                                                    |
| --                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |                   |                                                    |
| <b>Workload</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |                   |                                                    |
| 150 h                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |                   |                                                    |
| <b>Teaching cycle</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |                   |                                                    |
| --                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |                   |                                                    |
| <b>Referred to in LPO I</b> (examination regulations for teaching-degree programmes)                                                                                                                                                                                                                                                                                                                                                                                                                             |                   |                                                    |
| --                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |                   |                                                    |

| Module title                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |                   | Abbreviation                         |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------|--------------------------------------|
| Introduction to Management                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |                   | 12-EBWL-G-262-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) + 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<br>b) portfolio (approx. 50 hours total)<br>creditable for bonus                                                                                                                                                                                                                                                                                                                                                                                                                                 |                   |                                      |
| Allocation of places                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |                   |                                      |
| --                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |                   |                                      |
| Additional information                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |                   |                                      |
| --                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |                   |                                      |
| Workload                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |                   |                                      |
| 150 h                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |                   |                                      |
| Teaching cycle                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |                   |                                      |
| Teaching cycle: every year, winter semester                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |                   |                                      |
| Referred to in LPO I (examination regulations for teaching-degree programmes)                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |                   |                                      |
| --                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |                   |                                      |

| Module title                                                                                                                                                            |                   | Abbreviation                         |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------|--------------------------------------|
| Introduction to Economics                                                                                                                                               |                   | 12-EVWL-262-m01                      |
| Module coordinator                                                                                                                                                      |                   | Module offered by                    |
| --                                                                                                                                                                      |                   | 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                                                                                                                                                              | --                | --                                   |
| 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 to 120 minutes) or<br>b) portfolio (approx. 50 hours total)<br>creditable for bonus                                                  |                   |                                      |
| Allocation of places                                                                                                                                                    |                   |                                      |
| --                                                                                                                                                                      |                   |                                      |
| Additional information                                                                                                                                                  |                   |                                      |
| --                                                                                                                                                                      |                   |                                      |
| Workload                                                                                                                                                                |                   |                                      |
| 150 h                                                                                                                                                                   |                   |                                      |
| Teaching cycle                                                                                                                                                          |                   |                                      |
| Teaching cycle: every year, winter semester                                                                                                                             |                   |                                      |
| Referred to in LPO I (examination regulations for teaching-degree programmes)                                                                                           |                   |                                      |
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| Module title                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |                   |                                                                                                                     | Abbreviation        |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------|---------------------------------------------------------------------------------------------------------------------|---------------------|
| Business Informatics                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |                   |                                                                                                                     | 12-EWiinf-G-262-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"><li>1. overview and technological basics of WI</li><li>2. hardware, computer networks and the internet</li><li>3. databases and blockchain</li><li>4. business models, company structure and organisation</li><li>5. connection between business administration and information systems</li><li>6. business software and process mining</li><li>7. software development</li><li>8. future technologies and current research</li></ol> <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"><li>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.</li><li>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.</li><li>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.</li><li>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.</li></ol> |                   |                                                                                                                     |                     |
| 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)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |                   |                                                                                                                     |                     |
| <ol style="list-style-type: none"><li>a) written examination (approx. 60 to 120 minutes) or</li><li>b) portfolio (approx. 50 hours total)</li></ol>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |                   |                                                                                                                     |                     |
| Master's with 1 major China Business and Economics (2027)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |                   | JMU Würzburg • generated 12-Sep-2026 • exam. reg. data record Master (120 ECTS) China Business and Economics - 2027 | page 18 / 417       |

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|--------------------------------------------------------------------------------------|
| Language of assessment: German and/or English<br>creditable for bonus                |
| <b>Allocation of places</b>                                                          |
| --                                                                                   |
| <b>Additional information</b>                                                        |
| --                                                                                   |
| <b>Workload</b>                                                                      |
| 150 h                                                                                |
| <b>Teaching cycle</b>                                                                |
| Teaching cycle: every year, winter semester                                          |
| <b>Referred to in LPO I</b> (examination regulations for teaching-degree programmes) |
| --                                                                                   |

| 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)<br>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<br>b) oral examination of one candidate each (approx. 15 minutes)<br>Language of assessment: Chinese<br>creditable for bonus                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |                   |                                                    |
| Allocation of places                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |                   |                                                    |
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| Additional information                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |                   |                                                    |
| --                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |                   |                                                    |
| Workload                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |                   |                                                    |
| 150 h                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |                   |                                                    |
| Teaching cycle                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |                   |                                                    |
| --                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |                   |                                                    |
| Referred to in LPO I (examination regulations for teaching-degree programmes)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |                   |                                                    |
| --                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |                   |                                                    |



| 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          | --                                                 |
| <b>Contents</b>                                                                                                                                                                                                                                                                    |                   |                                                    |
| 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. |                   |                                                    |
| <b>Intended learning outcomes</b>                                                                                                                                                                                                                                                  |                   |                                                    |
| 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.    |                   |                                                    |
| <b>Courses</b> (type, number of weekly contact hours, language — if other than German)                                                                                                                                                                                             |                   |                                                    |
| Ü (2)<br>Module taught in: Chinese                                                                                                                                                                                                                                                 |                   |                                                    |
| <b>Method of assessment</b> (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)                                                                                                     |                   |                                                    |
| a) written examination (approx. 60 minutes) or<br>b) oral examination of one candidate each (approx. 15 minutes)<br>Language of assessment: Chinese<br>creditable for bonus                                                                                                        |                   |                                                    |
| <b>Allocation of places</b>                                                                                                                                                                                                                                                        |                   |                                                    |
| --                                                                                                                                                                                                                                                                                 |                   |                                                    |
| <b>Additional information</b>                                                                                                                                                                                                                                                      |                   |                                                    |
| --                                                                                                                                                                                                                                                                                 |                   |                                                    |
| <b>Workload</b>                                                                                                                                                                                                                                                                    |                   |                                                    |
| 150 h                                                                                                                                                                                                                                                                              |                   |                                                    |
| <b>Teaching cycle</b>                                                                                                                                                                                                                                                              |                   |                                                    |
| --                                                                                                                                                                                                                                                                                 |                   |                                                    |
| <b>Referred to in LPO I</b> (examination regulations for teaching-degree programmes)                                                                                                                                                                                               |                   |                                                    |
| --                                                                                                                                                                                                                                                                                 |                   |                                                    |

## **Compulsory Electives 1: China's Economy**

(10 ECTS credits)

| Module title                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |                   |                                                    | Abbreviation    |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------|----------------------------------------------------|-----------------|
| Case Study                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |                   |                                                    | o4-CBE6-212-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                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |                   |                                                    |                 |
| 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)<br>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<br>b) oral examination of one candidate each (approx. 15 minutes) or<br>c) presentation (approx. 30 to 45 minutes)<br>Language of assessment: English and Chinese<br>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 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)<br/>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<br/>b) oral examination of one candidate each (approx. 15 minutes)<br/>Language of assessment: English and Chinese<br/>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 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)<br>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<br>b) oral examination of one candidate each (approx. 15 minutes)<br>Language of assessment: English and Chinese<br>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)                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |                   |                                                    |
| --                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |                   |                                                    |

| Module title                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |                   |                                                    | Abbreviation    |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------|----------------------------------------------------|-----------------|
| Current Topics of Chinese Economic Research                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |                   |                                                    | o4-CBE9-212-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                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |                   |                                                    |                 |
| 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)<br>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<br>b) oral examination of one candidate each (approx. 15 minutes)<br>Language of assessment: English and Chinese<br>creditable for bonus                                                                                                                                                                                                                                                                                                                                                                                               |                   |                                                    |                 |
| Allocation of places                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |                   |                                                    |                 |
| --                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |                   |                                                    |                 |
| Additional information                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |                   |                                                    |                 |
| --                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |                   |                                                    |                 |
| Workload                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |                   |                                                    |                 |
| 150 h                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |                   |                                                    |                 |
| Teaching cycle                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |                   |                                                    |                 |
| --                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |                   |                                                    |                 |
| Referred to in LPO I (examination regulations for teaching-degree programmes)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |                   |                                                    |                 |
| --                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |                   |                                                    |                 |

## **Compulsory Electives 2: 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)<br>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<br>b) written examination (approx. 60 minutes)<br>Language of assessment: English and Chinese<br>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 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)<br/>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<br/>b) written examination (approx. 60 minutes)<br/>Language of assessment: English and Chinese<br/>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 title                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |                   | Abbreviation                                       |
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| 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                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |                   |                                                    |
| <p>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.</p>          |                   |                                                    |
| Intended learning outcomes                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |                   |                                                    |
| <p>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.</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<br/>b) written examination (approx. 60 minutes)<br/>Language of assessment: English and Chinese<br/>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 title                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |                   | Abbreviation                                       |
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| 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          | --                                                 |
| <b>Contents</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |                   |                                                    |
| 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). |                   |                                                    |
| <b>Intended learning outcomes</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |                   |                                                    |
| 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.                                                                                                                                                                                                                                                                                                                                                                    |                   |                                                    |
| <b>Courses</b> (type, number of weekly contact hours, language — if other than German)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |                   |                                                    |
| S (3)<br>Module taught in: English and Chinese                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |                   |                                                    |
| <b>Method of assessment</b> (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<br>b) written examination (approx. 60 minutes)<br>Language of assessment: English and Chinese<br>creditable for bonus                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |                   |                                                    |
| <b>Allocation of places</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |                   |                                                    |
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| <b>Additional information</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |                   |                                                    |
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| <b>Workload</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |                   |                                                    |
| 150 h                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |                   |                                                    |
| <b>Teaching cycle</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |                   |                                                    |
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| <b>Referred to in LPO I</b> (examination regulations for teaching-degree programmes)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |                   |                                                    |
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| Module title                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |                   | Abbreviation                                       |
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| 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          | --                                                 |
| <b>Contents</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |                   |                                                    |
| 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). |                   |                                                    |
| <b>Intended learning outcomes</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |                   |                                                    |
| 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.                                                                                                                                                                         |                   |                                                    |
| <b>Courses</b> (type, number of weekly contact hours, language — if other than German)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |                   |                                                    |
| S (3)<br>Module taught in: English and Chinese                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |                   |                                                    |
| <b>Method of assessment</b> (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<br>b) written examination (approx. 60 minutes)<br>Language of assessment: English and Chinese<br>creditable for bonus                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |                   |                                                    |
| <b>Allocation of places</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |                   |                                                    |
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| <b>Additional information</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |                   |                                                    |
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| <b>Workload</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |                   |                                                    |
| 150 h                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |                   |                                                    |
| <b>Teaching cycle</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |                   |                                                    |
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| <b>Referred to in LPO I</b> (examination regulations for teaching-degree programmes)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |                   |                                                    |
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| 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)<br>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<br>b) written examination (approx. 60 minutes)<br>Language of assessment: English and Chinese<br>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 title                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |                   | Abbreviation                                       |
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| 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)<br>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<br/>b) written examination (approx. 60 minutes)<br/>Language of assessment: English and Chinese<br/>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 title                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |                   |                                                    | Abbreviation         |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------|----------------------------------------------------|----------------------|
| Contemporary Economy in Transformation 2                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |                   |                                                    | o4-CS-TCC3-2-192-mo1 |
| 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)<br>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<br>b) written examination (approx. 60 minutes)<br>Language of assessment: English and Chinese<br>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 title                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |                   | Abbreviation                                       |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------|----------------------------------------------------|
| <b>Societal Modernism and the Transformation of Arts 1</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |                   | 04-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          | --                                                 |
| <b>Contents</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |                   |                                                    |
| 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. |                   |                                                    |
| <b>Intended learning outcomes</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |                   |                                                    |
| 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.                                                                                                                                                                                                                                                                                          |                   |                                                    |
| <b>Courses</b> (type, number of weekly contact hours, language — if other than German)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |                   |                                                    |
| S (3)<br>Module taught in: English and Chinese                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |                   |                                                    |
| <b>Method of assessment</b> (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<br>b) written examination (approx. 60 minutes)<br>Language of assessment: English and Chinese<br>creditable for bonus                                                                                                                                                                                                                                                                                                                                                                                                                              |                   |                                                    |
| <b>Allocation of places</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |                   |                                                    |
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| <b>Additional information</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |                   |                                                    |
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| <b>Workload</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |                   |                                                    |
| 150 h                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |                   |                                                    |
| <b>Teaching cycle</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |                   |                                                    |
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| <b>Referred to in LPO I</b> (examination regulations for teaching-degree programmes)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |                   |                                                    |
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| Module title                                                                                                                                                                                                                                                                                                                                                                                                       |                   | Abbreviation                                       |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------|----------------------------------------------------|
| <b>Societal Modernism and the Transformation of Arts 2</b>                                                                                                                                                                                                                                                                                                                                                         |                   | 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: <ul style="list-style-type: none"> <li>• detailed analysis of current developments;</li> <li>• comparative analysis of artists or formal aspects in artwork;</li> <li>• comparisons with developments in further areas of cultural discourse (i.e. literature et al.)</li> </ul> |                   |                                                    |
| 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)<br>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<br>b) written examination (approx. 60 minutes)<br>Language of assessment: English and Chinese<br>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 title                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |                   |                                                    | Abbreviation         |
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| 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 extend, 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)<br>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<br>b) written examination (approx. 60 minutes)<br>Language of assessment: English and Chinese<br>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 title                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |                   | Abbreviation                                       |
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| 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          | --                                                 |
| <b>Contents</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |                   |                                                    |
| 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). |                   |                                                    |
| <b>Intended learning outcomes</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |                   |                                                    |
| 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.                                                                                                                                                                                     |                   |                                                    |
| <b>Courses</b> (type, number of weekly contact hours, language — if other than German)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |                   |                                                    |
| S (3)<br>Module taught in: English and Chinese                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |                   |                                                    |
| <b>Method of assessment</b> (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<br>b) written examination (approx. 60 minutes)<br>Language of assessment: English and Chinese<br>creditable for bonus                                                                                                                                                                                                                                                                                                                                                                                                    |                   |                                                    |
| <b>Allocation of places</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |                   |                                                    |
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| <b>Additional information</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |                   |                                                    |
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| <b>Workload</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |                   |                                                    |
| 150 h                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |                   |                                                    |
| <b>Teaching cycle</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |                   |                                                    |
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| <b>Referred to in LPO I</b> (examination regulations for teaching-degree programmes)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |                   |                                                    |
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| Module title                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |                   | Abbreviation                                       |
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| 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          | --                                                 |
| <b>Contents</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |                   |                                                    |
| <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> |                   |                                                    |
| <b>Intended learning outcomes</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |                   |                                                    |
| <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>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |                   |                                                    |
| <b>Courses</b> (type, number of weekly contact hours, language — if other than German)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |                   |                                                    |
| S (3)<br>Module taught in: English and Chinese                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |                   |                                                    |
| <b>Method of assessment</b> (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<br/>b) written examination (approx. 60 minutes)<br/>Language of assessment: English and Chinese<br/>creditable for bonus</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |                   |                                                    |
| <b>Allocation of places</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |                   |                                                    |
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| <b>Additional information</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |                   |                                                    |
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| <b>Workload</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |                   |                                                    |
| 150 h                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |                   |                                                    |
| <b>Teaching cycle</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |                   |                                                    |
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| <b>Referred to in LPO I</b> (examination regulations for teaching-degree programmes)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |                   |                                                    |
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| Module title                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |                   | Abbreviation                                       |
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| 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)<br/>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<br/>b) written examination (approx. 60 minutes)<br/>Language of assessment: English and Chinese<br/>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 title                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |                   | Abbreviation                                       |
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| 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          | --                                                 |
| <b>Contents</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |                   |                                                    |
| <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> |                   |                                                    |
| <b>Intended learning outcomes</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |                   |                                                    |
| <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>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |                   |                                                    |
| <b>Courses</b> (type, number of weekly contact hours, language — if other than German)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |                   |                                                    |
| S (3)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |                   |                                                    |
| Module taught in: English and Chinese                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |                   |                                                    |
| <b>Method of assessment</b> (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<br/>b) written examination (approx. 60 minutes)<br/>Language of assessment: English and Chinese<br/>creditable for bonus</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |                   |                                                    |
| <b>Allocation of places</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |                   |                                                    |
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| <b>Additional information</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |                   |                                                    |
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| <b>Workload</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |                   |                                                    |
| 150 h                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |                   |                                                    |
| <b>Teaching cycle</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |                   |                                                    |
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| <b>Referred to in LPO I</b> (examination regulations for teaching-degree programmes)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |                   |                                                    |
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| Module title                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |                   | Abbreviation                                       |
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| 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          | --                                                 |
| <b>Contents</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |                   |                                                    |
| <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> |                   |                                                    |
| <b>Intended learning outcomes</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |                   |                                                    |
| <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>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |                   |                                                    |
| <b>Courses</b> (type, number of weekly contact hours, language — if other than German)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |                   |                                                    |
| S (3)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |                   |                                                    |
| Module taught in: English and Chinese                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |                   |                                                    |
| <b>Method of assessment</b> (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<br/>b) written examination (approx. 60 minutes)<br/>Language of assessment: English and Chinese<br/>creditable for bonus</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |                   |                                                    |
| <b>Allocation of places</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |                   |                                                    |
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| <b>Additional information</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |                   |                                                    |
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| <b>Workload</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |                   |                                                    |
| 150 h                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |                   |                                                    |
| <b>Teaching cycle</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |                   |                                                    |
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| <b>Referred to in LPO I</b> (examination regulations for teaching-degree programmes)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |                   |                                                    |
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| Module title                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |                   |                                                    | Abbreviation        |
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| 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)<br>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<br>b) written examination (approx. 60 minutes)<br>Language of assessment: English and Chinese<br>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 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)<br>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<br>b) written examination (approx. 60 minutes)<br>Language of assessment: English and Chinese<br>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 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          | --                                                 |
| <b>Contents</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                     |                   |                                                    |
| 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. |                   |                                                    |
| <b>Intended learning outcomes</b>                                                                                                                                                                                                                                                                                                                                                                                                                                   |                   |                                                    |
| 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.                                                                                                                                                                              |                   |                                                    |
| <b>Courses</b> (type, number of weekly contact hours, language — if other than German)                                                                                                                                                                                                                                                                                                                                                                              |                   |                                                    |
| S (3)<br>Module taught in: English and Chinese                                                                                                                                                                                                                                                                                                                                                                                                                      |                   |                                                    |
| <b>Method of assessment</b> (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<br>b) written examination (approx. 60 minutes)<br>Language of assessment: English and Chinese<br>creditable for bonus                                                                                                                                                                                                                                                                             |                   |                                                    |
| <b>Allocation of places</b>                                                                                                                                                                                                                                                                                                                                                                                                                                         |                   |                                                    |
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| <b>Additional information</b>                                                                                                                                                                                                                                                                                                                                                                                                                                       |                   |                                                    |
| --                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |                   |                                                    |
| <b>Workload</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                     |                   |                                                    |
| 150 h                                                                                                                                                                                                                                                                                                                                                                                                                                                               |                   |                                                    |
| <b>Teaching cycle</b>                                                                                                                                                                                                                                                                                                                                                                                                                                               |                   |                                                    |
| --                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |                   |                                                    |
| <b>Referred to in LPO I</b> (examination regulations for teaching-degree programmes)                                                                                                                                                                                                                                                                                                                                                                                |                   |                                                    |
| --                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |                   |                                                    |

| 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"> <li>• Detailed understanding of specific schools and authors</li> <li>• Interaction with non-Confucian positions</li> <li>• Interpretations of Confucian positions within the contemporary Confucian discourse.</li> </ul> |                   |                                                    |
| 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)<br/>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<br/>b) written examination (approx. 60 minutes)<br/>Language of assessment: English and Chinese<br/>creditable for bonus</p>                                                                                                                                                                                                                                                                   |                   |                                                    |
| 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 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          | --                                                 |
| <b>Contents</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |                   |                                                    |
| 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). |                   |                                                    |
| <b>Intended learning outcomes</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |                   |                                                    |
| 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.                                                                                                                                                                                                                                                                                                                                                                                                   |                   |                                                    |
| <b>Courses</b> (type, number of weekly contact hours, language — if other than German)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |                   |                                                    |
| S (3)<br>Module taught in: English and Chinese                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |                   |                                                    |
| <b>Method of assessment</b> (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<br>b) written examination (approx. 60 minutes)<br>Language of assessment: English and Chinese<br>creditable for bonus                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |                   |                                                    |
| <b>Allocation of places</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |                   |                                                    |
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| <b>Additional information</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |                   |                                                    |
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| <b>Workload</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |                   |                                                    |
| 150 h                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |                   |                                                    |
| <b>Teaching cycle</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |                   |                                                    |
| --                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |                   |                                                    |
| <b>Referred to in LPO I</b> (examination regulations for teaching-degree programmes)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |                   |                                                    |
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| 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          | --                                                 |
| <b>Contents</b>                                                                                                                                                                                                                                                                                                                                                          |                   |                                                    |
| 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. |                   |                                                    |
| <b>Intended learning outcomes</b>                                                                                                                                                                                                                                                                                                                                        |                   |                                                    |
| Students will be enabled to work from primary sources and develop question within a defined set of theories and concrete historical examples.                                                                                                                                                                                                                            |                   |                                                    |
| <b>Courses</b> (type, number of weekly contact hours, language — if other than German)                                                                                                                                                                                                                                                                                   |                   |                                                    |
| S (3)<br>Module taught in: English and Chinese                                                                                                                                                                                                                                                                                                                           |                   |                                                    |
| <b>Method of assessment</b> (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<br>b) written examination (approx. 60 minutes)<br>Language of assessment: English and Chinese<br>creditable for bonus                                                                                                                                                                                  |                   |                                                    |
| <b>Allocation of places</b>                                                                                                                                                                                                                                                                                                                                              |                   |                                                    |
| --                                                                                                                                                                                                                                                                                                                                                                       |                   |                                                    |
| <b>Additional information</b>                                                                                                                                                                                                                                                                                                                                            |                   |                                                    |
| --                                                                                                                                                                                                                                                                                                                                                                       |                   |                                                    |
| <b>Workload</b>                                                                                                                                                                                                                                                                                                                                                          |                   |                                                    |
| 150 h                                                                                                                                                                                                                                                                                                                                                                    |                   |                                                    |
| <b>Teaching cycle</b>                                                                                                                                                                                                                                                                                                                                                    |                   |                                                    |
| --                                                                                                                                                                                                                                                                                                                                                                       |                   |                                                    |
| <b>Referred to in LPO I</b> (examination regulations for teaching-degree programmes)                                                                                                                                                                                                                                                                                     |                   |                                                    |
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## **Compulsory Electives 3: Management and Economics**

(15 ECTS credits)

| Module title                                                                                                                                                            |                   | Abbreviation                         |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------|--------------------------------------|
| Accounting                                                                                                                                                              |                   | 12-ACC-262-m01                       |
| Module coordinator                                                                                                                                                      |                   | Module offered by                    |
| --                                                                                                                                                                      |                   | 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                                                                                                                                                              | --                | --                                   |
| 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 to 120 minutes) or<br>b) portfolio (approx. 50 hours)<br>creditable for bonus                                                        |                   |                                      |
| Allocation of places                                                                                                                                                    |                   |                                      |
| --                                                                                                                                                                      |                   |                                      |
| Additional information                                                                                                                                                  |                   |                                      |
| --                                                                                                                                                                      |                   |                                      |
| Workload                                                                                                                                                                |                   |                                      |
| 150 h                                                                                                                                                                   |                   |                                      |
| Teaching cycle                                                                                                                                                          |                   |                                      |
| Teaching cycle: every year, winter semester                                                                                                                             |                   |                                      |
| Referred to in LPO I (examination regulations for teaching-degree programmes)                                                                                           |                   |                                      |
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| Module title                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |                   |                                                                                                                     | Abbreviation      |
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| Marketing                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |                   |                                                                                                                     | 12-Mark-G-262-mo1 |
| 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"><li>1. Marketing, entrepreneurship and business management</li><li>2. Explanations of consumer behaviour</li><li>3. Fundamentals of market research</li><li>4. Strategic marketing; marketing tools</li><li>5. Corporate social responsibility versus creating shared value</li></ol> <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)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |                   |                                                                                                                     |                   |
| Module taught in: German and/or English                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |                   |                                                                                                                     |                   |
| Master's with 1 major China Business and Economics (2027)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |                   | JMU Würzburg • generated 12-Sep-2026 • exam. reg. data record Master (120 ECTS) China Business and Economics - 2027 | page 52 / 417     |



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|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Method of assessment</b> (type, scope, 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<br>b) portfolio (approx. 50 hours total)<br>Language of assessment: German and/or English<br>creditable for bonus        |
| <b>Allocation of places</b>                                                                                                                                                    |
| --                                                                                                                                                                             |
| <b>Additional information</b>                                                                                                                                                  |
| --                                                                                                                                                                             |
| <b>Workload</b>                                                                                                                                                                |
| 150 h                                                                                                                                                                          |
| <b>Teaching cycle</b>                                                                                                                                                          |
| Teaching cycle: every year, summer semester                                                                                                                                    |
| <b>Referred to in LPO I</b> (examination regulations for teaching-degree programmes)                                                                                           |
| --                                                                                                                                                                             |

| Module title                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |                   | Abbreviation                         |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------|--------------------------------------|
| Finance                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |                   | 12-I&F-G-262-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"> <li>1. Principles of financial mathematics</li> <li>2. Fundamental concepts</li> <li>3. Problems of investment and finance in one commodity world under certainty</li> <li>4. Problems of investment and finance in one commodity world under uncertainty</li> <li>5. Problems of investment and finance in many commodities world under uncertainty</li> <li>6. Capital market and corporate financing in Germany</li> </ol> |                   |                                      |
| 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) + 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</p> <p>b) portfolio (approx. 50 hours in total)</p> <p>creditable for bonus</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |                   |                                      |
| Allocation of places                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |                   |                                      |
| --                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |                   |                                      |
| Additional information                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |                   |                                      |
| --                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |                   |                                      |
| Workload                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |                   |                                      |
| 150 h                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |                   |                                      |
| Teaching cycle                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |                   |                                      |
| Teaching cycle: every year, winter semester                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |                   |                                      |
| Referred to in LPO I (examination regulations for teaching-degree programmes)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |                   |                                      |
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| Module title                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |                   | Abbreviation                         |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------|--------------------------------------|
| Microeconomics                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |                   | 12-Mik1-G-262-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"> <li>1. Utility maximisation under constraints</li> <li>2. Comparative statics</li> <li>3. Income and substitution effects</li> <li>4. Labour supply</li> <li>5. Intertemporal consumption / savings decisions</li> </ol> <p>Theory of the firm:</p> <ol style="list-style-type: none"> <li>6. Production functions (technology)</li> <li>7. Profit maximisation</li> <li>8. Long run versus short run cost minimisation</li> <li>9. Supply of goods</li> </ol> |                   |                                      |
| 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) + 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<br>b) portfolio (approx. 50 hours)<br>creditable for bonus                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |                   |                                      |
| Allocation of places                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |                   |                                      |
| --                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |                   |                                      |
| Additional information                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |                   |                                      |
| --                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |                   |                                      |
| Workload                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |                   |                                      |
| 150 h                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |                   |                                      |
| Teaching cycle                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |                   |                                      |
| Teaching cycle: every year, summer semester                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |                   |                                      |
| Referred to in LPO I (examination regulations for teaching-degree programmes)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |                   |                                      |
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| Module title                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |                   | Abbreviation                         |
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| Macroeconomics                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |                   | 12-Mak1-G-262-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                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |                   |                                      |
| <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"> <li>Macroeconomic issues and characteristics <ul style="list-style-type: none"> <li>Issues of macroeconomics</li> <li>The measurement of economic activity</li> </ul> </li> <li>Long-term relationships <ul style="list-style-type: none"> <li>The classic long-term model of the closed economy</li> <li>Money and Inflation</li> <li>The classic long-term model of a small open economy</li> <li>Unemployment</li> </ul> </li> <li>Short and medium-term relationships <ul style="list-style-type: none"> <li>Fluctuations of economic activity: an introduction</li> <li>The IS-LM model of a closed economy</li> <li>The IS-LM model of an open economy</li> <li>Aggregate supply and Phillips curve</li> <li>Conclusion and outlook</li> </ul> </li> </ol> <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) + Ü (2)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |                   |                                      |

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|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Method of assessment</b> (type, scope, 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<br>b) portfolio (approx. 50 hours)<br>creditable for bonus                                                               |
| <b>Allocation of places</b>                                                                                                                                                    |
| --                                                                                                                                                                             |
| <b>Additional information</b>                                                                                                                                                  |
| --                                                                                                                                                                             |
| <b>Workload</b>                                                                                                                                                                |
| 150 h                                                                                                                                                                          |
| <b>Teaching cycle</b>                                                                                                                                                          |
| Teaching cycle: every year, winter semester                                                                                                                                    |
| <b>Referred to in LPO I</b> (examination regulations for teaching-degree programmes)                                                                                           |
| --                                                                                                                                                                             |

## **Compulsory Electives 4: Management and Economics - Subject**

(20 ECTS credits)

## Marketing

(0 or 20 ECTS credits)

## Core

(10 ECTS credits)



| Module title                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |                   |                                                                                                                     | Abbreviation     |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------|---------------------------------------------------------------------------------------------------------------------|------------------|
| Sales and Communications Management                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |                   |                                                                                                                     | 12-M-IMM-262-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>This course provides students with a comprehensive understanding of sales strategies and communication techniques that are essential for success in today's dynamic business environment. By looking at sales management, including the design of sales structures, strategic management and human resource management, as well as communication management, which includes traditional and digital means of communication, students will gain a comprehensive overview of the relevant subject areas.</p> <p>Rough course structure:</p> <ul style="list-style-type: none"><li>• Sales management:</li><li>• Designing the sales structure</li><li>• Strategic sales management</li><li>• Management of sales staff</li><li>• Communication management:</li><li>• Traditional communication tools (e.g. TV, flyers)</li><li>• Digital communication tools (e.g. social media marketing; search engine marketing, display advertising)</li><li>• Systematic channel integration</li></ul> |                   |                                                                                                                     |                  |
| Intended learning outcomes                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |                   |                                                                                                                     |                  |
| <p>Through theoretical understanding and practical application, students will develop proficiency in strategic and operational sales management and the utilization of diverse communication instruments to achieve organizational objectives and maximize market impact.</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<br>b) portfolio (approx. 50 hours total)<br>Language of assessment: English<br>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)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |                   |                                                                                                                     |                  |
| --                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |                   |                                                                                                                     |                  |
| Master's with 1 major China Business and Economics (2027)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |                   | JMU Würzburg • generated 12-Sep-2026 • exam. reg. data record Master (120 ECTS) China Business and Economics - 2027 | page 61 / 417    |

| Module title                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |                   |                                      | Abbreviation    |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------|--------------------------------------|-----------------|
| Marketing Research                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |                   |                                      | 12-M-SM-262-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>This course provides students with a comprehensive understanding of the principles and processes of conducting effective marketing research. This includes, for example, understanding latent constructs, designing data collection methods and questionnaires, and setting up experiments. In addition, students will learn techniques for data analysis and interpretation using SPSS, covering univariate, bivariate and multivariate analysis methods to derive actionable insights from the research results.</p> <p>Rough course structure:</p> <ul style="list-style-type: none"><li>• Basics and process of marketing research</li><li>• Introduction to marketing research</li><li>• Latent constructs</li><li>• Data collection &amp; questionnaire design</li><li>• Experimental set-up</li></ul> <p>Data analysis and interpretation</p> <ul style="list-style-type: none"><li>• Introduction to SPSS</li><li>• Univariate and bivariate analysis methods</li><li>• Multivariate analysis methods (various forms of regression analysis; analysis of variance; conjoint analysis; mediation analysis; structural equation modeling)</li></ul> |                   |                                      |                 |
| Intended learning outcomes                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |                   |                                      |                 |
| Through theoretical considerations as well as practical exercises and case studies, students develop the necessary skills to collect and analyze data in order to make strategic marketing decisions.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |                   |                                      |                 |
| Courses (type, number of weekly contact hours, language — if other than German)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |                   |                                      |                 |
| V (2) + Ü (2)<br>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<br>b) portfolio (approx. 50 hours total)<br>Language of assessment: English<br>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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## Core Electives

(10 ECTS credits)

| Module title                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |                   | Abbreviation                         |
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| <b>Strategic Managerial Accounting</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |                   | 12-M-INST-262-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          | --                                   |
| <b>Contents</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |                   |                                      |
| 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. |                   |                                      |
| <b>Intended learning outcomes</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |                   |                                      |
| Initially, students acquire an understanding of economic drivers of strategic decisions as well as fundamental requirements concerning instruments of decision-making and behavior control in enterprises. Upon completion of the course, they are able to analyze and evaluate the strengths and weaknesses, as well as fields of application and limitations, of prevalent instruments of strategic corporate management used in practice. Additionally, they develop competences in the design and further development of strategic instruments.                                                                                                   |                   |                                      |
| <b>Courses</b> (type, number of weekly contact hours, language — if other than German)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |                   |                                      |
| V (2) + Ü (2)<br>Module taught in: German and/or English                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |                   |                                      |
| <b>Method of assessment</b> (type, scope, 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<br>b) portfolio (approx. 50 hours total)<br>Language of assessment: German and/or English<br>creditable for bonus                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |                   |                                      |
| <b>Allocation of places</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |                   |                                      |
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| <b>Additional information</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |                   |                                      |
| --                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |                   |                                      |
| <b>Workload</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |                   |                                      |
| 150 h                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |                   |                                      |
| <b>Teaching cycle</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |                   |                                      |
| Teaching cycle: summer semester                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |                   |                                      |
| <b>Referred to in LPO I</b> (examination regulations for teaching-degree programmes)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |                   |                                      |
| --                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |                   |                                      |

| Module title                                                                                                                                                                                                                                                                                                                                                                                                                        |                   | Abbreviation                         |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------|--------------------------------------|
| Coordination, Budgeting and Incentives in Organizations                                                                                                                                                                                                                                                                                                                                                                             |                   | 12-M-KOBO-262-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                                                                                                                                                                                                                                                                                                                                                                                                                            |                   |                                      |
| 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                                                                                                                                                                                                                                                                                                                                                                                                          |                   |                                      |
| Initially, students acquire an understanding of the necessity of behavioral control in enterprises. Upon completion of the course, they are able to analyze and evaluate requirements and effects of instruments used for behavioral control. Additionally, they develop competences for deployment, structure and development of coordination tools.                                                                               |                   |                                      |
| Courses (type, number of weekly contact hours, language — if other than German)                                                                                                                                                                                                                                                                                                                                                     |                   |                                      |
| V (2) + Ü (2)<br>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<br>b) portfolio (approx. 50 hours total)<br>Language of assessment: German and/or English<br>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 title                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |                   |                                                                                                                     | Abbreviation     |
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| Business Software 1: Management and Implementation of Information Systems                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |                   |                                                                                                                     | 12-M-GPU-262-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> <ul style="list-style-type: none"><li>• 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.</li><li>• 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.</li><li>• 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.</li></ul> <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"><li>1. ERP Systems - Overview and Differentiation: Students gain a comprehensive understanding of various ERP systems, their architectures, and philosophies.</li><li>2. Integration of Business Processes: Participants learn how ERP systems map and optimize business operations.</li><li>3. Selection and Customizing of ERP Systems: Students develop skills to evaluate, select, and adapt ERP systems to meet business needs.</li><li>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.</li></ol>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |                   |                                                                                                                     |                  |
| Courses (type, number of weekly contact hours, language — if other than German)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |                   |                                                                                                                     |                  |
| V (2) + Ü (2)<br>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 to 120 minutes) or<br/>b) portfolio (approx. 50 hours total)<br/>Language of assessment: German and/or English<br/>creditable for bonus</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |                   |                                                                                                                     |                  |
| Master's with 1 major China Business and Economics (2027)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |                   | JMU Würzburg • generated 12-Sep-2026 • exam. reg. data record Master (120 ECTS) China Business and Economics - 2027 | page 67 / 417    |

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| <b>Allocation of places</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |
| <p>50 places.<br/>WM1:<br/>Should the number of applications exceed the number of available places, places will be allocated as follows:<br/>1) Master's students of Information Systems, Management and Econometrics will be given preferential consideration.<br/>(2) The remaining places will be allocated to students of other subjects.<br/>(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> |
| <b>Additional information</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |
| --                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |
| <b>Workload</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |
| 150 h                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |
| <b>Teaching cycle</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |
| Teaching cycle: winter semester                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |
| <b>Referred to in LPO I</b> (examination regulations for teaching-degree programmes)                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |
| --                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |



| Module title                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |                   | Abbreviation                         |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------|--------------------------------------|
| Digital Strategy                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |                   | 12-M-IBS-262-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"> <li>• Become familiar with theoretical concepts of strategy development and implementation in the e-business context</li> <li>• Understand the strengths and weaknesses of different frameworks and approaches as well as the prerequisites for their meaningful application</li> <li>• Apply the concepts to case studies and derive action-oriented recommendations from them</li> <li>• Learn how to transfer the concepts to other entrepreneurial situations from their studies or work</li> </ul> |                   |                                      |
| 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<br>b) portfolio (approx. 50 hours total)<br>Language of assessment: English<br>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 title                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |                   |                                                                                                                     | Abbreviation     |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------|---------------------------------------------------------------------------------------------------------------------|------------------|
| E-Commerce                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |                   |                                                                                                                     | 12-M-EC1-262-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)<br>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<br>b) portfolio (approx. 50 hours total)<br>Language of assessment: English<br>creditable for bonus                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |                   |                                                                                                                     |                  |
| Allocation of places                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |                   |                                                                                                                     |                  |
| Number of places: 15.<br>WA:<br>Should the number of applications exceed the number of available places, places will be allocated as follows:<br>(1) Students who already have successfully completed courses offered by the supervising chair will be given preferential consideration.<br>a. Among applicants with the same number of successfully completed modules, places will be allocated according to the total number of ECTS credits achieved in the corresponding modules.<br>b. When places are allocated in accordance with b) and the number of applications exceeds the number of available places, places will be allocated according to the average grade of assessments taken in the corresponding courses.<br>c. Among applicants with the same average grade, places will be allocated by lot.<br>(2) Any remaining places are available to students who have not yet successfully completed any courses of the supervising chair. The selection is made according to study progress (number of semesters); among applicants with the same number of semesters, places will be allocated by lot. A waiting list will be maintained and places re-allocated as they become available. |                   |                                                                                                                     |                  |
| Additional information                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |                   |                                                                                                                     |                  |
| --                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |                   |                                                                                                                     |                  |
| Workload                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |                   |                                                                                                                     |                  |
| 150 h                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |                   |                                                                                                                     |                  |
| Master's with 1 major China Business and Economics (2027)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |                   | JMU Würzburg • generated 12-Sep-2026 • exam. reg. data record Master (120 ECTS) China Business and Economics - 2027 | page 70 / 417    |

|                                                                                      |
|--------------------------------------------------------------------------------------|
| <b>Teaching cycle</b>                                                                |
| Teaching cycle: summer semester                                                      |
| <b>Referred to in LPO I</b> (examination regulations for teaching-degree programmes) |
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| Module title                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |                   |                                      | Abbreviation      |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------|--------------------------------------|-------------------|
| Product Innovation and Price Management                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |                   |                                      | 12-M-PIPM-262-mo1 |
| 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>"Product Innovation and Price Management" explores the crucial aspects of developing innovative products and effectively managing pricing strategies in dynamic markets. Students will examine theories and practices related to product innovation, market analysis, and pricing methodologies.</p> <p>Rough course structure:</p> <p>Innovation management</p> <ul style="list-style-type: none"><li>• Fundamentals of innovation management</li><li>• Idea generation &amp; idea concretization</li><li>• Concept definition</li><li>• Concept evaluation and selection</li><li>• Market launch of new products</li><li>• Cross-phase approaches to managing the innovation process</li></ul> <p>Price management</p> <ul style="list-style-type: none"><li>• Basics of price management</li><li>• Concepts of classical price theory</li><li>• Behavioral basics of pricing policy</li><li>• Approaches to price determination (demand-oriented, cost-oriented, competition-oriented)</li></ul> |                   |                                      |                   |
| Intended learning outcomes                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |                   |                                      |                   |
| The goal of this course is to equip students with the knowledge and skills necessary to drive innovation in product development and effectively manage pricing strategies in dynamic markets.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |                   |                                      |                   |
| Courses (type, number of weekly contact hours, language — if other than German)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |                   |                                      |                   |
| V (2) + Ü (2)<br>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<br>b) portfolio (approx. 50 hours total)<br>Language of assessment: English<br>creditable for bonus                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |                   |                                      |                   |
| Allocation of places                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |                   |                                      |                   |
| --                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |                   |                                      |                   |
| Additional information                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |                   |                                      |                   |
| --                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |                   |                                      |                   |
| Workload                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |                   |                                      |                   |
| 150 h                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |                   |                                      |                   |

|                                                                                      |
|--------------------------------------------------------------------------------------|
| <b>Teaching cycle</b>                                                                |
| Teaching cycle: after announcement                                                   |
| <b>Referred to in LPO I</b> (examination regulations for teaching-degree programmes) |
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| Module title                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |                   | Abbreviation                         |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------|--------------------------------------|
| Marketing Analytics                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |                   | 12-M-MA-262-m01                      |
| Module coordinator                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |                   | Module offered by                    |
| holder of the Junior Professorship of Marketing 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>Marketing analytics involves the collection, management, and analysis of data to gain insights into the performance of marketing activities. In fact, it is increasingly possible to use data analysis to inform, make, and even automate marketing decisions. The goal of this course is to provide students with a hands-on understanding of key methods and specific techniques used in marketing analytics. This requires substantive knowledge in marketing as well as of fundamental ideas at the intersection of statistics, economics, psychology, and computer science.</p> <p>The course will cover fundamentals of data science, including data wrangling and data exploration, and will then turn to applied, real-world marketing analytics problems such as marketing mix modeling, market segmentation, and measuring preferences and demand. Emphasis will be placed on data visualization and valuable methods for causal inference in marketing. The course will also delve into a few advanced marketing topics. To provide a hands-on learning experience, the course will include practical applications of the covered content using the R programming language.</p> |                   |                                      |
| Intended learning outcomes                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |                   |                                      |
| <ul style="list-style-type: none"> <li>• Understand key methods and techniques used in marketing analytics and how to apply them to real-world problems.</li> <li>• Learn to identify the appropriate analytical methods to use for specific marketing problems.</li> <li>• Develop proficiency in data wrangling and data exploration techniques.</li> <li>• Develop skills in data visualization and interpretation to effectively communicate marketing insights.</li> <li>• Gain hands-on experience with the R programming language and apply it to solving marketing analytics problems.</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |                   |                                      |
| Courses (type, number of weekly contact hours, language — if other than German)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |                   |                                      |
| V (2) + Ü (2)<br>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<br>b) portfolio (approx. 50 hours total)<br>Language of assessment: English<br>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 title                                                                                                                                                                                                                                                                                                                                                                                                     |                   | Abbreviation                         |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------|--------------------------------------|
| Project Modul: Innovation Lab                                                                                                                                                                                                                                                                                                                                                                                    |                   | 12-M-IL-262-m01                      |
| Module coordinator                                                                                                                                                                                                                                                                                                                                                                                               |                   | Module offered by                    |
| --                                                                                                                                                                                                                                                                                                                                                                                                               |                   | 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                                                                                                                                                                                                                                                                                                                                                                                                       | --                | --                                   |
| Contents                                                                                                                                                                                                                                                                                                                                                                                                         |                   |                                      |
| --                                                                                                                                                                                                                                                                                                                                                                                                               |                   |                                      |
| Intended learning outcomes                                                                                                                                                                                                                                                                                                                                                                                       |                   |                                      |
| --                                                                                                                                                                                                                                                                                                                                                                                                               |                   |                                      |
| 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 to 120 minutes) or<br>b) portfolio (approx. 50 hours total)<br>Assessment offered: In the semester in which the course is offered creditable for bonus                                                                                                                                                                                                                        |                   |                                      |
| Allocation of places                                                                                                                                                                                                                                                                                                                                                                                             |                   |                                      |
| 12 places.<br>WA1:<br>(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.<br>(2) Places on all courses of the module with a restricted number of places will be allocated in the same procedure.<br>(3) A waiting list will be maintained and places re-allocated by lot as they become available. |                   |                                      |
| Additional information                                                                                                                                                                                                                                                                                                                                                                                           |                   |                                      |
| --                                                                                                                                                                                                                                                                                                                                                                                                               |                   |                                      |
| Workload                                                                                                                                                                                                                                                                                                                                                                                                         |                   |                                      |
| 150 h                                                                                                                                                                                                                                                                                                                                                                                                            |                   |                                      |
| Teaching cycle                                                                                                                                                                                                                                                                                                                                                                                                   |                   |                                      |
| --                                                                                                                                                                                                                                                                                                                                                                                                               |                   |                                      |
| Referred to in LPO I (examination regulations for teaching-degree programmes)                                                                                                                                                                                                                                                                                                                                    |                   |                                      |
| --                                                                                                                                                                                                                                                                                                                                                                                                               |                   |                                      |



| Module title                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |                   |                                      | Abbreviation    |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------|--------------------------------------|-----------------|
| Service-Learning Seminar: Developing Marketing Literacy among Adolescents                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |                   |                                      | 12-M-SL-262-m01 |
| Module coordinator                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |                   | Module offered by                    |                 |
| --                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |                   | 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                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    | --                | --                                   |                 |
| Contents                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |                   |                                      |                 |
| --                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |                   |                                      |                 |
| Intended learning outcomes                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |                   |                                      |                 |
| --                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |                   |                                      |                 |
| Courses (type, number of weekly contact hours, language — if other than German)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |                   |                                      |                 |
| S (2)<br>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<br>b) portfolio (approx. 50 hours total)<br>Language of assessment: German and/or English<br>Assessment offered: In the semester in which the course is offered<br>creditable for bonus                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |                   |                                      |                 |
| Allocation of places                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |                   |                                      |                 |
| 20 places.<br>WA:<br>Should the number of applications exceed the number of available places, places will be allocated as follows:<br>(1) Students who already have successfully completed courses offered by the supervising chair will be given preferential consideration.<br>a. Among applicants with the same number of successfully completed modules, places will be allocated according to the total number of ECTS credits achieved in the corresponding modules.<br>b. When places are allocated in accordance with b) and the number of applications exceeds the number of available places, places will be allocated according to the average grade of assessments taken in the corresponding courses.<br>c. Among applicants with the same average grade, places will be allocated by lot.<br>(2) Any remaining places are available to students who have not yet successfully completed any courses of the supervising chair. The selection is made according to study progress (number of semesters); among applicants with the same number of semesters, places will be allocated by lot. A waiting list will be maintained and places re-allocated as they become available. |                   |                                      |                 |
| Additional information                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |                   |                                      |                 |
| --                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |                   |                                      |                 |
| Workload                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |                   |                                      |                 |
| 150 h                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |                   |                                      |                 |
| Teaching cycle                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |                   |                                      |                 |
| --                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |                   |                                      |                 |
| Referred to in LPO I (examination regulations for teaching-degree programmes)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |                   |                                      |                 |
| --                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |                   |                                      |                 |

| Module title                                                                                                                                                                                                                                                                                                                                                                                                                                                         |                   | Abbreviation                         |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------|--------------------------------------|
| Topics in Marketing                                                                                                                                                                                                                                                                                                                                                                                                                                                  |                   | 12-M-TM-262-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"> <li>• courses taken at other German or non-German universities</li> <li>• additional courses offered on a short-term basis</li> <li>• courses offered by new Chairs that are yet to be included in the FSB (subject-specific provisions)</li> </ul> <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)<br>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 to 120 minutes) or<br/>b) portfolio (approx. 50 hours total)<br/>Language of assessment: German and/or English<br/>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: after announcement                                                                                                                                                                                                                                                                                                                                                                                                                                   |                   |                                      |
| Referred to in LPO I (examination regulations for teaching-degree programmes)                                                                                                                                                                                                                                                                                                                                                                                        |                   |                                      |
| --                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |                   |                                      |

## Finance

(0 or 20 ECTS credits)

## Core

(10 ECTS credits)

| Module title                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |                   |                                      | Abbreviation     |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------|--------------------------------------|------------------|
| Portfolio and Capital Market Theory                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |                   |                                      | 12-M-CF2-262-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. Syllabus:</p> <p>1. Modern Portfolio Selection</p> <p>    1. 2 Asset-Case</p> <p>    2. Multiple-Asset-Case</p> <p>    3. Critique of Portfolio Theory</p> <p>2. Capital Asset Pricing Model</p> <p>    1. Assumptions and Derivation</p> <p>    2. Implications</p> <p>3. Empirical Aspects, Extensions and Alternatives</p> |                   |                                      |                  |
| 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)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |                   |                                      |                  |
| <p>V (2) + Ü (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) portfolio (approx. 50 hours total)</p> <p>Language of assessment: 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 title                                                                                                                                                            |                   |                                      | Abbreviation      |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------|--------------------------------------|-------------------|
| Efficiently Inefficient Financial Markets                                                                                                                               |                   |                                      | 12-M-EIFM-262-mo1 |
| Module coordinator                                                                                                                                                      |                   | Module offered by                    |                   |
| --                                                                                                                                                                      |                   | 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                                                                                                                                                              | --                | --                                   |                   |
| Contents                                                                                                                                                                |                   |                                      |                   |
| --                                                                                                                                                                      |                   |                                      |                   |
| Intended learning outcomes                                                                                                                                              |                   |                                      |                   |
| --                                                                                                                                                                      |                   |                                      |                   |
| Courses (type, number of weekly contact hours, language — if other than German)                                                                                         |                   |                                      |                   |
| V (2) + Ü (2)<br>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<br>b) portfolio (approx. 50 hours total)<br>Language of assessment: English<br>creditable for bonus               |                   |                                      |                   |
| Allocation of places                                                                                                                                                    |                   |                                      |                   |
| --                                                                                                                                                                      |                   |                                      |                   |
| Additional information                                                                                                                                                  |                   |                                      |                   |
| --                                                                                                                                                                      |                   |                                      |                   |
| Workload                                                                                                                                                                |                   |                                      |                   |
| 150 h                                                                                                                                                                   |                   |                                      |                   |
| Teaching cycle                                                                                                                                                          |                   |                                      |                   |
| --                                                                                                                                                                      |                   |                                      |                   |
| Referred to in LPO I (examination regulations for teaching-degree programmes)                                                                                           |                   |                                      |                   |
| --                                                                                                                                                                      |                   |                                      |                   |

## Core Electives

(10 ECTS credits)

| Module title                                                                                                                                                                                                                                             |                   |                                      | Abbreviation     |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------|--------------------------------------|------------------|
| Discounted Cashflow                                                                                                                                                                                                                                      |                   |                                      | 12-M-CF1-262-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 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. |                   |                                      |                  |
| Syllabus:                                                                                                                                                                                                                                                |                   |                                      |                  |
| 1. Introduction                                                                                                                                                                                                                                          |                   |                                      |                  |
| 2. DCF Theory under certainty                                                                                                                                                                                                                            |                   |                                      |                  |
| 1. NPV without taxes                                                                                                                                                                                                                                     |                   |                                      |                  |
| 2. NPV with personal taxes                                                                                                                                                                                                                               |                   |                                      |                  |
| 3. NPV with corporate taxes                                                                                                                                                                                                                              |                   |                                      |                  |
| 3. DCF Theory under uncertainty                                                                                                                                                                                                                          |                   |                                      |                  |
| 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)                                                                                                                                                                                                                                            |                   |                                      |                  |
| 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) portfolio (approx. 50 hours total)                                                                                                                                                                                                                    |                   |                                      |                  |
| 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)                                                                                                                                                                            |                   |                                      |                  |
| --                                                                                                                                                                                                                                                       |                   |                                      |                  |

Master's with 1 major China Business and Economics (2027)

JMU Würzburg • generated 12-Sep-2026 • exam. reg. data record Master (120 ECTS) China Business and Economics - 2027

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| Module title                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |                   |                                      | Abbreviation     |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------|--------------------------------------|------------------|
| Risk Management                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |                   |                                      | 12-M-CF3-262-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</p> <p>2. Futures &amp; Forwards</p> <p>3. Swaps</p> <p>4. Options</p> <p>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)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |                   |                                      |                  |
| <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 to 120 minutes) or</p> <p>b) portfolio (approx. 50 hours total)</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)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |                   |                                      |                  |
| --                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |                   |                                      |                  |

| Module title                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |                   | Abbreviation                         |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------|--------------------------------------|
| Topics in Corporate Finance                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |                   | 12-M-CF4-262-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          | --                                   |
| <b>Contents</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |                   |                                      |
| The module comprises selected topics in corporate finance. On the one hand we cover forward transactions and derivatives, including futures and options, as well as an outlook on other financial instruments such as swaps. The focus is on introduction, trading, valuation, and strategies for managing these instruments. On the other hand, legal foundations of risk management are discussed. Students will gain knowledge about important legal regulations and their significance for compliance in companies, especially in corporate, criminal, securities, anti-trust, and labor law. |                   |                                      |
| <b>Intended learning outcomes</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |                   |                                      |
| Upon completion of the module, students will be able to understand and apply the functions and valuations of derivatives, assess the legal frameworks of risk management, and develop and analyze basic hedging strategies.                                                                                                                                                                                                                                                                                                                                                                       |                   |                                      |
| <b>Courses</b> (type, number of weekly contact hours, language — if other than German)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |                   |                                      |
| V (2) + Ü (2)<br>Module taught in: German and/or English                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |                   |                                      |
| <b>Method of assessment</b> (type, scope, 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<br>b) portfolio (approx. 50 hours total)<br>Language of assessment: German and/or English<br>Assessment offered: In the semester in which the course is offered<br>creditable for bonus                                                                                                                                                                                                                                                                                                                                                     |                   |                                      |
| <b>Allocation of places</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |                   |                                      |
| --                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |                   |                                      |
| <b>Additional information</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |                   |                                      |
| --                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |                   |                                      |
| <b>Workload</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |                   |                                      |
| 150 h                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |                   |                                      |
| <b>Teaching cycle</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |                   |                                      |
| Teaching cycle: after announcement                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |                   |                                      |
| <b>Referred to in LPO I</b> (examination regulations for teaching-degree programmes)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |                   |                                      |
| --                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |                   |                                      |

| Module title                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |                   |                                                                                                                     | Abbreviation     |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------|---------------------------------------------------------------------------------------------------------------------|------------------|
| Analysis of Financial Market Data                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |                   |                                                                                                                     | 12-M-FMO-262-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>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"><li>1. Information efficiency</li><li>2. Random walk</li><li>3. Theoretical market models</li><li>4. Event studies</li><li>5. Univariate modelling of time series data</li><li>6. Models to explain volatility (ARCH and GARCH)</li><li>7. Estimation of the capital asset pricing model</li></ol> <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)<br>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<br>b) portfolio (approx. 50 hours total)<br>Language of assessment: German and/or English<br>creditable for bonus                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |                   |                                                                                                                     |                  |
| Master's with 1 major China Business and Economics (2027)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |                   | JMU Würzburg • generated 12-Sep-2026 • exam. reg. data record Master (120 ECTS) China Business and Economics - 2027 | page 87 / 417    |

|                                                                                      |
|--------------------------------------------------------------------------------------|
| <b>Allocation of places</b>                                                          |
| --                                                                                   |
| <b>Additional information</b>                                                        |
| --                                                                                   |
| <b>Workload</b>                                                                      |
| 150 h                                                                                |
| <b>Teaching cycle</b>                                                                |
| Teaching cycle: summer semester                                                      |
| <b>Referred to in LPO I</b> (examination regulations for teaching-degree programmes) |
| --                                                                                   |

| Module title                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |                   | Abbreviation                         |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------|--------------------------------------|
| Accounting and Capital Markets                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |                   | 12-M-REKA-262-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, questions regarding cost accounting, management control systems, behavioral control and decision-making functions of accounting, quality of financial reporting, and publicity are discussed. |                   |                                      |
| Intended learning outcomes                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |                   |                                      |
| Initially, students acquire a fundamental knowledge of the conception and impact of management and financial accounting as information systems, as well as the economic impacts of the configuration of management and financial accounting. They understand analytical and empirical models from relevant research literature and can interpret and explain the results. Upon completion of the course, the students are able to assess and evaluate the impacts of changes in institutional general frameworks such as changes in valuation standards, publicity rules or regulations about the distribution of profits in enterprises and on capital markets.     |                   |                                      |
| Courses (type, number of weekly contact hours, language — if other than German)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |                   |                                      |
| V (2) + Ü (2)<br>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<br>b) portfolio (approx. 50 hours total)<br>Language of assessment: English<br>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 title                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |                   |                                      | Abbreviation    |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------|--------------------------------------|-----------------|
| Financial Analysis                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |                   |                                      | 12-M-UA-262-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                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            | graduate          | --                                   |                 |
| Contents                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |                   |                                      |                 |
| <p>In today's rapidly changing economic landscape, the ability to effectively analyze financial information is more critical than ever. Financial analysis is essential for interpreting past and current financial data to make predictions about future performance and guide strategic decisions that affect the overall business. This module offers students the tools and methodologies needed to evaluate the financial position of companies, assess investment opportunities, and make informed financial decisions. We provide 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.</p> <p>Outline</p> <ul style="list-style-type: none"><li>• Introduction to financial analysis</li><li>• Analysis of earnings information</li><li>• Analysis of balance sheet information</li><li>• Analysis of cash flows</li><li>• Analysis of selected balance sheet positions</li></ul> |                   |                                      |                 |
| Intended learning outcomes                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |                   |                                      |                 |
| <p>Upon completion of this module, students will be able to:</p> <ul style="list-style-type: none"><li>• Understand corporate financial statements and identify value-relevant information;</li><li>• Provide relevant valuation techniques and recognize the fundamental role of financial information in the valuation process;</li><li>• Apply valuation models to practical cases and make informed investment decisions.</li></ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |                   |                                      |                 |
| Courses (type, number of weekly contact hours, language — if other than German)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |                   |                                      |                 |
| V (2) + Ü (2)<br>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<br/>b) portfolio (approx. 50 hours total)<br/>Language of assessment: English<br/>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 title                                                                                                                                                                   |                   | Abbreviation                         |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------|--------------------------------------|
| Empirical Banking and Finance                                                                                                                                                  |                   | 12-M-EBF-262-mo1                     |
| Module coordinator                                                                                                                                                             |                   | Module offered by                    |
| --                                                                                                                                                                             |                   | 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                                                                                                                                                                     | --                | --                                   |
| <b>Contents</b>                                                                                                                                                                |                   |                                      |
| --                                                                                                                                                                             |                   |                                      |
| <b>Intended learning outcomes</b>                                                                                                                                              |                   |                                      |
| --                                                                                                                                                                             |                   |                                      |
| <b>Courses</b> (type, number of weekly contact hours, language — if other than German)                                                                                         |                   |                                      |
| V (2) + Ü (2)<br>Module taught in: English                                                                                                                                     |                   |                                      |
| <b>Method of assessment</b> (type, scope, 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<br>b) portfolio (approx. 50 hours total)<br>Language of assessment: English<br>creditable for bonus                      |                   |                                      |
| <b>Allocation of places</b>                                                                                                                                                    |                   |                                      |
| --                                                                                                                                                                             |                   |                                      |
| <b>Additional information</b>                                                                                                                                                  |                   |                                      |
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| <b>Workload</b>                                                                                                                                                                |                   |                                      |
| 150 h                                                                                                                                                                          |                   |                                      |
| <b>Teaching cycle</b>                                                                                                                                                          |                   |                                      |
| --                                                                                                                                                                             |                   |                                      |
| <b>Referred to in LPO I</b> (examination regulations for teaching-degree programmes)                                                                                           |                   |                                      |
| --                                                                                                                                                                             |                   |                                      |



| Module title                                                                                                                                                            |                   |                                      | Abbreviation      |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------|--------------------------------------|-------------------|
| Efficiently Inefficient Financial Markets                                                                                                                               |                   |                                      | 12-M-EIFM-262-mo1 |
| Module coordinator                                                                                                                                                      |                   | Module offered by                    |                   |
| --                                                                                                                                                                      |                   | 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                                                                                                                                                              | --                | --                                   |                   |
| Contents                                                                                                                                                                |                   |                                      |                   |
| --                                                                                                                                                                      |                   |                                      |                   |
| Intended learning outcomes                                                                                                                                              |                   |                                      |                   |
| --                                                                                                                                                                      |                   |                                      |                   |
| Courses (type, number of weekly contact hours, language — if other than German)                                                                                         |                   |                                      |                   |
| V (2) + Ü (2)<br>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<br>b) portfolio (approx. 50 hours total)<br>Language of assessment: English<br>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 title                                                                                                                                                            |                   | Abbreviation                         |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------|--------------------------------------|
| Banking and Regulation                                                                                                                                                  |                   | 12-M-BR-262-m01                      |
| Module coordinator                                                                                                                                                      |                   | Module offered by                    |
| --                                                                                                                                                                      |                   | 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                                                                                                                                                              | --                | --                                   |
| Contents                                                                                                                                                                |                   |                                      |
| --                                                                                                                                                                      |                   |                                      |
| Intended learning outcomes                                                                                                                                              |                   |                                      |
| --                                                                                                                                                                      |                   |                                      |
| Courses (type, number of weekly contact hours, language — if other than German)                                                                                         |                   |                                      |
| V (2) + Ü (2)<br>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<br>b) portfolio (approx. 50 hours total)<br>Language of assessment: English<br>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 title                                                                                                                                                                                                                                                                                                                                                                                                                                                         |                   | Abbreviation                         |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------|--------------------------------------|
| Topics in Finance                                                                                                                                                                                                                                                                                                                                                                                                                                                    |                   | 12-M-TCFRM-262-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"> <li>• courses taken at other German or non-German universities</li> <li>• additional courses offered on a short-term basis</li> <li>• courses offered by new Chairs that are yet to be included in the FSB (subject-specific provisions)</li> </ul> <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)<br>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 to 120 minutes) or<br/>b) portfolio (approx. 50 hours total)<br/>Language of assessment: German and/or English<br/>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: after announcement                                                                                                                                                                                                                                                                                                                                                                                                                                   |                   |                                      |
| Referred to in LPO I (examination regulations for teaching-degree programmes)                                                                                                                                                                                                                                                                                                                                                                                        |                   |                                      |
| --                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |                   |                                      |

# Human Resource Management and Organization

(0 or 20 ECTS credits)

## Core

(10 ECTS credits)

| Module title                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |                   | Abbreviation                         |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------|--------------------------------------|
| Incentives in Organizations                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |                   | 12-M-AO-262-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"> <li>1. Principal-agent theory</li> <li>2. Do top managers earn too much? (application)</li> <li>3. Performance-based payment</li> <li>4. Implementation of performance-based payment in companies (application)</li> <li>5. Seniority payment (with application)</li> <li>6. Financial incentives to work after retirement (with application)</li> <li>7. Wage bargaining (with application)</li> <li>8. Efficiency wages (with case study)</li> <li>9. Team incentives (with case study)</li> </ol> <p>Literature</p> <p>Milgrom and Roberts (1992), Economics, Organisation and Management, London.</p> <p>Mishel and Sabadish (2013), CEO Pay in 2012 was extraordinarily high, EPI Issue Brief 367, Washington DC.</p> <p>Fabbri and Marin (2016), What Explains the Rise in CEO Pay in Germany? A Panel Data Analysis for 1977-2009, Scandinavian Journal of Economics 118(2), 235-263.</p> <p>Lazear (2000), Performance Pay and Productivity, American Economic Review 90, 1346-1361.</p> <p>Lazear (1979), Why is there mandatory retirement? Journal of Political Economy 87, 1261-1284.</p> <p>Hutchens (1989), Seniority, Wages and Productivity: A Turbulent Decade, Journal of Economic Perspectives 3 (4), 49-64.</p> <p>Zwick (2011), Consequences of Seniority Wages on the Employment Structure, Industrial and Labor Relations Review 65(1), 108-125.</p> <p>Lorenz and Zwick (2021), Money also is sunny in a retiree's world-financial incentives and work after retirement, Journal for Labour Market Research, 55 (21).</p> <p>Bartolucci (2012), Credible Threats in a Wage Bargaining Model with on-the-job Search, Economic Letters, 117(3), 657-659.</p> <p>Lukesch and Zwick (2023) Do outside options drive wage inequalities in retained jobs? Evidence from a natural experiment, British Journal of Industrial Relations, published online, <a href="https://doi.org/10.1111/bjir.12771">https://doi.org/10.1111/bjir.12771</a>.</p> <p>Salop (1979), The model of the natural rate of unemployment, American Economic Review 69, 117-125.</p> <p>Becker and Stigler (1974), Law enforcement, Malfeasance, and the Compensation of Enforcers, Journal of Legal Studies III, 1-18.</p> <p>Garibaldi (2006), Personnel Economics in Imperfect Labour Markets, Oxford University Press, Chapter 13.</p> <p>Hjort (2014), Ethnic Divisions and Production in Firms, Quarterly Journal of Economics, 1899-1946.</p> <p>Kandel and Lazear (1992), Peer Pressure and Partnerships, Journal of Political Economy 100(4), 801-817.</p> |                   |                                      |
| Intended learning outcomes                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |                   |                                      |
| <p>Students acquire a working knowledge of key incentive 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.</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |                   |                                      |

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|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Courses</b> (type, number of weekly contact hours, language — if other than German)                                                                                         |
| V (2) + Ü (2)<br>Module taught in: English                                                                                                                                     |
| <b>Method of assessment</b> (type, scope, 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<br>b) portfolio (approx. 50 hours total)<br>Language of assessment: English<br>creditable for bonus                      |
| <b>Allocation of places</b>                                                                                                                                                    |
| --                                                                                                                                                                             |
| <b>Additional information</b>                                                                                                                                                  |
| --                                                                                                                                                                             |
| <b>Workload</b>                                                                                                                                                                |
| 150 h                                                                                                                                                                          |
| <b>Teaching cycle</b>                                                                                                                                                          |
| Teaching cycle: winter semester                                                                                                                                                |
| <b>Referred to in LPO I</b> (examination regulations for teaching-degree programmes)                                                                                           |
| --                                                                                                                                                                             |

| Module title                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |                   | Abbreviation                         |
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| Human Resource Management and Industrial Relations                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |                   | 12-M-HRM-262-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 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.</p> <p>Syllabus</p> <p>Introduction: Human Resource Management &amp; Industrial Relations</p> <p>Chapter 1: The employment contract</p> <p>Chapter 2: Motivation</p> <p>Chapter 3: Employee resistance against reorganisations</p> <p>Chapter 4: The role of works councils</p> <p>Chapter 5: Works councils and the employer wage structure</p> <p>Chapter 6: The behaviour of labour unions</p> <p>Chapter 7: Credentials and signaling</p> <p>Chapter 8: Demographic challenges of HRM</p> <p>Literature</p> <p>Milgrom, Roberts (1992), Economics, Organization and Management, Prentice Hall, Englewood Cliffs</p> <p>Picot, Dietl, Franck, Fiedler, Royer (2015), Organisation – Theorie und Praxis aus ökonomischer Sicht, 7. Auflage, Schäffer Poeschel, Stuttgart</p> <p>Zwick (2003), Empirische Determinanten des Widerstandes von Mitarbeitern gegen Innovationen, Schmalenbachs Zeitschrift für betriebswirtschaftliche Forschung 55, 45-59</p> <p>Freeman, Lazear (1995), An Economic Analysis of Works Councils, in Rogers, Streeck (eds.), Works Councils, Chicago, 27-50</p> <p>Addison, Teixeira, Zwick (2010), Works Councils and the Anatomy of Wages, Industrial and Labor Relations Review 63 (2), 240-273</p> <p>Atherton (1973), Theory of Union Bargaining Goals, Princeton University Press, Princeton, NJ.</p> <p>Garibaldi (2006), Personnel Economics in Imperfect Labour Market, Oxford University Press, Oxford (chapter 6).</p> <p>Mohrenweiser, Wydra-Somaggio, Zwick (2020), Information advantages of training employers despite credible training certificates, Oxford Economic Papers 72(3), 651-671.</p> <p>Malmberg, Lindh, Halversson (2008), Productivity consequences of workforce aging: Stagnation or Horndal effect. In Prskawetz, Bloom, Lutz (eds.), Population and Development Review, Population Ageing, Human Capital Accumulation, and Productivity Growth (suppl. to Vol. 34), 238-256</p> |                   |                                      |
| 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)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |                   |                                      |
| Module taught in: English                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |                   |                                      |



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|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Method of assessment</b> (type, scope, 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<br>b) portfolio (approx. 50 hours total)<br>Language of assessment: English<br>creditable for bonus                      |
| <b>Allocation of places</b>                                                                                                                                                    |
| --                                                                                                                                                                             |
| <b>Additional information</b>                                                                                                                                                  |
| --                                                                                                                                                                             |
| <b>Workload</b>                                                                                                                                                                |
| 150 h                                                                                                                                                                          |
| <b>Teaching cycle</b>                                                                                                                                                          |
| Teaching cycle: summer semester                                                                                                                                                |
| <b>Referred to in LPO I</b> (examination regulations for teaching-degree programmes)                                                                                           |
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## Core Electives

(10 ECTS credits)

| Module title                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |                   |                                      | Abbreviation     |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------|--------------------------------------|------------------|
| Empirical HR Research with Stata                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |                   |                                      | 12-M-EPF-262-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 HR Research with STATA") 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)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |                   |                                      |                  |
| 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 to 120 minutes) or</p> <p>b) portfolio (approx. 50 hours total)</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>Number of places: 12.</p> <p>WA:</p> <p>Should the number of applications exceed the number of available places, places will be allocated as follows:</p> <p>(1) Students who already have successfully completed courses offered by the supervising chair will be given preferential consideration.</p> <p>a. Among applicants with the same number of successfully completed modules, places will be allocated according to the total number of ECTS credits achieved in the corresponding modules.</p> <p>b. When places are allocated in accordance with b) and the number of applications exceeds the number of available places, places will be allocated according to the average grade of assessments taken in the corresponding courses.</p> <p>c. Among applicants with the same average grade, places will be allocated by lot.</p> <p>(2) Any remaining places are available to students who have not yet successfully completed any courses of the supervising chair. The selection is made according to study progress (number of semesters); among applicants with the same number of semesters, places will be allocated by lot. A waiting list will be maintained and places re-allocated as they become available.</p> |                   |                                      |                  |
| Additional information                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |                   |                                      |                  |
| --                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |                   |                                      |                  |
| Workload                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |                   |                                      |                  |
| 150 h                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |                   |                                      |                  |

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|--------------------------------------------------------------------------------------|
| <b>Teaching cycle</b>                                                                |
| Teaching cycle: each semester                                                        |
| <b>Referred to in LPO I</b> (examination regulations for teaching-degree programmes) |
| --                                                                                   |

| Module title                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |                   | Abbreviation                         |
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| Corporate Entrepreneurship and Innovation                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |                   | 12-M-UGF1-262-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 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"> <li>(1) Introduction to corporate entrepreneurship</li> <li>(2) Antecedents and forms of corporate entrepreneurship</li> <li>(3) Corporate strategy and corporate entrepreneurship</li> <li>(4) Organizational structure and corporate entrepreneurship</li> <li>(5) Human resource management and corporate entrepreneurship</li> <li>(6) Building supportive organizational cultures</li> <li>(7) Entrepreneurial control systems</li> <li>(8) Entrepreneurial leadership</li> <li>(9) The corporate entrepreneur as a champion and diplomat</li> <li>(10) The pay-off from corporate entrepreneurship</li> <li>(11) Corporate venture capital</li> <li>(12) Corporate entrepreneurship in nonprofit and government organizations</li> <li>(13) Universities and academic spin-offs</li> <li>(14) Wrap-up and Q&amp;A</li> </ol> |                   |                                      |
| Intended learning outcomes                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |                   |                                      |
| <p><i>Educational aims</i></p> <ul style="list-style-type: none"> <li>• Clarify the role of corporate entrepreneurship</li> <li>• Explain theoretical concepts and mechanisms behind corporate entrepreneurship</li> <li>• Enable students to critically appraise alternative approaches to corporate entrepreneurship</li> <li>• Enable students to evaluate the boundaries and risks of corporate entrepreneurship</li> </ul> <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"> <li>• Create and evaluate concepts related to corporate entrepreneurship</li> <li>• Assess the role of corporate entrepreneurship for creating and sustaining competitive advantage</li> <li>• Make judgements about the organizational and managerial implications of corporate entrepreneurship</li> <li>• Systematically choose between different routes of action</li> </ul>                                                                                                                                                                                                                      |                   |                                      |
| Courses (type, number of weekly contact hours, language — if other than German)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |                   |                                      |
| V (2) + Ü (2)<br>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<br/>b) portfolio (approx. 50 hours total)<br/>Language of assessment: English<br/>creditable for bonus</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |                   |                                      |

|                                                                                      |
|--------------------------------------------------------------------------------------|
| <b>Allocation of places</b>                                                          |
| --                                                                                   |
| <b>Additional information</b>                                                        |
| --                                                                                   |
| <b>Workload</b>                                                                      |
| 150 h                                                                                |
| <b>Teaching cycle</b>                                                                |
| Teaching cycle: winter semester                                                      |
| <b>Referred to in LPO I</b> (examination regulations for teaching-degree programmes) |
| --                                                                                   |

| Module title                                                                                                                                                                                                                                                                                                                                                                                                                        |                   | Abbreviation                         |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------|--------------------------------------|
| Coordination, Budgeting and Incentives in Organizations                                                                                                                                                                                                                                                                                                                                                                             |                   | 12-M-KOBO-262-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                                                                                                                                                                                                                                                                                                                                                                                                                            |                   |                                      |
| 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                                                                                                                                                                                                                                                                                                                                                                                                          |                   |                                      |
| Initially, students acquire an understanding of the necessity of behavioral control in enterprises. Upon completion of the course, they are able to analyze and evaluate requirements and effects of instruments used for behavioral control. Additionally, they develop competences for deployment, structure and development of coordination tools.                                                                               |                   |                                      |
| Courses (type, number of weekly contact hours, language — if other than German)                                                                                                                                                                                                                                                                                                                                                     |                   |                                      |
| V (2) + Ü (2)<br>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<br>b) portfolio (approx. 50 hours total)<br>Language of assessment: German and/or English<br>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 title                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |                   | Abbreviation                         |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------|--------------------------------------|
| Contract Theory                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |                   | 12-M-CT-262-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: Laffont and Martimort (2002): "The Theory of Incentives"</p> |                   |                                      |
| Intended learning outcomes                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |                   |                                      |
| <p>After completing the course students will be able to</p> <ul style="list-style-type: none"> <li>• explain essential findings of contract theory,</li> <li>• apply the involved methods to given stylized examples on their own,</li> <li>• 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,</li> <li>• evaluate government interventions with regard to their effect on the efficiency properties of the interaction between the contracting parties.</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |                   |                                      |
| Courses (type, number of weekly contact hours, language — if other than German)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |                   |                                      |
| V (2) + Ü (2)<br>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<br/>b) portfolio (approx. 50 hours total)<br/>Language of assessment: English<br/>creditable for bonus</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |                   |                                      |
| Allocation of places                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |                   |                                      |
| --                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |                   |                                      |
| Additional information                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |                   |                                      |
| --                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |                   |                                      |



|                                                                                      |
|--------------------------------------------------------------------------------------|
| <b>Workload</b>                                                                      |
| 150 h                                                                                |
| <b>Teaching cycle</b>                                                                |
| Teaching cycle: no courses offered                                                   |
| <b>Referred to in LPO I</b> (examination regulations for teaching-degree programmes) |
| --                                                                                   |

| Module title                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |                   |                                                                                                                     | Abbreviation     |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------|---------------------------------------------------------------------------------------------------------------------|------------------|
| Employment Law                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |                   |                                                                                                                     | 12-M-AFW-262-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"><li>• Job application, permissible and impermissible questions in job interviews, consequences of lying, contesting the employment contract</li><li>• General Equal Treatment Act, claims for damages by applicants</li><li>• Conclusion of an employment contract, form, evidence under the Law of Proof of Substantial Conditions Applicable to the Employment Relationship</li><li>• Contents of the employment contract, company practice, overall commitment, reservation of the right of voluntariness and revocation</li><li>• General terms and conditions of business and control of terms and conditions of employment, invalid clauses and their consequences</li><li>• Limitation of the term of the employment contract, fixed term employment contracts</li></ul> |                   |                                                                                                                     |                  |
| Rights and duties arising from the employment relationship                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |                   |                                                                                                                     |                  |
| <ul style="list-style-type: none"><li>• Primary and secondary duties</li><li>• Employer's right to issue instructions, permissible and impermissible instructions</li><li>• Sickness, obligations to report and provide evidence under the Continued Remuneration Act</li><li>• Secondary employment, prohibition of competition, duty of confidentiality, occupational health and safety</li><li>• Granting of holiday leave</li><li>• Continued payment of wages in the event of illness, restrictions</li></ul>                                                                                                                                                                                                                                                                                                |                   |                                                                                                                     |                  |
| 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"><li>• Termination agreement</li><li>• Termination of employment</li><li>• Formal requirements</li><li>• Ordinary and extraordinary termination by the employer</li><li>• Behavioral termination</li><li>• Person-related (illness-related) dismissal</li></ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |                   |                                                                                                                     |                  |
| Master's with 1 major China Business and Economics (2027)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |                   | JMU Würzburg • generated 12-Sep-2026 • exam. reg. data record Master (120 ECTS) China Business and Economics - 2027 |                  |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |                   | page 110 / 417                                                                                                      |                  |

- 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)

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) portfolio (approx. 50 hours total)

Language of assessment: German and/or English

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

**Allocation of places**

25 places.

WA1:

(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 title                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |                   | Abbreviation                         |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------|--------------------------------------|
| Organizational Economics and Digital Transformation                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |                   | 12-M-OEDT-262-m01                    |
| Module coordinator                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |                   | Module offered by                    |
| holder of the Junior Professorship of Applied Microeconomics, esp. Human-Machine Interaction                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |                   | 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 Organizational Economics and Digital Transformation introduces advanced topics in organizational economics, with a focus on economic decision-making within organizations. Concepts and tools from microeconomic theory, as well as empirical findings from field studies and laboratory experiments, are incorporated, such as those related to performance measurement and incentives, organizational structure, and authority. Additionally, the course integrates key aspects of digital transformation shaping modern business landscapes. Thus, students not only gain a solid overview of the fundamental principles of organizational economics but also insights into the challenges, opportunities, and strategies associated with the digital transformation of businesses.</p> |                   |                                      |
| Intended learning outcomes                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |                   |                                      |
| <p>With this course,</p> <ul style="list-style-type: none"> <li>• students will be able to understand and reflect on modern microeconomic concepts and current organizational economics.</li> <li>• students will learn to master and apply quantitative microeconomic methods.</li> <li>• students will be enabled to classify and relate specialized knowledge from theoretical microeconomics, experimental and empirical microeconomics, business administration, and psychology.</li> <li>• students learn how digital transformation impacts organizations and their architecture.</li> </ul>                                                                                                                                                                                                      |                   |                                      |
| 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<br/>b) portfolio (approx. 50 hours total)<br/>Language of assessment: English<br/>Assessment offered: In the semester in which the course is offered<br/>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)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |                   |                                      |
| --                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |                   |                                      |

| Module title                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |                                                                                                                     | Abbreviation                         |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------|--------------------------------------|
| Experimental Economics                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |                                                                                                                     | 12-M-EE-262-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                                                                                                            | --                                   |
| <b>Contents</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |                                                                                                                     |                                      |
| <p><b>Aim and outline of the course:</b></p> <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> <p><b>Prerequisites:</b> Participants should have a basic knowledge about microeconomics, game theory and econometrics.</p> <p><b>Literature:</b></p> <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"> <li>• Dharni, S. (2016). The Foundations of Behavioral Economic Analysis. Oxford University Press.</li> <li>• Guala, F. (2005). The Methodology of Experimental Economics. Cambridge University Press</li> </ul> <p>In addition lecture slides will be provided.</p> |                                                                                                                     |                                      |
| <b>Intended learning outcomes</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |                                                                                                                     |                                      |
| <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>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |                                                                                                                     |                                      |
| Master's with 1 major China Business and Economics (2027)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  | JMU Würzburg • generated 12-Sep-2026 • exam. reg. data record Master (120 ECTS) China Business and Economics - 2027 | page 114 / 417                       |

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 to 120 minutes) or

b) portfolio (approx. 50 hours)

Language of assessment: English

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

**Allocation of places**

30 places.

WA1:

(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 title                                                                                                                                                                                                                                                                                                                                                                                                                                                     |                   |                                      | Abbreviation      |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------|--------------------------------------|-------------------|
| Topics in Human Resource Management and Organization                                                                                                                                                                                                                                                                                                                                                                                                             |                   |                                      | 12-M-TRMO-262-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"><li>• courses taken at other German or non-German universities</li><li>• additional courses offered on a short-term basis</li><li>• courses offered by new Chairs that are yet to be included in the FSB (subject-specific provisions)</li></ul> <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)<br>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<br>b) portfolio (approx. 50 hours total)<br>Language of assessment: German and/or English<br>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)                                                                                                                                                                                                                                                                                                                                                                                    |                   |                                      |                   |
| --                                                                                                                                                                                                                                                                                                                                                                                                                                                               |                   |                                      |                   |



# Strategic Entrepreneurship

(0 or 20 ECTS credits)

## Core

(10 ECTS credits)

| Module title                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |                   | Abbreviation                         |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------|--------------------------------------|
| Corporate Entrepreneurship and Innovation                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |                   | 12-M-UGF1-262-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 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"> <li>(1) Introduction to corporate entrepreneurship</li> <li>(2) Antecedents and forms of corporate entrepreneurship</li> <li>(3) Corporate strategy and corporate entrepreneurship</li> <li>(4) Organizational structure and corporate entrepreneurship</li> <li>(5) Human resource management and corporate entrepreneurship</li> <li>(6) Building supportive organizational cultures</li> <li>(7) Entrepreneurial control systems</li> <li>(8) Entrepreneurial leadership</li> <li>(9) The corporate entrepreneur as a champion and diplomat</li> <li>(10) The pay-off from corporate entrepreneurship</li> <li>(11) Corporate venture capital</li> <li>(12) Corporate entrepreneurship in nonprofit and government organizations</li> <li>(13) Universities and academic spin-offs</li> <li>(14) Wrap-up and Q&amp;A</li> </ol> |                   |                                      |
| Intended learning outcomes                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |                   |                                      |
| <p><i>Educational aims</i></p> <ul style="list-style-type: none"> <li>• Clarify the role of corporate entrepreneurship</li> <li>• Explain theoretical concepts and mechanisms behind corporate entrepreneurship</li> <li>• Enable students to critically appraise alternative approaches to corporate entrepreneurship</li> <li>• Enable students to evaluate the boundaries and risks of corporate entrepreneurship</li> </ul> <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"> <li>• Create and evaluate concepts related to corporate entrepreneurship</li> <li>• Assess the role of corporate entrepreneurship for creating and sustaining competitive advantage</li> <li>• Make judgements about the organizational and managerial implications of corporate entrepreneurship</li> <li>• Systematically choose between different routes of action</li> </ul>                                                                                                                                                                                                                      |                   |                                      |
| 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</p> <p>b) portfolio (approx. 50 hours total)</p> <p>Language of assessment: English</p> <p>creditable for bonus</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |                   |                                      |

|                                                                                      |
|--------------------------------------------------------------------------------------|
| <b>Allocation of places</b>                                                          |
| --                                                                                   |
| <b>Additional information</b>                                                        |
| --                                                                                   |
| <b>Workload</b>                                                                      |
| 150 h                                                                                |
| <b>Teaching cycle</b>                                                                |
| Teaching cycle: winter semester                                                      |
| <b>Referred to in LPO I</b> (examination regulations for teaching-degree programmes) |
| --                                                                                   |

| Module title                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |                                                                                                                     | Abbreviation                         |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------|--------------------------------------|
| Corporate Strategy                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |                                                                                                                     | 12-M-UGF2-262-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 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<br/> (2) Corporate diversification<br/> (3) Vertical integration and outsourcing<br/> (4) Mergers &amp; acquisitions<br/> (5) Dynamic strategies<br/> (6) Cooperative strategies<br/> (7) Corporate spin-offs and spin-outs<br/> (8) Internationalization strategies (I)<br/> (9) Internationalization strategies (II)<br/> (10) Strategic change<br/> (11) Corporate strategies and new technologies<br/> (12) Corporate governance and corporate social responsibility<br/> (13) Corporate communication and crisis management<br/> (14) Wrap-up and Q&amp;A</p> |                                                                                                                     |                                      |
| Intended learning outcomes                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |                                                                                                                     |                                      |
| <p><i>Educational aims</i></p> <ul style="list-style-type: none"> <li>• Clarify the role of corporate strategy</li> <li>• Explain theoretical concepts and mechanisms behind corporate strategy</li> <li>• Enable students to critically appraise alternative approaches to corporate strategy</li> <li>• Enable students to evaluate the boundaries and risks of corporate strategy</li> </ul> <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"> <li>• Assess the role of corporate strategy for creating and sustaining competitive advantage</li> <li>• Create and evaluate concepts related to corporate strategy</li> <li>• Make judgements about the organizational and managerial implications of corporate strategy</li> <li>• Systematically choose between different routes of action</li> </ul>                                                                                                        |                                                                                                                     |                                      |
| Courses (type, number of weekly contact hours, language — if other than German)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |                                                                                                                     |                                      |
| V (2) + Ü (2)<br>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<br>b) portfolio (approx. 50 hours total)<br>Language of assessment: English<br>creditable for bonus                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |                                                                                                                     |                                      |
| Master's with 1 major China Business and Economics (2027)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | JMU Würzburg • generated 12-Sep-2026 • exam. reg. data record Master (120 ECTS) China Business and Economics - 2027 | page 121 / 417                       |

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| <b>Allocation of places</b>                                                          |
| --                                                                                   |
| <b>Additional information</b>                                                        |
| --                                                                                   |
| <b>Workload</b>                                                                      |
| 150 h                                                                                |
| <b>Teaching cycle</b>                                                                |
| Teaching cycle: winter semester                                                      |
| <b>Referred to in LPO I</b> (examination regulations for teaching-degree programmes) |
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## Core Electives

(10 ECTS credits)

| Module title                                                                                                                                                                                                                                                                                                                                                                                                             |                   | Abbreviation                         |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------|--------------------------------------|
| Entrepreneurship Fundamentals                                                                                                                                                                                                                                                                                                                                                                                            |                   | 12-M-EF-262-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                                                                                                                                                                                                                                                                                                                                                                                                                 |                   |                                      |
| Entrepreneurial behavior can manifest in many forms, including launching a startup (entrepreneurship), instilling entrepreneurship and innovation in existing companies (intrapreneurship), or taking over an existing company (business succession). This module covers tools and concepts critical for entrepreneurial behavior in all three scenarios, such as design thinking, lean startup, and business modelling. |                   |                                      |
| Intended learning outcomes                                                                                                                                                                                                                                                                                                                                                                                               |                   |                                      |
| On successful completion of this module students will be able to: (1) Assess alternative options for creating and sustaining competitive advantage through entrepreneurial behavior, (2) evaluate concepts related to entrepreneurship, (3) make judgements about the organizational and managerial implications of entrepreneurial decisions, and (4) systematically choose between different routes of action.         |                   |                                      |
| Courses (type, number of weekly contact hours, language — if other than German)                                                                                                                                                                                                                                                                                                                                          |                   |                                      |
| V (2) + Ü (2)<br>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<br>b) portfolio (approx. 50 hours total)<br>Language of assessment: English<br>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 title                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |                   | Abbreviation                         |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------|--------------------------------------|
| Digital Entrepreneurship and Digital Transformation                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |                   | 12-M-UGF3-262-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 provides an introduction into digital entrepreneurship and digital transformation.</p> <p>(1) Introduction<br/> (2) Digital business models<br/> (3) Identifying and exploiting opportunities for digital entrepreneurship<br/> (4) Strategies for creating competitive advantage in digital entrepreneurship<br/> (5) Digital marketing for entrepreneurs<br/> (6) Crowdfunding for entrepreneurs<br/> (7) Design thinking<br/> (8) Lean startup<br/> (9) Platform ecosystems and online communities<br/> (10) Digital strategy and digital transformation<br/> (11) The agile organization<br/> (12) Crowdsourcing<br/> (13) Cyberfraud<br/> (14) Wrap-up and Q&amp;A</p>                                                                                                                                                                                                                                                                           |                   |                                      |
| Intended learning outcomes                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |                   |                                      |
| <p>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</p> <p>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.</p> |                   |                                      |
| Courses (type, number of weekly contact hours, language — if other than German)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |                   |                                      |
| V (2) + Ü (2)<br>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<br>b) portfolio (approx. 50 hours total)<br>Language of assessment: English<br>creditable for bonus                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |                   |                                      |
| Allocation of places                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |                   |                                      |
| --                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |                   |                                      |
| Additional information                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |                   |                                      |
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|--------------------------------------------------------------------------------------|
| <b>Workload</b>                                                                      |
| 150 h                                                                                |
| <b>Teaching cycle</b>                                                                |
| Teaching cycle: summer semester                                                      |
| <b>Referred to in LPO I</b> (examination regulations for teaching-degree programmes) |
| --                                                                                   |

| Module title                                                                                                                                                                                                                                                                                                                                                                                                     |                   | Abbreviation                         |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------|--------------------------------------|
| ZDI Accelerator Program                                                                                                                                                                                                                                                                                                                                                                                          |                   | 12-M-ZDI-262-m01                     |
| Module coordinator                                                                                                                                                                                                                                                                                                                                                                                               |                   | Module offered by                    |
| --                                                                                                                                                                                                                                                                                                                                                                                                               |                   | 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                                                                                                                                                                                                                                                                                                                                                                                                       | --                | --                                   |
| Contents                                                                                                                                                                                                                                                                                                                                                                                                         |                   |                                      |
| --                                                                                                                                                                                                                                                                                                                                                                                                               |                   |                                      |
| Intended learning outcomes                                                                                                                                                                                                                                                                                                                                                                                       |                   |                                      |
| --                                                                                                                                                                                                                                                                                                                                                                                                               |                   |                                      |
| Courses (type, number of weekly contact hours, language — if other than German)                                                                                                                                                                                                                                                                                                                                  |                   |                                      |
| S (2)<br>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<br>b) portfolio (approx. 50 hours total)<br>Language of assessment: German and/or English<br>Assessment offered: In the semester in which the course is offered<br>creditable for bonus                                                                                                                                                                    |                   |                                      |
| Allocation of places                                                                                                                                                                                                                                                                                                                                                                                             |                   |                                      |
| 12 places.<br>WA1:<br>(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.<br>(2) Places on all courses of the module with a restricted number of places will be allocated in the same procedure.<br>(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                                                                                                                                                                                                                                                                                                                                                                                                   |                   |                                      |
| --                                                                                                                                                                                                                                                                                                                                                                                                               |                   |                                      |
| Referred to in LPO I (examination regulations for teaching-degree programmes)                                                                                                                                                                                                                                                                                                                                    |                   |                                      |
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| Module title                                                                                                                                                                                                                                                                                                                                                                                                     |                   | Abbreviation                         |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------|--------------------------------------|
| Project Modul: Innovation Lab                                                                                                                                                                                                                                                                                                                                                                                    |                   | 12-M-IL-262-m01                      |
| Module coordinator                                                                                                                                                                                                                                                                                                                                                                                               |                   | Module offered by                    |
| --                                                                                                                                                                                                                                                                                                                                                                                                               |                   | 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                                                                                                                                                                                                                                                                                                                                                                                                       | --                | --                                   |
| Contents                                                                                                                                                                                                                                                                                                                                                                                                         |                   |                                      |
| --                                                                                                                                                                                                                                                                                                                                                                                                               |                   |                                      |
| Intended learning outcomes                                                                                                                                                                                                                                                                                                                                                                                       |                   |                                      |
| --                                                                                                                                                                                                                                                                                                                                                                                                               |                   |                                      |
| 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 to 120 minutes) or<br>b) portfolio (approx. 50 hours total)<br>Assessment offered: In the semester in which the course is offered creditable for bonus                                                                                                                                                                                                                        |                   |                                      |
| Allocation of places                                                                                                                                                                                                                                                                                                                                                                                             |                   |                                      |
| 12 places.<br>WA1:<br>(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.<br>(2) Places on all courses of the module with a restricted number of places will be allocated in the same procedure.<br>(3) A waiting list will be maintained and places re-allocated by lot as they become available. |                   |                                      |
| Additional information                                                                                                                                                                                                                                                                                                                                                                                           |                   |                                      |
| --                                                                                                                                                                                                                                                                                                                                                                                                               |                   |                                      |
| Workload                                                                                                                                                                                                                                                                                                                                                                                                         |                   |                                      |
| 150 h                                                                                                                                                                                                                                                                                                                                                                                                            |                   |                                      |
| Teaching cycle                                                                                                                                                                                                                                                                                                                                                                                                   |                   |                                      |
| --                                                                                                                                                                                                                                                                                                                                                                                                               |                   |                                      |
| Referred to in LPO I (examination regulations for teaching-degree programmes)                                                                                                                                                                                                                                                                                                                                    |                   |                                      |
| --                                                                                                                                                                                                                                                                                                                                                                                                               |                   |                                      |

| Module title                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |                   | Abbreviation                         |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------|--------------------------------------|
| Digital Strategy                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |                   | 12-M-IBS-262-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"> <li>• Become familiar with theoretical concepts of strategy development and implementation in the e-business context</li> <li>• Understand the strengths and weaknesses of different frameworks and approaches as well as the prerequisites for their meaningful application</li> <li>• Apply the concepts to case studies and derive action-oriented recommendations from them</li> <li>• Learn how to transfer the concepts to other entrepreneurial situations from their studies or work</li> </ul> |                   |                                      |
| Courses (type, number of weekly contact hours, language — if other than German)                                                                                                                                                                                                                                                                                                                                                                                                                                                            |                   |                                      |
| V (2) + Ü (2)<br>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<br>b) portfolio (approx. 50 hours total)<br>Language of assessment: English<br>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 title                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |                   | Abbreviation                         |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------|--------------------------------------|
| Project and Change Management                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |                   | 12-M-PROM-262-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 the discussion and critical examination of instruments and methods used in the context of project management and control within enterprises. Special attention is being directed towards internal company projects that are associated with significant changes for those involved. Thus, alongside classical and agile project management approaches, theoretical foundations and methods of change management are also considered. The module 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, students acquire an understanding of project management and control tools as well as change management. Upon completion of the course, they are capable of analyzing and evaluating the strengths and weaknesses, as well as the application possibilities and limitations, of commonly used tools and methods in practice. Furthermore, they gain competencies in designing and advancing project management and controlling. Additionally, students are able to apply these tools and methods in practical settings.                                                                                                                                                                                                                     |                   |                                      |
| Courses (type, number of weekly contact hours, language — if other than German)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |                   |                                      |
| V (2) + Ü (2)<br>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<br>b) portfolio (approx. 50 hours total)<br>Language of assessment: German and/or English<br>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 title                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |                   |                                                                                                                     | Abbreviation    |
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| Incentives in Organizations                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |                   |                                                                                                                     | 12-M-AO-262-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"><li>1. Principal-agent theory</li><li>2. Do top managers earn too much? (application)</li><li>3. Performance-based payment</li><li>4. Implementation of performance-based payment in companies (application)</li><li>5. Seniority payment (with application)</li><li>6. Financial incentives to work after retirement (with application)</li><li>7. Wage bargaining (with application)</li><li>8. Efficiency wages (with case study)</li><li>9. Team incentives (with case study)</li></ol> <p>Literature</p> <p>Milgrom and Roberts (1992), Economics, Organisation and Management, London.</p> <p>Mishel and Sabadish (2013), CEO Pay in 2012 was extraordinarily high, EPI Issue Brief 367, Washington DC.</p> <p>Fabbri and Marin (2016), What Explains the Rise in CEO Pay in Germany? A Panel Data Analysis for 1977-2009, Scandinavian Journal of Economics 118(2),235-263.</p> <p>Lazear (2000), Performance Pay and Productivity, American Economic Review 90, 1346-1361.</p> <p>Lazear (1979), Why is there mandatory retirement? Journal of Political Economy 87, 1261-1284.</p> <p>Hutchens (1989), Seniority, Wages and Productivity: A Turbulent Decade, Journal of Economic Perspectives 3 (4), 49-64.</p> <p>Zwick (2011), Consequences of Seniority Wages on the Employment Structure, Industrial and Labor Relations Review 65(1), 108-125.</p> <p>Lorenz and Zwick (2021), Money also is sunny in a retiree's world-financial incentives and work after retirement, Journal for Labour Market Research, 55 (21).</p> <p>Bartolucci (2012), Credible Threats in a Wage Bargaining Model with on-the-job Search, Economic Letters, 117(3), 657-659.</p> <p>Lukesch and Zwick (2023) Do outside options drive wage inequalities in retained jobs? Evidence from a natural experiment, British Journal of Industrial Relations, published online, <a href="https://doi.org/10.1111/bjir.12771">https://doi.org/10.1111/bjir.12771</a>.</p> <p>Salop (1979), The model of the natural rate of unemployment, American Economic Review 69, 117–125.</p> <p>Becker and Stigler (1974), Law enforcement, Malfeasance, and the Compensation of Enforcers, Journal of Legal Studies III, 1-18.</p> <p>Garibaldi (2006), Personnel Economics in Imperfect Labour Markets, Oxford University Press, Chapter 13.</p> <p>Hjort (2014), Ethnic Divisions and Production in Firms, Quarterly Journal of Economics, 1899-1946.</p> <p>Kandel and Lazear (1992), Peer Pressure and Partnerships, Journal of Political Economy 100(4), 801-817.</p> |                   |                                                                                                                     |                 |
| Intended learning outcomes                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |                   |                                                                                                                     |                 |
| Students acquire a working knowledge of key incentive 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.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |                   |                                                                                                                     |                 |
| Master's with 1 major China Business and Economics (2027)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |                   | JMU Würzburg • generated 12-Sep-2026 • exam. reg. data record Master (120 ECTS) China Business and Economics - 2027 | page 131 / 417  |

|                                                                                                                                                                                |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Courses</b> (type, number of weekly contact hours, language — if other than German)                                                                                         |
| V (2) + Ü (2)<br>Module taught in: English                                                                                                                                     |
| <b>Method of assessment</b> (type, scope, 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<br>b) portfolio (approx. 50 hours total)<br>Language of assessment: English<br>creditable for bonus                      |
| <b>Allocation of places</b>                                                                                                                                                    |
| --                                                                                                                                                                             |
| <b>Additional information</b>                                                                                                                                                  |
| --                                                                                                                                                                             |
| <b>Workload</b>                                                                                                                                                                |
| 150 h                                                                                                                                                                          |
| <b>Teaching cycle</b>                                                                                                                                                          |
| Teaching cycle: winter semester                                                                                                                                                |
| <b>Referred to in LPO I</b> (examination regulations for teaching-degree programmes)                                                                                           |
| --                                                                                                                                                                             |



| Module title                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |                   |                                                                                                                     | Abbreviation     |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------|---------------------------------------------------------------------------------------------------------------------|------------------|
| E-Commerce                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |                   |                                                                                                                     | 12-M-EC1-262-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)<br>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<br>b) portfolio (approx. 50 hours total)<br>Language of assessment: English<br>creditable for bonus                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |                   |                                                                                                                     |                  |
| Allocation of places                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |                   |                                                                                                                     |                  |
| Number of places: 15.<br>WA:<br>Should the number of applications exceed the number of available places, places will be allocated as follows:<br>(1) Students who already have successfully completed courses offered by the supervising chair will be given preferential consideration.<br>a. Among applicants with the same number of successfully completed modules, places will be allocated according to the total number of ECTS credits achieved in the corresponding modules.<br>b. When places are allocated in accordance with b) and the number of applications exceeds the number of available places, places will be allocated according to the average grade of assessments taken in the corresponding courses.<br>c. Among applicants with the same average grade, places will be allocated by lot.<br>(2) Any remaining places are available to students who have not yet successfully completed any courses of the supervising chair. The selection is made according to study progress (number of semesters); among applicants with the same number of semesters, places will be allocated by lot. A waiting list will be maintained and places re-allocated as they become available. |                   |                                                                                                                     |                  |
| Additional information                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |                   |                                                                                                                     |                  |
| --                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |                   |                                                                                                                     |                  |
| Workload                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |                   |                                                                                                                     |                  |
| 150 h                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |                   |                                                                                                                     |                  |
| Master's with 1 major China Business and Economics (2027)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |                   | JMU Würzburg • generated 12-Sep-2026 • exam. reg. data record Master (120 ECTS) China Business and Economics - 2027 | page 133 / 417   |

|                                                                                      |
|--------------------------------------------------------------------------------------|
| <b>Teaching cycle</b>                                                                |
| Teaching cycle: summer semester                                                      |
| <b>Referred to in LPO I</b> (examination regulations for teaching-degree programmes) |
| --                                                                                   |

| Module title                                                                                                                                                                                                                                                                                                                                                                                                                                                         |                   | Abbreviation                         |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------|--------------------------------------|
| Topics in Strategic Entrepreneurship                                                                                                                                                                                                                                                                                                                                                                                                                                 |                   | 12-M-TSE-262-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"> <li>• courses taken at other German or non-German universities</li> <li>• additional courses offered on a short-term basis</li> <li>• courses offered by new Chairs that are yet to be included in the FSB (subject-specific provisions)</li> </ul> <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)<br>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 to 120 minutes) or<br/>b) portfolio (approx. 50 hours total)<br/>Language of assessment: German and/or English<br/>Assessment offered: In the semester in which the course is offered<br/>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)                                                                                                                                                                                                                                                                                                                                                                                        |                   |                                      |
| --                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |                   |                                      |

# Managerial Accounting

(0 or 20 ECTS credits)

## Core

(10 ECTS credits)

| Module title                                                                                                                                                                                                                                                                                                                                                                                                                        |                   | Abbreviation                         |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------|--------------------------------------|
| Coordination, Budgeting and Incentives in Organizations                                                                                                                                                                                                                                                                                                                                                                             |                   | 12-M-KOBO-262-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                                                                                                                                                                                                                                                                                                                                                                                                          |                   |                                      |
| Initially, students acquire an understanding of the necessity of behavioral control in enterprises. Upon completion of the course, they are able to analyze and evaluate requirements and effects of instruments used for behavioral control. Additionally, they develop competences for deployment, structure and development of coordination tools.                                                                               |                   |                                      |
| Courses (type, number of weekly contact hours, language — if other than German)                                                                                                                                                                                                                                                                                                                                                     |                   |                                      |
| V (2) + Ü (2)<br>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<br>b) portfolio (approx. 50 hours total)<br>Language of assessment: German and/or English<br>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 title                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |                   | Abbreviation                         |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------|--------------------------------------|
| <b>Strategic Managerial Accounting</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |                   | 12-M-INST-262-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          | --                                   |
| <b>Contents</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |                   |                                      |
| 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. |                   |                                      |
| <b>Intended learning outcomes</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |                   |                                      |
| Initially, students acquire an understanding of economic drivers of strategic decisions as well as fundamental requirements concerning instruments of decision-making and behavior control in enterprises. Upon completion of the course, they are able to analyze and evaluate the strengths and weaknesses, as well as fields of application and limitations, of prevalent instruments of strategic corporate management used in practice. Additionally, they develop competences in the design and further development of strategic instruments.                                                                                                   |                   |                                      |
| <b>Courses</b> (type, number of weekly contact hours, language — if other than German)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |                   |                                      |
| V (2) + Ü (2)<br>Module taught in: German and/or English                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |                   |                                      |
| <b>Method of assessment</b> (type, scope, 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<br>b) portfolio (approx. 50 hours total)<br>Language of assessment: German and/or English<br>creditable for bonus                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |                   |                                      |
| <b>Allocation of places</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |                   |                                      |
| --                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |                   |                                      |
| <b>Additional information</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |                   |                                      |
| --                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |                   |                                      |
| <b>Workload</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |                   |                                      |
| 150 h                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |                   |                                      |
| <b>Teaching cycle</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |                   |                                      |
| Teaching cycle: summer semester                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |                   |                                      |
| <b>Referred to in LPO I</b> (examination regulations for teaching-degree programmes)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |                   |                                      |
| --                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |                   |                                      |

## Core Electives

(10 ECTS credits)



| Module title                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |                   |                                                                                                                     | Abbreviation    |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------|---------------------------------------------------------------------------------------------------------------------|-----------------|
| Incentives in Organizations                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |                   |                                                                                                                     | 12-M-AO-262-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"><li>1. Principal-agent theory</li><li>2. Do top managers earn too much? (application)</li><li>3. Performance-based payment</li><li>4. Implementation of performance-based payment in companies (application)</li><li>5. Seniority payment (with application)</li><li>6. Financial incentives to work after retirement (with application)</li><li>7. Wage bargaining (with application)</li><li>8. Efficiency wages (with case study)</li><li>9. Team incentives (with case study)</li></ol> <p>Literature</p> <p>Milgrom and Roberts (1992), Economics, Organisation and Management, London.</p> <p>Mishel and Sabadish (2013), CEO Pay in 2012 was extraordinarily high, EPI Issue Brief 367, Washington DC.</p> <p>Fabbri and Marin (2016), What Explains the Rise in CEO Pay in Germany? A Panel Data Analysis for 1977-2009, Scandinavian Journal of Economics 118(2), 235-263.</p> <p>Lazear (2000), Performance Pay and Productivity, American Economic Review 90, 1346-1361.</p> <p>Lazear (1979), Why is there mandatory retirement? Journal of Political Economy 87, 1261-1284.</p> <p>Hutchens (1989), Seniority, Wages and Productivity: A Turbulent Decade, Journal of Economic Perspectives 3 (4), 49-64.</p> <p>Zwick (2011), Consequences of Seniority Wages on the Employment Structure, Industrial and Labor Relations Review 65(1), 108-125.</p> <p>Lorenz and Zwick (2021), Money also is sunny in a retiree's world-financial incentives and work after retirement, Journal for Labour Market Research, 55 (21).</p> <p>Bartolucci (2012), Credible Threats in a Wage Bargaining Model with on-the-job Search, Economic Letters, 117(3), 657-659.</p> <p>Lukesch and Zwick (2023) Do outside options drive wage inequalities in retained jobs? Evidence from a natural experiment, British Journal of Industrial Relations, published online, <a href="https://doi.org/10.1111/bjir.12771">https://doi.org/10.1111/bjir.12771</a>.</p> <p>Salop (1979), The model of the natural rate of unemployment, American Economic Review 69, 117–125.</p> <p>Becker and Stigler (1974), Law enforcement, Malfeasance, and the Compensation of Enforcers, Journal of Legal Studies III, 1-18.</p> <p>Garibaldi (2006), Personnel Economics in Imperfect Labour Markets, Oxford University Press, Chapter 13.</p> <p>Hjort (2014), Ethnic Divisions and Production in Firms, Quarterly Journal of Economics, 1899-1946.</p> <p>Kandel and Lazear (1992), Peer Pressure and Partnerships, Journal of Political Economy 100(4), 801-817.</p> |                   |                                                                                                                     |                 |
| Intended learning outcomes                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |                   |                                                                                                                     |                 |
| Students acquire a working knowledge of key incentive 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.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |                   |                                                                                                                     |                 |
| Master's with 1 major China Business and Economics (2027)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |                   | JMU Würzburg • generated 12-Sep-2026 • exam. reg. data record Master (120 ECTS) China Business and Economics - 2027 | page 141 / 417  |

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|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Courses</b> (type, number of weekly contact hours, language — if other than German)                                                                                         |
| V (2) + Ü (2)<br>Module taught in: English                                                                                                                                     |
| <b>Method of assessment</b> (type, scope, 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<br>b) portfolio (approx. 50 hours total)<br>Language of assessment: English<br>creditable for bonus                      |
| <b>Allocation of places</b>                                                                                                                                                    |
| --                                                                                                                                                                             |
| <b>Additional information</b>                                                                                                                                                  |
| --                                                                                                                                                                             |
| <b>Workload</b>                                                                                                                                                                |
| 150 h                                                                                                                                                                          |
| <b>Teaching cycle</b>                                                                                                                                                          |
| Teaching cycle: winter semester                                                                                                                                                |
| <b>Referred to in LPO I</b> (examination regulations for teaching-degree programmes)                                                                                           |
| --                                                                                                                                                                             |

| Module title                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |                   |                                      | Abbreviation      |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------|--------------------------------------|-------------------|
| Project and Change Management                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |                   |                                      | 12-M-PROM-262-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. Special attention is being directed towards internal company projects that are associated with significant changes for those involved. Thus, alongside classical and agile project management approaches, theoretical foundations and methods of change management are also considered. The module 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, students acquire an understanding of project management and control tools as well as change management. Upon completion of the course, they are capable of analyzing and evaluating the strengths and weaknesses, as well as the application possibilities and limitations, of commonly used tools and methods in practice. Furthermore, they gain competencies in designing and advancing project management and controlling. Additionally, students are able to apply these tools and methods in practical settings.                                                                                                                                                                                                                     |                   |                                      |                   |
| Courses (type, number of weekly contact hours, language — if other than German)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |                   |                                      |                   |
| V (2) + Ü (2)<br>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<br>b) portfolio (approx. 50 hours total)<br>Language of assessment: German and/or English<br>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 title                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |                   | Abbreviation                         |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------|--------------------------------------|
| Accounting and Capital Markets                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |                   | 12-M-REKA-262-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          | --                                   |
| <b>Contents</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |                   |                                      |
| 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, questions regarding cost accounting, management control systems, behavioral control and decision-making functions of accounting, quality of financial reporting, and publicity are discussed. |                   |                                      |
| <b>Intended learning outcomes</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |                   |                                      |
| Initially, students acquire a fundamental knowledge of the conception and impact of management and financial accounting as information systems, as well as the economic impacts of the configuration of management and financial accounting. They understand analytical and empirical models from relevant research literature and can interpret and explain the results. Upon completion of the course, the students are able to assess and evaluate the impacts of changes in institutional general frameworks such as changes in valuation standards, publicity rules or regulations about the distribution of profits in enterprises and on capital markets.     |                   |                                      |
| <b>Courses</b> (type, number of weekly contact hours, language — if other than German)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |                   |                                      |
| V (2) + Ü (2)<br>Module taught in: English                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |                   |                                      |
| <b>Method of assessment</b> (type, scope, 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<br>b) portfolio (approx. 50 hours total)<br>Language of assessment: English<br>creditable for bonus                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |                   |                                      |
| <b>Allocation of places</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |                   |                                      |
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| <b>Additional information</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |                   |                                      |
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| <b>Workload</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |                   |                                      |
| 150 h                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |                   |                                      |
| <b>Teaching cycle</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |                   |                                      |
| Teaching cycle: summer semester                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |                   |                                      |
| <b>Referred to in LPO I</b> (examination regulations for teaching-degree programmes)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |                   |                                      |
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| Module title                                                                                                                                                                                                                                                                                                                                                                                                                                                       |                   |                                      | Abbreviation     |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------|--------------------------------------|------------------|
| Decision Support Systems                                                                                                                                                                                                                                                                                                                                                                                                                                           |                   |                                      | 12-M-DSS-262-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                                                                                                                                                                                                                                                                                                                                                                                                                                         |                   |                                      |                  |
| After successfully completing the course, students should be able to <ul style="list-style-type: none"><li>• Understand the structure of classic business decision problems</li><li>• Isolate key elements from general problem descriptions and convert them to quantitative decision models</li><li>• Solve different classes of optimization problems (linear, integer, non-linear, stochastic, dynamic)</li><li>• Implement decision support systems</li></ul> |                   |                                      |                  |
| Courses (type, number of weekly contact hours, language — if other than German)                                                                                                                                                                                                                                                                                                                                                                                    |                   |                                      |                  |
| V (2) + Ü (2)<br>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<br>b) portfolio (approx. 50 hours total)<br>Language of assessment: English<br>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 title                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |                   |                                      | Abbreviation    |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------|--------------------------------------|-----------------|
| Group Accounting                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |                   |                                      | 12-M-GA-262-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                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          | graduate          | --                                   |                 |
| Contents                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |                   |                                      |                 |
| <p>As businesses expand, the complexity of managing and reporting financial information across multiple subsidiaries and countries increases dramatically. Group accounting is crucial for companies operating on a large scale, as it involves consolidating diverse financial data into a single, cohesive set of financial statements that reflect the financial status of the entire corporation. This module covers the necessary knowledge to prepare and interpret consolidated financial statements under the International Financial Reporting Standards (IFRS). We will discuss the basic principles of group accounting and provide in-depth knowledge of the relevant standards. Students get to know the different types of mergers, acquisitions, and investments and the accounting methods needed to inform stakeholders about these activities. Students learn why consolidated financial statements are relevant and how the consolidation process works. In addition, we cover various recent topics in group accounting, e.g., the treatment of goodwill and why regulating it is becoming increasingly difficult.</p> <p>Outline</p> <ul style="list-style-type: none"><li>• Economic principles of group accounting</li><li>• Scope of consolidation</li><li>• Preliminary measures</li><li>• Capital consolidation</li><li>• Debt consolidation</li><li>• Consolidation of revenues and expenses</li><li>• At-equity consolidation</li></ul> |                   |                                      |                 |
| Intended learning outcomes                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |                   |                                      |                 |
| <p>Upon completion of this module, students will be able to:</p> <ul style="list-style-type: none"><li>• Explain the essential concepts and elements of group accounting;</li><li>• Prepare consolidated financial statements and solve relevant consolidation issues;</li><li>• Recognize the necessity of consolidated financial statements and critically evaluate consolidated financial statements.</li></ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |                   |                                      |                 |
| Courses (type, number of weekly contact hours, language — if other than German)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |                   |                                      |                 |
| V (2) + Ü (2)<br>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<br>b) portfolio (approx. 50 hours total)<br>Language of assessment: English<br>creditable for bonus                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |                   |                                      |                 |
| Allocation of places                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |                   |                                      |                 |
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| Additional information                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |                   |                                      |                 |
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|--------------------------------------------------------------------------------------|
| <b>Workload</b>                                                                      |
| 150 h                                                                                |
| <b>Teaching cycle</b>                                                                |
| Teaching cycle: winter semester                                                      |
| <b>Referred to in LPO I</b> (examination regulations for teaching-degree programmes) |
| --                                                                                   |

| Module title                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |                   |                                      | Abbreviation    |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------|--------------------------------------|-----------------|
| Financial Analysis                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |                   |                                      | 12-M-UA-262-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                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            | graduate          | --                                   |                 |
| Contents                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |                   |                                      |                 |
| <p>In today's rapidly changing economic landscape, the ability to effectively analyze financial information is more critical than ever. Financial analysis is essential for interpreting past and current financial data to make predictions about future performance and guide strategic decisions that affect the overall business. This module offers students the tools and methodologies needed to evaluate the financial position of companies, assess investment opportunities, and make informed financial decisions. We provide 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.</p> <p>Outline</p> <ul style="list-style-type: none"><li>• Introduction to financial analysis</li><li>• Analysis of earnings information</li><li>• Analysis of balance sheet information</li><li>• Analysis of cash flows</li><li>• Analysis of selected balance sheet positions</li></ul> |                   |                                      |                 |
| Intended learning outcomes                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |                   |                                      |                 |
| <p>Upon completion of this module, students will be able to:</p> <ul style="list-style-type: none"><li>• Understand corporate financial statements and identify value-relevant information;</li><li>• Provide relevant valuation techniques and recognize the fundamental role of financial information in the valuation process;</li><li>• Apply valuation models to practical cases and make informed investment decisions.</li></ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |                   |                                      |                 |
| Courses (type, number of weekly contact hours, language — if other than German)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |                   |                                      |                 |
| V (2) + Ü (2)<br>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<br/>b) portfolio (approx. 50 hours total)<br/>Language of assessment: English<br/>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 title                                                                                                                                                                                                                                                                                                                                                                                                                                                     |                   |                                      | Abbreviation     |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------|--------------------------------------|------------------|
| Topics in Managerial Accounting                                                                                                                                                                                                                                                                                                                                                                                                                                  |                   |                                      | 12-M-TMA-262-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"><li>• courses taken at other German or non-German universities</li><li>• additional courses offered on a short-term basis</li><li>• courses offered by new Chairs that are yet to be included in the FSB (subject-specific provisions)</li></ul> <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)<br>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<br>b) portfolio (approx. 50 hours total)<br>Language of assessment: German and/or English<br>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)                                                                                                                                                                                                                                                                                                                                                                                    |                   |                                      |                  |
| --                                                                                                                                                                                                                                                                                                                                                                                                                                                               |                   |                                      |                  |

## **Logistics and Supply Chain Management**

(0 or 20 ECTS credits)

## Core

(10 ECTS credits)

| Module title                                                                                                                                                                                                                                                                                                                                                 |                   |                                      | Abbreviation      |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------|--------------------------------------|-------------------|
| Advanced Operations & Logistics Management                                                                                                                                                                                                                                                                                                                   |                   |                                      | 12-M-AOLM-262-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<br>(i) analyze and evaluate integrated production and logistics systems;<br>(ii) develop and apply appropriate methods to plan complex production and logistics systems;<br>(iii) evaluate the consequences of uncertainties in processes, and<br>(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)<br>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<br>b) portfolio (approx. 50 hours total)<br>Language of assessment: English<br>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 title                                                                                                                                                                                                                                                                                              |                   | Abbreviation                         |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------|--------------------------------------|
| Global Logistics & Supply Chain Management                                                                                                                                                                                                                                                                |                   | 12-M-GLSC-262-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          | --                                   |
| <b>Contents</b>                                                                                                                                                                                                                                                                                           |                   |                                      |
| 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.                                                                         |                   |                                      |
| <b>Intended learning outcomes</b>                                                                                                                                                                                                                                                                         |                   |                                      |
| After completing this course students can<br>(i) analyze and evaluate global production networks;<br>(ii) develop and apply appropriate methods to plan production networks;<br>(iii) evaluate the consequences of uncertainties in processes and apply concepts and methods to plan uncertain processes. |                   |                                      |
| <b>Courses</b> (type, number of weekly contact hours, language — if other than German)                                                                                                                                                                                                                    |                   |                                      |
| V (2) + Ü (2)<br>Module taught in: English                                                                                                                                                                                                                                                                |                   |                                      |
| <b>Method of assessment</b> (type, scope, 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<br>b) portfolio (approx. 50 hours total)<br>Language of assessment: English<br>creditable for bonus                                                                                                                                                 |                   |                                      |
| <b>Allocation of places</b>                                                                                                                                                                                                                                                                               |                   |                                      |
| --                                                                                                                                                                                                                                                                                                        |                   |                                      |
| <b>Additional information</b>                                                                                                                                                                                                                                                                             |                   |                                      |
| --                                                                                                                                                                                                                                                                                                        |                   |                                      |
| <b>Workload</b>                                                                                                                                                                                                                                                                                           |                   |                                      |
| 150 h                                                                                                                                                                                                                                                                                                     |                   |                                      |
| <b>Teaching cycle</b>                                                                                                                                                                                                                                                                                     |                   |                                      |
| Teaching cycle: winter semester                                                                                                                                                                                                                                                                           |                   |                                      |
| <b>Referred to in LPO I</b> (examination regulations for teaching-degree programmes)                                                                                                                                                                                                                      |                   |                                      |
| --                                                                                                                                                                                                                                                                                                        |                   |                                      |

## Core Electives

(10 ECTS credits)

| Module title                                                                                                                                                                                                                                                 |                   |                                      | Abbreviation      |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------|--------------------------------------|-------------------|
| Strategic Management of Global Supply Chains                                                                                                                                                                                                                 |                   |                                      | 12-M-SMGS-262-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                                                                                                                                                                                                                                                     |                   |                                      |                   |
| Description:<br>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<br>(i) can apply the basic methods and concepts of supply chain management to practical settings and evaluate the results, and<br>(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)<br>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<br>b) portfolio (approx. 50 hours total)<br>Language of assessment: English<br>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 title                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |                   | Abbreviation                         |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------|--------------------------------------|
| <b>Seminar: Supply Chain Competition</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |                   | 12-M-SCC-262-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                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |                   |                                      |
| <p>After completing this seminar students</p> <p>i. selected and applied quantitative models for procurement, production, sales and supply chain management,<br/> ii. faced the practical problems when using real data to feed models,<br/> iii. and understand the challenges to reach a coordinated decision in a company.</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |                   |                                      |
| Courses (type, number of weekly contact hours, language — if other than German)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |                   |                                      |
| <p>S (2)<br/> 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<br/> b) portfolio (approx. 50 hours total)<br/> Language of assessment: English<br/> Assessment offered: Once a year, winter semester<br/> creditable for bonus</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |                   |                                      |
| Allocation of places                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |                   |                                      |
| <p>Number of places: 12.<br/> WA:<br/> Should the number of applications exceed the number of available places, places will be allocated as follows:<br/> (1) Students who already have successfully completed courses offered by the supervising chair will be given preferential consideration.<br/> a. Among applicants with the same number of successfully completed modules, places will be allocated according to the total number of ECTS credits achieved in the corresponding modules.<br/> b. When places are allocated in accordance with 1.b) and the number of applications exceeds the number of available places, places will be allocated according to the average grade of assessments taken in the corresponding courses.<br/> c. Among applicants with the same average grade, places will be allocated by lot.<br/> (2) Any remaining places are available to students who have not yet successfully completed any courses of the supervising chair. The selection is made according to study progress (number of semesters); among applicants with the same number of semesters, places will be allocated by lot. A waiting list will be maintained and places re-allocated as they become available.</p> |                   |                                      |
| Additional information                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |                   |                                      |
| --                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |                   |                                      |
| Workload                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |                   |                                      |
| 150 h                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |                   |                                      |

|                                                                                      |
|--------------------------------------------------------------------------------------|
| <b>Teaching cycle</b>                                                                |
| Teaching cycle: each semester                                                        |
| <b>Referred to in LPO I</b> (examination regulations for teaching-degree programmes) |
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| Module title                                                                                                                                                                                                                                                                                                                                                                                                                                                            |                   | Abbreviation                         |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------|--------------------------------------|
| Decision Support Systems                                                                                                                                                                                                                                                                                                                                                                                                                                                |                   | 12-M-DSS-262-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          | --                                   |
| <b>Contents</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                         |                   |                                      |
| 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).                                                                                                                                                                                                                                      |                   |                                      |
| <b>Intended learning outcomes</b>                                                                                                                                                                                                                                                                                                                                                                                                                                       |                   |                                      |
| After successfully completing the course, students should be able to <ul style="list-style-type: none"> <li>• Understand the structure of classic business decision problems</li> <li>• Isolate key elements from general problem descriptions and convert them to quantitative decision models</li> <li>• Solve different classes of optimization problems (linear, integer, non-linear, stochastic, dynamic)</li> <li>• Implement decision support systems</li> </ul> |                   |                                      |
| <b>Courses</b> (type, number of weekly contact hours, language — if other than German)                                                                                                                                                                                                                                                                                                                                                                                  |                   |                                      |
| V (2) + Ü (2)<br>Module taught in: English                                                                                                                                                                                                                                                                                                                                                                                                                              |                   |                                      |
| <b>Method of assessment</b> (type, scope, 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<br>b) portfolio (approx. 50 hours total)<br>Language of assessment: English<br>creditable for bonus                                                                                                                                                                                                                                                                                                               |                   |                                      |
| <b>Allocation of places</b>                                                                                                                                                                                                                                                                                                                                                                                                                                             |                   |                                      |
| --                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |                   |                                      |
| <b>Additional information</b>                                                                                                                                                                                                                                                                                                                                                                                                                                           |                   |                                      |
| --                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |                   |                                      |
| <b>Workload</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                         |                   |                                      |
| 150 h                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |                   |                                      |
| <b>Teaching cycle</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                   |                   |                                      |
| Teaching cycle: winter semester                                                                                                                                                                                                                                                                                                                                                                                                                                         |                   |                                      |
| <b>Referred to in LPO I</b> (examination regulations for teaching-degree programmes)                                                                                                                                                                                                                                                                                                                                                                                    |                   |                                      |
| --                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |                   |                                      |

| Module title                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |                   | Abbreviation                         |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------|--------------------------------------|
| Enterprise AI                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |                   | 12-M-EAI-262-m01                     |
| Module coordinator                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |                   | Module offered by                    |
| holder of the Chair of Business Informatics and AI for Enterprise                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |                   | 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>Introduction to Enterprise AI<br/> Business Requirements for AI Systems<br/> ML Ops I: Data Engineering<br/> ML Ops II: Obtaining Training Data<br/> ML Ops III: Data Preprocessing<br/> ML Ops IV: Feature Engineering<br/> ML Ops V: Modeling &amp; Evaluation<br/> ML Ops VI: Deployment<br/> ML Ops VII: System Monitoring<br/> ML Ops VIII: Updating in Production<br/> Infrastructure and Tools<br/> Managing Machine Learning Teams</p>                                                                                                   |                   |                                      |
| Intended learning outcomes                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |                   |                                      |
| <p>In this course, you will learn the fundamentals for developing, deploying and maintaining machine learning systems in companies (MLOps). This includes an understanding of the associated IT infrastructure as well as staffing and organizational forms for managing machine learning and data science teams.</p> <p>You will refine and test your skills by practicing the theoretical concepts during exercise sessions. This includes a team project, where you and your peers will develop and deploy your own machine learning system.</p> |                   |                                      |
| Courses (type, number of weekly contact hours, language — if other than German)                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |                   |                                      |
| V (2) + Ü (2)<br>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<br>b) portfolio (approx. 50 hours total)<br>Language of assessment: English<br>Assessment offered: In the semester in which the course is offered<br>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 title                                                                                                                                                                                                                    |                   |                                      | Abbreviation     |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------|--------------------------------------|------------------|
| Optimization in Practice                                                                                                                                                                                                        |                   |                                      | 12-M-OIP-262-mo1 |
| Module coordinator                                                                                                                                                                                                              |                   | Module offered by                    |                  |
| --                                                                                                                                                                                                                              |                   | 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                                                                                                                                                                                                                      | --                | --                                   |                  |
| Contents                                                                                                                                                                                                                        |                   |                                      |                  |
| --                                                                                                                                                                                                                              |                   |                                      |                  |
| Intended learning outcomes                                                                                                                                                                                                      |                   |                                      |                  |
| --                                                                                                                                                                                                                              |                   |                                      |                  |
| Courses (type, number of weekly contact hours, language — if other than German)                                                                                                                                                 |                   |                                      |                  |
| V (2) + Ü (2)<br>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<br>b) portfolio (approx. 50 hours total)<br>Language of assessment: English<br>Assessment offered: In the semester in which the course is offered<br>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 title                                                                                                                                                                                                                                                                                                                                                                                                                                                         |                   | Abbreviation                         |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------|--------------------------------------|
| Topics in Logistics and Supply Chain Management                                                                                                                                                                                                                                                                                                                                                                                                                      |                   | 12-M-TLSCM-262-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"> <li>• courses taken at other German or non-German universities</li> <li>• additional courses offered on a short-term basis</li> <li>• courses offered by new Chairs that are yet to be included in the FSB (subject-specific provisions)</li> </ul> <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)<br>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 to 120 minutes) or<br/>b) portfolio (approx. 50 hours total)<br/>Language of assessment: German and/or English<br/>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: after announcement                                                                                                                                                                                                                                                                                                                                                                                                                                   |                   |                                      |
| Referred to in LPO I (examination regulations for teaching-degree programmes)                                                                                                                                                                                                                                                                                                                                                                                        |                   |                                      |
| --                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |                   |                                      |

## **Strategic Corporate Communication**

(0 or 20 ECTS credits)



## Core

(10 ECTS credits)

| Module title                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |                   | Abbreviation                         |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------|--------------------------------------|
| Communication in Business and Economics                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |                   | 12-M-BUC-262-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>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.</p> |                   |                                      |
| Intended learning outcomes                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |                   |                                      |
| <p>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.</p>                                                                                                                                                                                                                                                                                                     |                   |                                      |
| Courses (type, number of weekly contact hours, language — if other than German)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |                   |                                      |
| <p>V (2) + Ü (2)<br/>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<br/>b) portfolio (approx. 50 hours total)<br/>Language of assessment: English<br/>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)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |                   |                                      |
| --                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |                   |                                      |

| Module title                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |                   | Abbreviation                         |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------|--------------------------------------|
| Business Communication in Print, Online and Social Media                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |                   | 12-M-ECC-262-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>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. 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)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |                   |                                      |
| 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 to 120 minutes) or<br/>b) portfolio (approx. 50 hours total)<br/>Language of assessment: German and/or English<br/>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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## Core Electives

(10 ECTS credits)

| Module title                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |                   | Abbreviation                         |
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| <b>Project Modul: Crossmedial Business Communication</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |                   | 12-M-PCW-262-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          | --                                   |
| <b>Contents</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |                   |                                      |
| 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. A technical introduction to equipment and editing will be given during the seminar. |                   |                                      |
| <b>Intended learning outcomes</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |                   |                                      |
| 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.                                                                                                                                                                                                                                                                                                 |                   |                                      |
| <b>Courses</b> (type, number of weekly contact hours, language — if other than German)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |                   |                                      |
| S (2)<br>Module taught in: German and/or English                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |                   |                                      |
| <b>Method of assessment</b> (type, scope, 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<br>b) portfolio (approx. 50 hours total)<br>Language of assessment: German and/or English<br>Assessment offered: In the semester in which the course is offered<br>creditable for bonus                                                                                                                                                                                                                                                                                                                         |                   |                                      |
| <b>Allocation of places</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |                   |                                      |
| 20 places.<br>WA1:<br>(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.                                                                                                                                                            |                   |                                      |
| <b>Additional information</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |                   |                                      |
| --                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |                   |                                      |
| <b>Workload</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |                   |                                      |
| 300 h                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |                   |                                      |
| <b>Teaching cycle</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |                   |                                      |
| Teaching cycle: each semester                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |                   |                                      |
| <b>Referred to in LPO I</b> (examination regulations for teaching-degree programmes)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |                   |                                      |
| --                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |                   |                                      |

| Module title                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |                   | Abbreviation                         |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------|--------------------------------------|
| Project Modul: Audiovisual Business Communication                                                                                                                                                                                                                                                                                                                                                                                                                                                  |                   | 12-M-PACW-262-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          | --                                   |
| <b>Contents</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |                   |                                      |
| 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. |                   |                                      |
| <b>Intended learning outcomes</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |                   |                                      |
| 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.                                                                                                                                                                                                                                                                                                                         |                   |                                      |
| <b>Courses</b> (type, number of weekly contact hours, language — if other than German)                                                                                                                                                                                                                                                                                                                                                                                                             |                   |                                      |
| S (2)<br>Module taught in: German and/or English                                                                                                                                                                                                                                                                                                                                                                                                                                                   |                   |                                      |
| <b>Method of assessment</b> (type, scope, 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<br>b) portfolio (approx. 50 hours total)<br>Language of assessment: German and/or English<br>Assessment offered: In the semester in which the course is offered<br>creditable for bonus                                                                                                                                                                                                                                                      |                   |                                      |
| <b>Allocation of places</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |                   |                                      |
| 20 places.<br>WA1:<br>(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.                                                                                         |                   |                                      |
| <b>Additional information</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |                   |                                      |
| --                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |                   |                                      |
| <b>Workload</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |                   |                                      |
| 300 h                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |                   |                                      |
| <b>Teaching cycle</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |                   |                                      |
| Teaching cycle: summer semester                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |                   |                                      |
| <b>Referred to in LPO I</b> (examination regulations for teaching-degree programmes)                                                                                                                                                                                                                                                                                                                                                                                                               |                   |                                      |
| --                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |                   |                                      |

| Module title                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |                   | Abbreviation                         |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------|--------------------------------------|
| Vertical Storytelling                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |                   | 12-M-VS-262-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          | --                                   |
| <b>Contents</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |                   |                                      |
| More than 70 percent of Germans* use the Internet on their smartphones, and billions of users around the world use apps such as WhatsApp, Instagram, and TikTok to communicate every day - much of digital communication now takes place on mobile devices. Social media, messenger services and mobile-optimized websites are now a natural part of any communications mix. The challenge for professional communicators is to adequately consider the mobile delivery channels for their content. The seminar is hands-on and teaches participants how to produce content with the smartphone for the smartphone. It covers the basics of mobile reporting, current apps and their features, different content formats and user behavior. |                   |                                      |
| <b>Intended learning outcomes</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |                   |                                      |
| In this seminar, students will learn how to produce content with the smartphone for the smartphone. In addition to the basics of mobile reporting, students will learn about the latest apps, their features, different content formats and user behavior. In the practical phase of the seminar, students will design and produce targeted content for social media apps.                                                                                                                                                                                                                                                                                                                                                                  |                   |                                      |
| <b>Courses</b> (type, number of weekly contact hours, language — if other than German)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |                   |                                      |
| S (2)<br>Module taught in: German and/or English                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |                   |                                      |
| <b>Method of assessment</b> (type, scope, 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<br>b) portfolio (approx. 50 hours total)<br>Language of assessment: German and/or English<br>Assessment offered: In the semester in which the course is offered<br>creditable for bonus                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |                   |                                      |
| <b>Allocation of places</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |                   |                                      |
| 40 places.<br>WA1:<br>(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.                                                                                                                                                                                                                                                                                                                                  |                   |                                      |
| <b>Additional information</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |                   |                                      |
| --                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |                   |                                      |
| <b>Workload</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |                   |                                      |
| 300 h                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |                   |                                      |
| <b>Teaching cycle</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |                   |                                      |
| Teaching cycle: each semester                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |                   |                                      |
| <b>Referred to in LPO I</b> (examination regulations for teaching-degree programmes)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |                   |                                      |
| --                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |                   |                                      |

| Module title                                                                                                                                                                                                                                                                                                                                                                                                                                                     |                   |                                      | Abbreviation      |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------|--------------------------------------|-------------------|
| Topics in Strategic Corporate Communication                                                                                                                                                                                                                                                                                                                                                                                                                      |                   |                                      | 12-M-TSCC-262-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"><li>• courses taken at other German or non-German universities</li><li>• additional courses offered on a short-term basis</li><li>• courses offered by new Chairs that are yet to be included in the FSB (subject-specific provisions)</li></ul> <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)<br>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<br>b) portfolio (approx. 50 hours total)<br>Language of assessment: German and/or English<br>Assessment offered: In the semester in which the course is offered<br>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)                                                                                                                                                                                                                                                                                                                                                                                    |                   |                                      |                   |
| --                                                                                                                                                                                                                                                                                                                                                                                                                                                               |                   |                                      |                   |



## Taxation

(0 or 20 ECTS credits)

## Core

(10 ECTS credits)

| Module title                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |                   | Abbreviation                         |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------|--------------------------------------|
| Tax Planning                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |                   | 12-M-SP-262-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>Part I</p> <ol style="list-style-type: none"> <li>1. Introduction</li> <li>2. The Influence of Taxes on Investment Decisions According to the "Standard Model"</li> <li>3. Tax facts</li> <li>4. Extensions of the Standard Model</li> <li>5. Neutral profit taxation</li> <li>6. Taxation and financing decisions</li> <li>7. Tax planning for corporations</li> <li>8. Taxation of Labor and Capital in Different Legal Forms</li> </ol> <p>Part II</p> <ol style="list-style-type: none"> <li>1. Taxation of cross border investments and tax reform</li> </ol> |                   |                                      |
| Intended learning outcomes                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |                   |                                      |
| <p>This course enables students to</p> <ul style="list-style-type: none"> <li>(i) combine their knowledge of tax law with microeconomic analyses in the areas of corporate and personal finance;</li> <li>(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;</li> <li>(iii) read and discuss research and policy papers in the field of taxation.</li> </ul>                                                                                                                                                                                                                                                                                                                                                  |                   |                                      |
| Courses (type, number of weekly contact hours, language — if other than German)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |                   |                                      |
| V (2) + Ü (2)<br>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<br>b) portfolio (approx. 50 hours total)<br>Language of assessment: English<br>creditable for bonus                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |                   |                                      |
| Allocation of places                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |                   |                                      |
| --                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |                   |                                      |
| Additional information                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |                   |                                      |
| --                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |                   |                                      |
| Workload                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |                   |                                      |
| 150 h                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |                   |                                      |

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|--------------------------------------------------------------------------------------|
| <b>Teaching cycle</b>                                                                |
| Teaching cycle: winter semester                                                      |
| <b>Referred to in LPO I</b> (examination regulations for teaching-degree programmes) |
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| Module title                                                                                                                                                                                                                                                                            |                   | Abbreviation                         |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------|--------------------------------------|
| Tax Accounting                                                                                                                                                                                                                                                                          |                   | 12-M-STB-262-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          | --                                   |
| <b>Contents</b>                                                                                                                                                                                                                                                                         |                   |                                      |
| 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. |                   |                                      |
| <b>Intended learning outcomes</b>                                                                                                                                                                                                                                                       |                   |                                      |
| 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.                                                                         |                   |                                      |
| <b>Courses</b> (type, number of weekly contact hours, language — if other than German)                                                                                                                                                                                                  |                   |                                      |
| V (2) + Ü (2)<br>Module taught in: German and/or English                                                                                                                                                                                                                                |                   |                                      |
| <b>Method of assessment</b> (type, scope, 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<br>b) portfolio (approx. 50 hours total)<br>Language of assessment: German and/or English<br>creditable for bonus                                                                                                                 |                   |                                      |
| <b>Allocation of places</b>                                                                                                                                                                                                                                                             |                   |                                      |
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| <b>Additional information</b>                                                                                                                                                                                                                                                           |                   |                                      |
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| <b>Workload</b>                                                                                                                                                                                                                                                                         |                   |                                      |
| 150 h                                                                                                                                                                                                                                                                                   |                   |                                      |
| <b>Teaching cycle</b>                                                                                                                                                                                                                                                                   |                   |                                      |
| Teaching cycle: summer semester                                                                                                                                                                                                                                                         |                   |                                      |
| <b>Referred to in LPO I</b> (examination regulations for teaching-degree programmes)                                                                                                                                                                                                    |                   |                                      |
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## Core Electives

(10 ECTS credits)

| Module title                                                                                                                                                                                                                                                                                                                                            |                   | Abbreviation                         |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------|--------------------------------------|
| Case Studies on Business Taxation                                                                                                                                                                                                                                                                                                                       |                   | 12-M-FER-262-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          | --                                   |
| <b>Contents</b>                                                                                                                                                                                                                                                                                                                                         |                   |                                      |
| 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. |                   |                                      |
| <b>Intended learning outcomes</b>                                                                                                                                                                                                                                                                                                                       |                   |                                      |
| Students deepen their knowledge of the German tax law. They are enabled to solve complex tax problems on their own.                                                                                                                                                                                                                                     |                   |                                      |
| <b>Courses</b> (type, number of weekly contact hours, language — if other than German)                                                                                                                                                                                                                                                                  |                   |                                      |
| V (2) + Ü (2)<br>Module taught in: German and/or English                                                                                                                                                                                                                                                                                                |                   |                                      |
| <b>Method of assessment</b> (type, scope, 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<br>b) portfolio (approx. 50 hours total)<br>Language of assessment: German and/or English<br>Assessment offered: In the semester in which the course is offered<br>creditable for bonus                                                                                                           |                   |                                      |
| <b>Allocation of places</b>                                                                                                                                                                                                                                                                                                                             |                   |                                      |
| --                                                                                                                                                                                                                                                                                                                                                      |                   |                                      |
| <b>Additional information</b>                                                                                                                                                                                                                                                                                                                           |                   |                                      |
| --                                                                                                                                                                                                                                                                                                                                                      |                   |                                      |
| <b>Workload</b>                                                                                                                                                                                                                                                                                                                                         |                   |                                      |
| 150 h                                                                                                                                                                                                                                                                                                                                                   |                   |                                      |
| <b>Teaching cycle</b>                                                                                                                                                                                                                                                                                                                                   |                   |                                      |
| Teaching cycle: winter semester                                                                                                                                                                                                                                                                                                                         |                   |                                      |
| <b>Referred to in LPO I</b> (examination regulations for teaching-degree programmes)                                                                                                                                                                                                                                                                    |                   |                                      |
| --                                                                                                                                                                                                                                                                                                                                                      |                   |                                      |

| Module title                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |                   | Abbreviation                         |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------|--------------------------------------|
| International Taxation                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |                   | 12-M-IB-262-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"> <li>(i) to assess tax issues of cross-border business activities and develop structured solutions;</li> <li>(ii) to assess the economic effects of rules of international tax law on its own;</li> <li>(iii) systematically apply double tax treaties.</li> </ul> <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)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |                   |                                      |
| <p>V (2) + Ü (2)<br/>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 120 minutes) or<br/>b) portfolio (approx. 50 hours total)<br/>Language of assessment: German and/or English<br/>Assessment offered: In the semester in which the course is offered creditable for bonus</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |                   |                                      |
| Allocation of places                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |                   |                                      |
| <p>Number of places: 12.<br/>WA:<br/>Should the number of applications exceed the number of available places, places will be allocated as follows:</p> <ul style="list-style-type: none"> <li>(1) Students who already have successfully completed courses offered by the supervising chair will be given preferential consideration. <ul style="list-style-type: none"> <li>a. Among applicants with the same number of successfully completed modules, places will be allocated according to the total number of ECTS credits achieved in the corresponding modules.</li> <li>b. When places are allocated in accordance with b) and the number of applications exceeds the number of available places, places will be allocated according to the average grade of assessments taken in the corresponding courses.</li> <li>c. Among applicants with the same average grade, places will be allocated by lot.</li> </ul> </li> <li>(2) Any remaining places are available to students who have not yet successfully completed any courses of the supervising chair. The selection is made according to study progress (number of semesters); among applicants with the same number of semesters, places will be allocated by lot. A waiting list will be maintained and places re-allocated as they become available.</li> </ul> |                   |                                      |



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|--------------------------------------------------------------------------------------|
| <b>Additional information</b>                                                        |
| --                                                                                   |
| <b>Workload</b>                                                                      |
| 150 h                                                                                |
| <b>Teaching cycle</b>                                                                |
| Teaching cycle: summer semester                                                      |
| <b>Referred to in LPO I</b> (examination regulations for teaching-degree programmes) |
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| Module title                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |                   |                                      | Abbreviation     |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------|--------------------------------------|------------------|
| Tax-Optimized Business Organization                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |                   |                                      | 12-M-RFW-262-mo1 |
| 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<br>(i) analyze and evaluate the tax effects of business activities in different legal forms from an investor's perspective;<br>(ii) calculate the tax burden from ongoing business activities in Germany and abroad;<br>(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)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |                   |                                      |                  |
| V (2) + Ü (2)<br>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<br>b) portfolio (approx. 50 hours total)<br>Language of assessment: German and/or English<br>Assessment offered: In the semester in which the course is offered<br>creditable for bonus                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |                   |                                      |                  |
| Allocation of places                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |                   |                                      |                  |
| Number of places: 12.<br>WA:<br>Should the number of applications exceed the number of available places, places will be allocated as follows:<br>(1) Students who already have successfully completed courses offered by the supervising chair will be given preferential consideration.<br>a. Among applicants with the same number of successfully completed modules, places will be allocated according to the total number of ECTS credits achieved in the corresponding modules.<br>b. When places are allocated in accordance with b) and the number of applications exceeds the number of available places, places will be allocated according to the average grade of assessments taken in the corresponding courses.<br>c. Among applicants with the same average grade, places will be allocated by lot.<br>(2) Any remaining places are available to students who have not yet successfully completed any courses of the supervising chair. The selection is made according to study progress (number of semesters); among applicants with the same number of semesters, places will be allocated by lot. A waiting list will be maintained and places re-allocated as they become available. |                   |                                      |                  |
| Additional information                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |                   |                                      |                  |
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|--------------------------------------------------------------------------------------|
| <b>Workload</b>                                                                      |
| 150 h                                                                                |
| <b>Teaching cycle</b>                                                                |
| Teaching cycle: winter semester                                                      |
| <b>Referred to in LPO I</b> (examination regulations for teaching-degree programmes) |
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| Module title                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |                   | Abbreviation                         |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------|--------------------------------------|
| Policy of Taxation                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |                   | 12-M-F1-262-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"> <li>1. Fiscal harmonisation system in Germany</li> <li>2. Mechanics and problems of the VAT system</li> <li>3. Tax incidence analysis</li> <li>4. Income tax code</li> <li>5. Taxation of married couples and families</li> <li>6. Taxation and household decisions</li> </ol> |                   |                                      |
| 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)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |                   |                                      |
| <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 to 120 minutes) or</p> <p>b) portfolio (approx. 50 hours total)</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)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |                   |                                      |
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| Module title                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |                   | Abbreviation                         |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------|--------------------------------------|
| Optimal Tax Theory                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |                   | 12-M-F4-262-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"> <li>1. Optimal commodity taxation</li> <li>2. Optimal income taxation</li> <li>3. Optimal taxation of families</li> </ol> |                   |                                      |
| 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)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |                   |                                      |
| <p>V (2) + Ü (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) portfolio (approx. 50 hours total)</p> <p>Language of assessment: 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 title                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |                   |                                      | Abbreviation    |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------|--------------------------------------|-----------------|
| Group Accounting                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |                   |                                      | 12-M-GA-262-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                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          | graduate          | --                                   |                 |
| Contents                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |                   |                                      |                 |
| <p>As businesses expand, the complexity of managing and reporting financial information across multiple subsidiaries and countries increases dramatically. Group accounting is crucial for companies operating on a large scale, as it involves consolidating diverse financial data into a single, cohesive set of financial statements that reflect the financial status of the entire corporation. This module covers the necessary knowledge to prepare and interpret consolidated financial statements under the International Financial Reporting Standards (IFRS). We will discuss the basic principles of group accounting and provide in-depth knowledge of the relevant standards. Students get to know the different types of mergers, acquisitions, and investments and the accounting methods needed to inform stakeholders about these activities. Students learn why consolidated financial statements are relevant and how the consolidation process works. In addition, we cover various recent topics in group accounting, e.g., the treatment of goodwill and why regulating it is becoming increasingly difficult.</p> <p>Outline</p> <ul style="list-style-type: none"><li>• Economic principles of group accounting</li><li>• Scope of consolidation</li><li>• Preliminary measures</li><li>• Capital consolidation</li><li>• Debt consolidation</li><li>• Consolidation of revenues and expenses</li><li>• At-equity consolidation</li></ul> |                   |                                      |                 |
| Intended learning outcomes                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |                   |                                      |                 |
| <p>Upon completion of this module, students will be able to:</p> <ul style="list-style-type: none"><li>• Explain the essential concepts and elements of group accounting;</li><li>• Prepare consolidated financial statements and solve relevant consolidation issues;</li><li>• Recognize the necessity of consolidated financial statements and critically evaluate consolidated financial statements.</li></ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |                   |                                      |                 |
| 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<br/>b) portfolio (approx. 50 hours total)<br/>Language of assessment: English<br/>creditable for bonus</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |                   |                                      |                 |
| Allocation of places                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |                   |                                      |                 |
| --                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |                   |                                      |                 |
| Additional information                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |                   |                                      |                 |
| --                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |                   |                                      |                 |

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|--------------------------------------------------------------------------------------|
| <b>Workload</b>                                                                      |
| 150 h                                                                                |
| <b>Teaching cycle</b>                                                                |
| Teaching cycle: winter semester                                                      |
| <b>Referred to in LPO I</b> (examination regulations for teaching-degree programmes) |
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| Module title                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |                   |                                      | Abbreviation     |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------|--------------------------------------|------------------|
| Advanced Financial Accounting                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |                   |                                      | 12-M-AFA-262-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                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |                   |                                      |                  |
| Transparent reporting of large corporations and multinational enterprises are challenging for modern accounting systems. This module addresses recent developments in financial and non-financial accounting, ensuring that students are up-to-date with the current accounting landscape. It is designed for students who have a basic understanding of financial or non-financial accounting and seek to explore complex accounting issues in greater depth. Topics can vary depending on the current issues in practice or research. Former topics include accounting for financial instruments, revenue recognition, or the latest developments in sustainability reporting. The module is taught through a combination of lectures, exercises, and practical case studies. Guest lectures from industry experts are incorporated to provide real-world insights into advanced accounting practices. |                   |                                      |                  |
| Intended learning outcomes                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |                   |                                      |                  |
| By the end of this module, students will be able to: <ul style="list-style-type: none"><li>• Solve and analyze complex financial and non-financial accounting tasks.</li><li>• Analyze and interpret reporting data to support decision-making in various business contexts.</li><li>• Stay informed and adapt to evolving accounting standards and practices.</li></ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |                   |                                      |                  |
| Courses (type, number of weekly contact hours, language — if other than German)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |                   |                                      |                  |
| V (2) + Ü (2)<br>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<br>b) portfolio (approx. 50 hours total)<br>Language of assessment: English<br>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 title                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |                   | Abbreviation                         |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------|--------------------------------------|
| Accounting and Capital Markets                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |                   | 12-M-REKA-262-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          | --                                   |
| <b>Contents</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |                   |                                      |
| 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, questions regarding cost accounting, management control systems, behavioral control and decision-making functions of accounting, quality of financial reporting, and publicity are discussed. |                   |                                      |
| <b>Intended learning outcomes</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |                   |                                      |
| Initially, students acquire a fundamental knowledge of the conception and impact of management and financial accounting as information systems, as well as the economic impacts of the configuration of management and financial accounting. They understand analytical and empirical models from relevant research literature and can interpret and explain the results. Upon completion of the course, the students are able to assess and evaluate the impacts of changes in institutional general frameworks such as changes in valuation standards, publicity rules or regulations about the distribution of profits in enterprises and on capital markets.     |                   |                                      |
| <b>Courses</b> (type, number of weekly contact hours, language — if other than German)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |                   |                                      |
| V (2) + Ü (2)<br>Module taught in: English                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |                   |                                      |
| <b>Method of assessment</b> (type, scope, 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<br>b) portfolio (approx. 50 hours total)<br>Language of assessment: English<br>creditable for bonus                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |                   |                                      |
| <b>Allocation of places</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |                   |                                      |
| --                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |                   |                                      |
| <b>Additional information</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |                   |                                      |
| --                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |                   |                                      |
| <b>Workload</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |                   |                                      |
| 150 h                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |                   |                                      |
| <b>Teaching cycle</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |                   |                                      |
| Teaching cycle: summer semester                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |                   |                                      |
| <b>Referred to in LPO I</b> (examination regulations for teaching-degree programmes)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |                   |                                      |
| --                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |                   |                                      |

| Module title                                                                                                                                                                                                                                  |                   |                                      | Abbreviation     |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------|--------------------------------------|------------------|
| Testimonials from tax experts                                                                                                                                                                                                                 |                   |                                      | 12-M-SEB-262-m01 |
| Module coordinator                                                                                                                                                                                                                            |                   | Module offered by                    |                  |
| --                                                                                                                                                                                                                                            |                   | 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                                                                                                                                                                                                                                    | --                | --                                   |                  |
| Contents                                                                                                                                                                                                                                      |                   |                                      |                  |
| --                                                                                                                                                                                                                                            |                   |                                      |                  |
| Intended learning outcomes                                                                                                                                                                                                                    |                   |                                      |                  |
| --                                                                                                                                                                                                                                            |                   |                                      |                  |
| Courses (type, number of weekly contact hours, language — if other than German)                                                                                                                                                               |                   |                                      |                  |
| V (2) + Ü (2)<br>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<br>b) portfolio (approx. 50 hours total)<br>Language of assessment: German and/or English<br>Assessment offered: in the semester in which the course is offered<br>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 title                                                                                                                                                                                                                                                                                                                                                                                                                                                     |                   |                                      | Abbreviation    |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------|--------------------------------------|-----------------|
| Topics in Taxation                                                                                                                                                                                                                                                                                                                                                                                                                                               |                   |                                      | 12-M-TT-262-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"><li>• courses taken at other German or non-German universities</li><li>• additional courses offered on a short-term basis</li><li>• courses offered by new Chairs that are yet to be included in the FSB (subject-specific provisions)</li></ul> <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)<br>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<br>b) portfolio (approx. 50 hours total)<br>Language of assessment: German and/or English<br>Assessment offered: In the semester in which the course is offered<br>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)                                                                                                                                                                                                                                                                                                                                                                                    |                   |                                      |                 |
| --                                                                                                                                                                                                                                                                                                                                                                                                                                                               |                   |                                      |                 |

## **Accounting**

(0 or 20 ECTS credits)

## Core

(10 ECTS credits)

| Module title                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |                   |                                      | Abbreviation    |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------|--------------------------------------|-----------------|
| Group Accounting                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |                   |                                      | 12-M-GA-262-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                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          | graduate          | --                                   |                 |
| Contents                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |                   |                                      |                 |
| <p>As businesses expand, the complexity of managing and reporting financial information across multiple subsidiaries and countries increases dramatically. Group accounting is crucial for companies operating on a large scale, as it involves consolidating diverse financial data into a single, cohesive set of financial statements that reflect the financial status of the entire corporation. This module covers the necessary knowledge to prepare and interpret consolidated financial statements under the International Financial Reporting Standards (IFRS). We will discuss the basic principles of group accounting and provide in-depth knowledge of the relevant standards. Students get to know the different types of mergers, acquisitions, and investments and the accounting methods needed to inform stakeholders about these activities. Students learn why consolidated financial statements are relevant and how the consolidation process works. In addition, we cover various recent topics in group accounting, e.g., the treatment of goodwill and why regulating it is becoming increasingly difficult.</p> <p>Outline</p> <ul style="list-style-type: none"><li>• Economic principles of group accounting</li><li>• Scope of consolidation</li><li>• Preliminary measures</li><li>• Capital consolidation</li><li>• Debt consolidation</li><li>• Consolidation of revenues and expenses</li><li>• At-equity consolidation</li></ul> |                   |                                      |                 |
| Intended learning outcomes                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |                   |                                      |                 |
| <p>Upon completion of this module, students will be able to:</p> <ul style="list-style-type: none"><li>• Explain the essential concepts and elements of group accounting;</li><li>• Prepare consolidated financial statements and solve relevant consolidation issues;</li><li>• Recognize the necessity of consolidated financial statements and critically evaluate consolidated financial statements.</li></ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |                   |                                      |                 |
| Courses (type, number of weekly contact hours, language — if other than German)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |                   |                                      |                 |
| V (2) + Ü (2)<br>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<br>b) portfolio (approx. 50 hours total)<br>Language of assessment: English<br>creditable for bonus                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |                   |                                      |                 |
| Allocation of places                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |                   |                                      |                 |
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| Additional information                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |                   |                                      |                 |
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|--------------------------------------------------------------------------------------|
| <b>Workload</b>                                                                      |
| 150 h                                                                                |
| <b>Teaching cycle</b>                                                                |
| Teaching cycle: winter semester                                                      |
| <b>Referred to in LPO I</b> (examination regulations for teaching-degree programmes) |
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| Module title                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |                   |                                      | Abbreviation    |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------|--------------------------------------|-----------------|
| Financial Analysis                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |                   |                                      | 12-M-UA-262-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                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |                   |                                      |                 |
| <p>In today's rapidly changing economic landscape, the ability to effectively analyze financial information is more critical than ever. Financial analysis is essential for interpreting past and current financial data to make predictions about future performance and guide strategic decisions that affect the overall business. This module offers students the tools and methodologies needed to evaluate the financial position of companies, assess investment opportunities, and make informed financial decisions. We provide 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.</p> <p>Outline</p> <ul style="list-style-type: none"><li>• Introduction to financial analysis</li><li>• Analysis of earnings information</li><li>• Analysis of balance sheet information</li><li>• Analysis of cash flows</li><li>• Analysis of selected balance sheet positions</li></ul> |                   |                                      |                 |
| Intended learning outcomes                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |                   |                                      |                 |
| <p>Upon completion of this module, students will be able to:</p> <ul style="list-style-type: none"><li>• Understand corporate financial statements and identify value-relevant information;</li><li>• Provide relevant valuation techniques and recognize the fundamental role of financial information in the valuation process;</li><li>• Apply valuation models to practical cases and make informed investment decisions.</li></ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |                   |                                      |                 |
| Courses (type, number of weekly contact hours, language — if other than German)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |                   |                                      |                 |
| V (2) + Ü (2)<br>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<br/>b) portfolio (approx. 50 hours total)<br/>Language of assessment: English<br/>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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## Core Electives

(10 ECTS credits)

| Module title                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |                   |                                      | Abbreviation     |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------|--------------------------------------|------------------|
| Advanced Financial Accounting                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |                   |                                      | 12-M-AFA-262-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                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |                   |                                      |                  |
| Transparent reporting of large corporations and multinational enterprises are challenging for modern accounting systems. This module addresses recent developments in financial and non-financial accounting, ensuring that students are up-to-date with the current accounting landscape. It is designed for students who have a basic understanding of financial or non-financial accounting and seek to explore complex accounting issues in greater depth. Topics can vary depending on the current issues in practice or research. Former topics include accounting for financial instruments, revenue recognition, or the latest developments in sustainability reporting. The module is taught through a combination of lectures, exercises, and practical case studies. Guest lectures from industry experts are incorporated to provide real-world insights into advanced accounting practices. |                   |                                      |                  |
| Intended learning outcomes                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |                   |                                      |                  |
| By the end of this module, students will be able to: <ul style="list-style-type: none"><li>• Solve and analyze complex financial and non-financial accounting tasks.</li><li>• Analyze and interpret reporting data to support decision-making in various business contexts.</li><li>• Stay informed and adapt to evolving accounting standards and practices.</li></ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |                   |                                      |                  |
| Courses (type, number of weekly contact hours, language — if other than German)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |                   |                                      |                  |
| V (2) + Ü (2)<br>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<br>b) portfolio (approx. 50 hours total)<br>Language of assessment: English<br>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 title                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |                   | Abbreviation                         |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------|--------------------------------------|
| Accounting and Capital Markets                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |                   | 12-M-REKA-262-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          | --                                   |
| <b>Contents</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |                   |                                      |
| 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, questions regarding cost accounting, management control systems, behavioral control and decision-making functions of accounting, quality of financial reporting, and publicity are discussed. |                   |                                      |
| <b>Intended learning outcomes</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |                   |                                      |
| Initially, students acquire a fundamental knowledge of the conception and impact of management and financial accounting as information systems, as well as the economic impacts of the configuration of management and financial accounting. They understand analytical and empirical models from relevant research literature and can interpret and explain the results. Upon completion of the course, the students are able to assess and evaluate the impacts of changes in institutional general frameworks such as changes in valuation standards, publicity rules or regulations about the distribution of profits in enterprises and on capital markets.     |                   |                                      |
| <b>Courses</b> (type, number of weekly contact hours, language — if other than German)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |                   |                                      |
| V (2) + Ü (2)<br>Module taught in: English                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |                   |                                      |
| <b>Method of assessment</b> (type, scope, 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<br>b) portfolio (approx. 50 hours total)<br>Language of assessment: English<br>creditable for bonus                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |                   |                                      |
| <b>Allocation of places</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |                   |                                      |
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| <b>Additional information</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |                   |                                      |
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| <b>Workload</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |                   |                                      |
| 150 h                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |                   |                                      |
| <b>Teaching cycle</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |                   |                                      |
| Teaching cycle: summer semester                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |                   |                                      |
| <b>Referred to in LPO I</b> (examination regulations for teaching-degree programmes)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |                   |                                      |
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| Module title                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |                   |                                      | Abbreviation     |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------|--------------------------------------|------------------|
| Portfolio and Capital Market Theory                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |                   |                                      | 12-M-CF2-262-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. Syllabus:</p> <p>1. Modern Portfolio Selection</p> <p>    1. 2 Asset-Case</p> <p>    2. Multiple-Asset-Case</p> <p>    3. Critique of Portfolio Theory</p> <p>2. Capital Asset Pricing Model</p> <p>    1. Assumptions and Derivation</p> <p>    2. Implications</p> <p>3. Empirical Aspects, Extensions and Alternatives</p> |                   |                                      |                  |
| 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)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |                   |                                      |                  |
| <p>V (2) + Ü (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) portfolio (approx. 50 hours total)</p> <p>Language of assessment: 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 title                                                                                                                                                                                                                                                                            |                   | Abbreviation                         |
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| Tax Accounting                                                                                                                                                                                                                                                                          |                   | 12-M-STB-262-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          | --                                   |
| <b>Contents</b>                                                                                                                                                                                                                                                                         |                   |                                      |
| 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. |                   |                                      |
| <b>Intended learning outcomes</b>                                                                                                                                                                                                                                                       |                   |                                      |
| 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.                                                                         |                   |                                      |
| <b>Courses</b> (type, number of weekly contact hours, language — if other than German)                                                                                                                                                                                                  |                   |                                      |
| V (2) + Ü (2)<br>Module taught in: German and/or English                                                                                                                                                                                                                                |                   |                                      |
| <b>Method of assessment</b> (type, scope, 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<br>b) portfolio (approx. 50 hours total)<br>Language of assessment: German and/or English<br>creditable for bonus                                                                                                                 |                   |                                      |
| <b>Allocation of places</b>                                                                                                                                                                                                                                                             |                   |                                      |
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| <b>Additional information</b>                                                                                                                                                                                                                                                           |                   |                                      |
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| <b>Workload</b>                                                                                                                                                                                                                                                                         |                   |                                      |
| 150 h                                                                                                                                                                                                                                                                                   |                   |                                      |
| <b>Teaching cycle</b>                                                                                                                                                                                                                                                                   |                   |                                      |
| Teaching cycle: summer semester                                                                                                                                                                                                                                                         |                   |                                      |
| <b>Referred to in LPO I</b> (examination regulations for teaching-degree programmes)                                                                                                                                                                                                    |                   |                                      |
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| Module title                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |                   | Abbreviation                         |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------|--------------------------------------|
| Tax Planning                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |                   | 12-M-SP-262-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>Part I</p> <ol style="list-style-type: none"> <li>1. Introduction</li> <li>2. The Influence of Taxes on Investment Decisions According to the "Standard Model"</li> <li>3. Tax facts</li> <li>4. Extensions of the Standard Model</li> <li>5. Neutral profit taxation</li> <li>6. Taxation and financing decisions</li> <li>7. Tax planning for corporations</li> <li>8. Taxation of Labor and Capital in Different Legal Forms</li> </ol> <p>Part II</p> <ol style="list-style-type: none"> <li>1. Taxation of cross border investments and tax reform</li> </ol> |                   |                                      |
| Intended learning outcomes                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |                   |                                      |
| <p>This course enables students to</p> <ul style="list-style-type: none"> <li>(i) combine their knowledge of tax law with microeconomic analyses in the areas of corporate and personal finance;</li> <li>(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;</li> <li>(iii) read and discuss research and policy papers in the field of taxation.</li> </ul>                                                                                                                                                                                                                                                                                                                                                  |                   |                                      |
| Courses (type, number of weekly contact hours, language — if other than German)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |                   |                                      |
| V (2) + Ü (2)<br>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<br>b) portfolio (approx. 50 hours total)<br>Language of assessment: English<br>creditable for bonus                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |                   |                                      |
| Allocation of places                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |                   |                                      |
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| Additional information                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |                   |                                      |
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| Workload                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |                   |                                      |
| 150 h                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |                   |                                      |

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| <b>Teaching cycle</b>                                                                |
| Teaching cycle: winter semester                                                      |
| <b>Referred to in LPO I</b> (examination regulations for teaching-degree programmes) |
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| Module title                                                                                                                                                                                                                                                                                                                                                                                                                        |                   | Abbreviation                         |
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| Coordination, Budgeting and Incentives in Organizations                                                                                                                                                                                                                                                                                                                                                                             |                   | 12-M-KOBO-262-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                                                                                                                                                                                                                                                                                                                                                                                                          |                   |                                      |
| Initially, students acquire an understanding of the necessity of behavioral control in enterprises. Upon completion of the course, they are able to analyze and evaluate requirements and effects of instruments used for behavioral control. Additionally, they develop competences for deployment, structure and development of coordination tools.                                                                               |                   |                                      |
| Courses (type, number of weekly contact hours, language — if other than German)                                                                                                                                                                                                                                                                                                                                                     |                   |                                      |
| V (2) + Ü (2)<br>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<br>b) portfolio (approx. 50 hours total)<br>Language of assessment: German and/or English<br>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 title                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |                   |                                      | Abbreviation    |
| Sustainability Reporting and AI                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |                   |                                      | 12-M-SR-262-mo1 |
| Module coordinator                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |                   | Module offered by                    |                 |
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| ECTS                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     | Method of grading | Only after succ. compl. of module(s) |                 |
| 5                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        | numerical grade   | --                                   |                 |
| Duration                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 | Module level      | Other prerequisites                  |                 |
| 1 semester                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               | --                | --                                   |                 |
| Contents                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |                   |                                      |                 |
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| 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 to 120 minutes) or<br>b) portfolio (approx. 50 hours total)<br>Assessment offered: In the semester in which the course is offered creditable for bonus                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |                   |                                      |                 |
| Allocation of places                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |                   |                                      |                 |
| Number of places: 10.<br>WA:<br>Should the number of applications exceed the number of available places, places will be allocated as follows:<br>(1) Students who already have successfully completed courses offered by the supervising chair will be given preferential consideration.<br>a. Among applicants with the same number of successfully completed modules, places will be allocated according to the total number of ECTS credits achieved in the corresponding modules.<br>b. When places are allocated in accordance with b) and the number of applications exceeds the number of available places, places will be allocated according to the average grade of assessments taken in the corresponding courses.<br>c. Among applicants with the same average grade, places will be allocated by lot.<br>(2) Any remaining places are available to students who have not yet successfully completed any courses of the supervising chair. The selection is made according to study progress (number of semesters); among applicants with the same number of semesters, places will be allocated by lot. A waiting list will be maintained and places re-allocated as they become available. |                   |                                      |                 |
| Additional information                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |                   |                                      |                 |
| --                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |                   |                                      |                 |
| Workload                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |                   |                                      |                 |
| 150 h                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |                   |                                      |                 |
| Teaching cycle                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |                   |                                      |                 |
| --                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |                   |                                      |                 |
| Referred to in LPO I (examination regulations for teaching-degree programmes)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |                   |                                      |                 |
| --                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |                   |                                      |                 |

| Module title                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |                   |                                                                                                                     | Abbreviation    |
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| Research in Finance & Accounting                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |                   |                                                                                                                     | 12-M-SC-262-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                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |                   |                                                                                                                     |                 |
| <p>Research and research skills are foundational to driving business success in a world where information is abundant and constantly evolving. They provide businesses and professionals with the tools needed to navigate complexity, innovate effectively, and compete on a global scale. In today's data-driven landscape, businesses rely on thorough research to make informed decisions. Research skills enable professionals to gather, analyze, and interpret data effectively, ensuring that decisions are based on solid evidence rather than intuition. Moreover, the modern business environment is characterized by rapid change. Continuous learning, facilitated by strong research skills, helps individuals and organizations remain adaptable. These skills enable professionals to keep up with industry developments, technological advancements, and shifts in consumer behavior, ensuring that they are always equipped to respond to new challenges and opportunities. This module is designed to equip students with the skills necessary to conduct rigorous empirical research.</p> <p>Outline</p> <ul style="list-style-type: none"><li>• Introduction to current research</li><li>• How to develop a research question</li><li>• How to conduct research</li><li>• Introduction to various data sources</li><li>• Introduction to applied research methods</li><li>• Visualizing research findings</li></ul> |                   |                                                                                                                     |                 |
| Intended learning outcomes                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |                   |                                                                                                                     |                 |
| <p>Upon completion of this module, students will be able to:</p> <ul style="list-style-type: none"><li>• Identify and motivate a relevant research question;</li><li>• Find relevant scientific literature and interpret it with regard to a specific research question;</li><li>• Address a research question using empirical analyses.</li></ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |                   |                                                                                                                     |                 |
| 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<br/>b) portfolio (approx. 50 hours total)<br/>Language of assessment: English<br/>Assessment offered: In the semester in which the course is offered<br/>creditable for bonus</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |                   |                                                                                                                     |                 |
| Allocation of places                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |                   |                                                                                                                     |                 |
| --                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |                   |                                                                                                                     |                 |
| Additional information                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |                   |                                                                                                                     |                 |
| --                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |                   |                                                                                                                     |                 |
| Workload                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |                   |                                                                                                                     |                 |
| 150 h                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |                   |                                                                                                                     |                 |
| Master's with 1 major China Business and Economics (2027)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |                   | JMU Würzburg • generated 12-Sep-2026 • exam. reg. data record Master (120 ECTS) China Business and Economics - 2027 | page 207 / 417  |

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| <b>Teaching cycle</b>                                                                |
| Teaching cycle: after announcement                                                   |
| <b>Referred to in LPO I</b> (examination regulations for teaching-degree programmes) |
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| Module title                                                                                                                                                                                                                                                                                                                                                                                                                                                         |                   | Abbreviation                         |
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| Topics in Accounting                                                                                                                                                                                                                                                                                                                                                                                                                                                 |                   | 12-M-TA-262-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"> <li>• courses taken at other German or non-German universities</li> <li>• additional courses offered on a short-term basis</li> <li>• courses offered by new Chairs that are yet to be included in the FSB (subject-specific provisions)</li> </ul> <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)<br>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 to 120 minutes) or<br/>b) portfolio (approx. 50 hours total)<br/>Language of assessment: German and/or English<br/>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: after announcement                                                                                                                                                                                                                                                                                                                                                                                                                                   |                   |                                      |
| Referred to in LPO I (examination regulations for teaching-degree programmes)                                                                                                                                                                                                                                                                                                                                                                                        |                   |                                      |
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## **Enterprise Systems**

(0 or 20 ECTS credits)

## Core

(10 ECTS credits)

| Module title                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |                   |                                                                                                                     | Abbreviation     |
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| Business Software 1: Management and Implementation of Information Systems                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |                   |                                                                                                                     | 12-M-GPU-262-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> <ul style="list-style-type: none"><li>• 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.</li><li>• 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.</li><li>• 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.</li></ul> <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"><li>1. ERP Systems - Overview and Differentiation: Students gain a comprehensive understanding of various ERP systems, their architectures, and philosophies.</li><li>2. Integration of Business Processes: Participants learn how ERP systems map and optimize business operations.</li><li>3. Selection and Customizing of ERP Systems: Students develop skills to evaluate, select, and adapt ERP systems to meet business needs.</li><li>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.</li></ol>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |                   |                                                                                                                     |                  |
| Courses (type, number of weekly contact hours, language — if other than German)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |                   |                                                                                                                     |                  |
| V (2) + Ü (2)<br>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 to 120 minutes) or<br/>b) portfolio (approx. 50 hours total)<br/>Language of assessment: German and/or English<br/>creditable for bonus</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |                   |                                                                                                                     |                  |
| Master's with 1 major China Business and Economics (2027)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |                   | JMU Würzburg • generated 12-Sep-2026 • exam. reg. data record Master (120 ECTS) China Business and Economics - 2027 | page 212 / 417   |



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| <b>Allocation of places</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |
| <p>50 places.<br/>WM1:<br/>Should the number of applications exceed the number of available places, places will be allocated as follows:<br/>1) Master's students of Information Systems, Management and Econometrics will be given preferential consideration.<br/>(2) The remaining places will be allocated to students of other subjects.<br/>(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> |
| <b>Additional information</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |
| --                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |
| <b>Workload</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |
| 150 h                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |
| <b>Teaching cycle</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |
| Teaching cycle: winter semester                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |
| <b>Referred to in LPO I</b> (examination regulations for teaching-degree programmes)                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |
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| Module title                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |                   |                                      | Abbreviation     |
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| Business Software 2: Data-driven Business Process Management and Automation                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |                   |                                      | 12-M-ERP-262-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 course comprises four main parts:</p> <ul style="list-style-type: none"><li>• Business Process Management</li><li>• Modern Data Management</li><li>• Process Mining</li><li>• Process Automation</li></ul> <p>In addition to the lectures, students have the opportunity to engage with fundamental research papers on Business Process Management and gain practical experience by solving a case study based on real event logs.</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |                   |                                      |                  |
| Intended learning outcomes                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |                   |                                      |                  |
| <p>The module "Business Software 2: Data-driven Business Process Management and Automation" aims to achieve the following learning outcomes:</p> <ol style="list-style-type: none"><li>1. Understanding of Business Process Management: Upon completion of the course, students will be able to articulate the fundamental theories and practical methodologies of Business Process Management. This includes the ability to analyze, redesign, and implement improved business processes both manually and using automated tools.</li><li>2. Application of Modern Data Management Techniques: Students will acquire competencies in modern data management practices that are essential for real-time decision-making in business contexts.</li><li>3. Conducting Process Mining: Students will develop skills in process mining, enabling them to extract data from event logs and analyze this information to uncover inefficiencies and opportunities within business processes. They will learn to apply process mining tools and techniques to real datasets, interpret results, and propose actionable improvements.</li><li>4. Implementation of Process Automation Solutions: The course equips students with the knowledge and skills to automate business processes using industry-standard automation software such as UiPath. Students will learn to identify suitable processes for automation, design automation workflows, and implement these systems to enhance operational efficiency.</li><li>5. Engagement in Scientific Research and Practical Application: Students will expand their academic and practical understanding by engaging with fundamental research papers in the field of Business Process Management. They will also gain practical experience through case studies and hands-on projects, allowing them to effectively apply theoretical knowledge to solve real-world problems.</li><li>6. Development of Professional Competencies: Throughout the course, students will develop a range of professional skills, including critical thinking, problem-solving, teamwork, and effective communication. These competencies are crucial for successful career development in Business Process Management and related fields.</li></ol> |                   |                                      |                  |
| Courses (type, number of weekly contact hours, language — if other than German)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |                   |                                      |                  |
| V (2) + Ü (2)<br>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<br>b) portfolio (approx. 50 hours total)<br>Language of assessment: German and/or English<br>creditable for bonus                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |                   |                                      |                  |

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|-----------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------|----------------|
| Master's with 1 major China Business and Economics (2027) | JMU Würzburg • generated 12-Sep-2026 • exam. reg. data record Master (120 ECTS) China Business and Economics - 2027 | page 214 / 417 |
|-----------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------|----------------|

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| <b>Allocation of places</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |
| <p>50 places.<br/>WM1:<br/>Should the number of applications exceed the number of available places, places will be allocated as follows:</p> <ol style="list-style-type: none"> <li>1) Master's students of Information Systems, Management and Econometrics will be given preferential consideration.</li> <li>(2) The remaining places will be allocated to students of other subjects.</li> <li>(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.</li> </ol> |
| <b>Additional information</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |
| --                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |
| <b>Workload</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |
| 150 h                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |
| <b>Teaching cycle</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |
| Teaching cycle: summer semester                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |
| <b>Referred to in LPO I</b> (examination regulations for teaching-degree programmes)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |
| --                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |

## Core Electives

(10 ECTS credits)

| Module title                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |                   | Abbreviation                                           |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------|--------------------------------------------------------|
| Professional Project Management                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |                   | 10-I=PM-252-m01                                        |
| Module coordinator                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |                   | Module offered by                                      |
| holder of the Chair of Computer Science III                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |                   | Institute of Computer Science                          |
| ECTS                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            | Method of grading | Only after succ. compl. of module(s)                   |
| 5                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               | numerical grade   | --                                                     |
| Duration                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        | Module level      | Other prerequisites                                    |
| 1 semester                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      | graduate          | We recommend completing module 10-I=PRJAK in parallel. |
| Contents                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |                   |                                                        |
| Project goals, project assignment, project success criteria, business plan, environment analysis and stakeholder management, initialisation, definition, planning, execution/control, finishing of projects, reporting, project communication and marketing, project organisation, team building and development, opportunity and risk management; conflict and crisis management, change and claim management; contract and procurement management, quality management, work techniques, methods and tools; leadership and social skills in project management, program management, multiproject management, project portfolio management, PMOs; peculiarities of software projects; agile project management/SCRUM, combination of classic and agile methods. |                   |                                                        |
| Intended learning outcomes                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |                   |                                                        |
| The students possess practically relevant knowledge about the topics of production management and/or professional project management. They are familiar with the critical success criteria and are able to initiate, define, plan, control and review projects.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |                   |                                                        |
| Courses (type, number of weekly contact hours, language — if other than German)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |                   |                                                        |
| V (4)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |                   |                                                        |
| Method of assessment (type, 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)<br>If announced by the lecturer at the beginning of the course, the written examination may be replaced by an oral examination of one candidate each (approx. 20 minutes) or an oral examination in groups of 2 candidates (approx. 15 minutes per candidate).<br>Language of assessment: German and/or English<br>creditable for bonus                                                                                                                                                                                                                                                                                                                                                                         |                   |                                                        |
| Allocation of places                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |                   |                                                        |
| --                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |                   |                                                        |
| Additional information                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |                   |                                                        |
| Focuses available for students of the Master's programme Informatik (Computer Science, 120 ECTS credits): SE, IT, KI, ES, LR, HCI, GE, IN                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |                   |                                                        |
| Workload                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |                   |                                                        |
| 150 h                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |                   |                                                        |
| Teaching cycle                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |                   |                                                        |
| Teaching cycle: every year, summer semester                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |                   |                                                        |
| Referred to in LPO I (examination regulations for teaching-degree programmes)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |                   |                                                        |
| § 22 II Nr. 3 b)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |                   |                                                        |

| Module title                                                                                                                                                                                                                                                                                                                                                                                                                          |                   | Abbreviation                         |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------|--------------------------------------|
| Project - Current Topics in Computer Science                                                                                                                                                                                                                                                                                                                                                                                          |                   | 10-I=PRJAK-252-m01                   |
| Module coordinator                                                                                                                                                                                                                                                                                                                                                                                                                    |                   | Module offered by                    |
| Dean of Studies Informatik (Computer Science)                                                                                                                                                                                                                                                                                                                                                                                         |                   | Institute of Computer Science        |
| ECTS                                                                                                                                                                                                                                                                                                                                                                                                                                  | Method of grading | Only after succ. compl. of module(s) |
| 5                                                                                                                                                                                                                                                                                                                                                                                                                                     | numerical grade   | --                                   |
| Duration                                                                                                                                                                                                                                                                                                                                                                                                                              | Module level      | Other prerequisites                  |
| 1 semester                                                                                                                                                                                                                                                                                                                                                                                                                            | graduate          | --                                   |
| <b>Contents</b>                                                                                                                                                                                                                                                                                                                                                                                                                       |                   |                                      |
| Completion of a project task (in Teams).                                                                                                                                                                                                                                                                                                                                                                                              |                   |                                      |
| <b>Intended learning outcomes</b>                                                                                                                                                                                                                                                                                                                                                                                                     |                   |                                      |
| The project allows participants to work on a problem in computer science in teams.                                                                                                                                                                                                                                                                                                                                                    |                   |                                      |
| <b>Courses</b> (type, number of weekly contact hours, language — if other than German)                                                                                                                                                                                                                                                                                                                                                |                   |                                      |
| P (4)                                                                                                                                                                                                                                                                                                                                                                                                                                 |                   |                                      |
| <b>Method of assessment</b> (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)                                                                                                                                                                                                                                                        |                   |                                      |
| project report (10 to 15 pages) and presentation of project (15 to 30 minutes)<br>Language of assessment: German and/or English<br>Assessment offered: In the semester in which the course is offered (Each project is offered one time only. The project will not be repeated; there will not be another project with the same topic. Assessment can, therefore, only be offered for the project offered in the respective semester) |                   |                                      |
| <b>Allocation of places</b>                                                                                                                                                                                                                                                                                                                                                                                                           |                   |                                      |
| --                                                                                                                                                                                                                                                                                                                                                                                                                                    |                   |                                      |
| <b>Additional information</b>                                                                                                                                                                                                                                                                                                                                                                                                         |                   |                                      |
| Focuses available for students of the Master's programme Informatik (Computer Science, 120 ECTS credits): AT, SE, IT, KI, ES, LR, HCI, GE, SEC, IN                                                                                                                                                                                                                                                                                    |                   |                                      |
| <b>Workload</b>                                                                                                                                                                                                                                                                                                                                                                                                                       |                   |                                      |
| 150 h                                                                                                                                                                                                                                                                                                                                                                                                                                 |                   |                                      |
| <b>Teaching cycle</b>                                                                                                                                                                                                                                                                                                                                                                                                                 |                   |                                      |
| Teaching cycle: every semester                                                                                                                                                                                                                                                                                                                                                                                                        |                   |                                      |
| <b>Referred to in LPO I</b> (examination regulations for teaching-degree programmes)                                                                                                                                                                                                                                                                                                                                                  |                   |                                      |
| --                                                                                                                                                                                                                                                                                                                                                                                                                                    |                   |                                      |

| Module title                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |                   | Abbreviation                         |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------|--------------------------------------|
| Human Resource Management and Industrial Relations                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |                   | 12-M-HRM-262-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 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.</p> <p>Syllabus</p> <p>Introduction: Human Resource Management &amp; Industrial Relations</p> <p>Chapter 1: The employment contract</p> <p>Chapter 2: Motivation</p> <p>Chapter 3: Employee resistance against reorganisations</p> <p>Chapter 4: The role of works councils</p> <p>Chapter 5: Works councils and the employer wage structure</p> <p>Chapter 6: The behaviour of labour unions</p> <p>Chapter 7: Credentials and signaling</p> <p>Chapter 8: Demographic challenges of HRM</p> <p>Literature</p> <p>Milgrom, Roberts (1992), Economics, Organization and Management, Prentice Hall, Englewood Cliffs</p> <p>Picot, Dietl, Franck, Fiedler, Royer (2015), Organisation – Theorie und Praxis aus ökonomischer Sicht, 7. Auflage, Schäffer Poeschel, Stuttgart</p> <p>Zwick (2003), Empirische Determinanten des Widerstandes von Mitarbeitern gegen Innovationen, Schmalenbachs Zeitschrift für betriebswirtschaftliche Forschung 55, 45-59</p> <p>Freeman, Lazear (1995), An Economic Analysis of Works Councils, in Rogers, Streeck (eds.), Works Councils, Chicago, 27-50</p> <p>Addison, Teixeira, Zwick (2010), Works Councils and the Anatomy of Wages, Industrial and Labor Relations Review 63 (2), 240-273</p> <p>Atherton (1973), Theory of Union Bargaining Goals, Princeton University Press, Princeton, NJ.</p> <p>Garibaldi (2006), Personnel Economics in Imperfect Labour Market, Oxford University Press, Oxford (chapter 6).</p> <p>Mohrenweiser, Wydra-Somaggio, Zwick (2020), Information advantages of training employers despite credible training certificates, Oxford Economic Papers 72(3), 651-671.</p> <p>Malmberg, Lindh, Halversson (2008), Productivity consequences of workforce aging: Stagnation or Horndal effect. In Prskawetz, Bloom, Lutz (eds.), Population and Development Review, Population Ageing, Human Capital Accumulation, and Productivity Growth (suppl. to Vol. 34), 238-256</p> |                   |                                      |
| Intended learning outcomes                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |                   |                                      |
| <p>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.</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |                   |                                      |
| Courses (type, number of weekly contact hours, language — if other than German)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |                   |                                      |
| <p>V (2) + Ü (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)

a) written examination (approx. 60 to 120 minutes) or  
b) portfolio (approx. 50 hours total)  
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 title                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |                   | Abbreviation                         |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------|--------------------------------------|
| Software Architecture                                                                                                                                                                                                                                                                                                                                                                                                                                                             |                   | 10-I=SAR-161-m01                     |
| Module coordinator                                                                                                                                                                                                                                                                                                                                                                                                                                                                |                   | Module offered by                    |
| holder of the Chair of Computer Science II                                                                                                                                                                                                                                                                                                                                                                                                                                        |                   | Institute of Computer Science        |
| ECTS                                                                                                                                                                                                                                                                                                                                                                                                                                                                              | Method of grading | Only after succ. compl. of module(s) |
| 5                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 | numerical grade   | --                                   |
| Duration                                                                                                                                                                                                                                                                                                                                                                                                                                                                          | Module level      | Other prerequisites                  |
| 1 semester                                                                                                                                                                                                                                                                                                                                                                                                                                                                        | graduate          | --                                   |
| Contents                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |                   |                                      |
| Introduction to software architecture, architectural styles and patterns, software metrics, evaluation of architectural styles, software components, interface models and design guidelines, design-by-contract, component-based software engineering, service-oriented architectures, microservice architectures, scalability of databases, cloud-native and serverless computing, continuous integration, continuous delivery, continuous deployment, model-driven architecture |                   |                                      |
| Intended learning outcomes                                                                                                                                                                                                                                                                                                                                                                                                                                                        |                   |                                      |
| The students possess a fundamental and applicable knowledge about advanced topics in software engineering with a focus on modern software architectures and fundamental approaches to model-driven software 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)                                                                                                                                                                                                                                                                                                           |                   |                                      |
| written examination (approx. 60 to 120 minutes).<br>If announced by the lecturer at the beginning of the course, the written examination may be replaced by an oral examination of one candidate each (approx. 20 minutes) or an oral examination in groups of 2 candidates (approx. 15 minutes per candidate).<br>Language of assessment: German and/or English<br>creditable for bonus                                                                                          |                   |                                      |
| Allocation of places                                                                                                                                                                                                                                                                                                                                                                                                                                                              |                   |                                      |
| --                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |                   |                                      |
| Additional information                                                                                                                                                                                                                                                                                                                                                                                                                                                            |                   |                                      |
| Focuses available for students of the Master's programme Informatik (Computer Science, 120 ECTS credits): SE,IT,ES                                                                                                                                                                                                                                                                                                                                                                |                   |                                      |
| Workload                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |                   |                                      |
| 150 h                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |                   |                                      |
| Teaching cycle                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |                   |                                      |
| Teaching cycle: every year, summer semester                                                                                                                                                                                                                                                                                                                                                                                                                                       |                   |                                      |
| Referred to in LPO I (examination regulations for teaching-degree programmes)                                                                                                                                                                                                                                                                                                                                                                                                     |                   |                                      |
| § 22 II Nr. 3 b)                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |                   |                                      |

| Module title                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |                   |                                                                                                                     | Abbreviation     |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------|---------------------------------------------------------------------------------------------------------------------|------------------|
| Entrepreneurship in Software-Ecosystems: Start & Scale Up, Venture Capital, Private Equity, EXIT                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |                   |                                                                                                                     | 12-M-ESE-262-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>This module is aimed at students of Wirtschaftsinformatik (Business Information Systems) and Wirtschaftswissenschaft (Business Management and Economics) who are interested in enterprise thinking, scaling, and software entrepreneurship. Therefore, this module focuses on the intersection of entrepreneurship, software ecosystems, and scale-up companies.</p> <p>The module first provides a foundation for understanding entrepreneurship from a theoretical perspective. It covers value management, business model development, and organizational structures. This is followed by a deeper insight into the various aspects of practical business management, including daily doing, sales, financing, traction, KPIs measuring success and performance, and legal forms.</p> <p>The main part of this module discusses how software-based companies can position themselves in the market and generate value through different business models and innovative strategies. Students will learn about the ecosystems of digital companies and the composition of their strategies. These strategies form the foundation for the growth of young companies, especially scale-ups. The module provides theoretical overviews, practical tools, and instruments for developing growth strategies. Various financing and exit strategies are also covered.</p> <p>This module includes the following course contents, as summarized below:</p> <ul style="list-style-type: none"><li>• Introduction to Entrepreneurship, Digital Startup Ecosystems, and Process Models</li><li>• Value Management and Business Model Development</li><li>• Daily Doing, KPI, Traction and Project-Management</li><li>• Software Entrepreneurship: Software-based Value Chain</li><li>• Scale-Ups: Introduction, Growth, Tools and Strategies</li><li>• Exit Strategies</li></ul> |                   |                                                                                                                     |                  |
| Intended learning outcomes                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |                   |                                                                                                                     |                  |
| <p>The "Entrepreneurship in Software-Ecosystems: Start &amp; Scale Up, Venture Capital, Private Equity, EXIT" module aims to achieve the following learning outcomes:</p> <ol style="list-style-type: none"><li>1. Software-Based Business Models: Students will learn to understand software-based business models, manage daily operations, maintain traction, and implement KPI management.</li><li>2. Software Entrepreneurship: After completing the module, students will be able to define software entrepreneurship, analyze its ecosystems, and engage with value-enhancing strategies.</li><li>3. Corporate Structures and Growth: Participants will learn to build scalable structures, develop growth strategies, and practically apply scaling tools.</li><li>4. Exit Strategies: Students will become familiar with various exit strategies for businesses and assess their advantages and disadvantages.</li></ol>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |                   |                                                                                                                     |                  |
| 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 to 120 minutes) or</p> <p>b)portfolio (approx. 50 hours total)</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |                   |                                                                                                                     |                  |
| Master's with 1 major China Business and Economics (2027)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |                   | JMU Würzburg • generated 12-Sep-2026 • exam. reg. data record Master (120 ECTS) China Business and Economics - 2027 | page 222 / 417   |

Language of assessment: German and/or English  
creditable for bonus

#### **Allocation of places**

50 places (max. 10 places will be allocated to students of the supplementary course ZENTRIA)

WA:

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 supervising chair will be given preferential consideration.

a. Among applicants with the same number of successfully completed modules, places will be allocated according to the total number of ECTS credits achieved in the corresponding modules.

b. When places are allocated in accordance with b) and the number of applications exceeds the number of available places, places will be allocated according to the average grade of assessments taken in the corresponding courses.

c. Among applicants with the same average grade, places will be allocated by lot.

(2) Any remaining places are available to students who have not yet successfully completed any courses of the supervising chair. The selection is made according to study progress (number of semesters); among applicants with the same number of semesters, places will be allocated by lot. A waiting list will be maintained and places re-allocated as they become available.

#### **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 title                                                                                                                                                                                                                                                                                                                                                                                                                                                         |                   | Abbreviation                         |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------|--------------------------------------|
| Topics in Enterprise Systems                                                                                                                                                                                                                                                                                                                                                                                                                                         |                   | 12-M-TES-262-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"> <li>• courses taken at other German or non-German universities</li> <li>• additional courses offered on a short-term basis</li> <li>• courses offered by new Chairs that are yet to be included in the FSB (subject-specific provisions)</li> </ul> <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)<br>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 to 120 minutes) or<br/>b) portfolio (approx. 50 hours total)<br/>Language of assessment: German and/or English<br/>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: after announcement                                                                                                                                                                                                                                                                                                                                                                                                                                   |                   |                                      |
| Referred to in LPO I (examination regulations for teaching-degree programmes)                                                                                                                                                                                                                                                                                                                                                                                        |                   |                                      |
| --                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |                   |                                      |

## **Business Analytics**

(0 or 20 ECTS credits)

## Core

(10 ECTS credits)

| Module title                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |                   | Abbreviation                         |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------|--------------------------------------|
| Decision Support Systems                                                                                                                                                                                                                                                                                                                                                                                                                                                       |                   | 12-M-DSS-262-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"> <li>• Understand the structure of classic business decision problems</li> <li>• Isolate key elements from general problem descriptions and convert them to quantitative decision models</li> <li>• Solve different classes of optimization problems (linear, integer, non-linear, stochastic, dynamic)</li> <li>• Implement decision support systems</li> </ul> |                   |                                      |
| Courses (type, number of weekly contact hours, language — if other than German)                                                                                                                                                                                                                                                                                                                                                                                                |                   |                                      |
| V (2) + Ü (2)<br>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<br/>b) portfolio (approx. 50 hours total)<br/>Language of assessment: English<br/>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)                                                                                                                                                                                                                                                                                                                                                                                                  |                   |                                      |
| --                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |                   |                                      |

| Module title                                                                                                                                                                                                                                                                                                                |                   | Abbreviation                         |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------|--------------------------------------|
| Analytical Information Systems                                                                                                                                                                                                                                                                                              |                   | 12-M-BI-262-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          | --                                   |
| <b>Contents</b>                                                                                                                                                                                                                                                                                                             |                   |                                      |
| The course provides a comprehensive introduction to data management, statistical methods, and machine learning. The module covers topics such as SQL, data integration, streaming data, and various learning methods in artificial intelligence, including neural networks.                                                 |                   |                                      |
| <b>Intended learning outcomes</b>                                                                                                                                                                                                                                                                                           |                   |                                      |
| <ul style="list-style-type: none"> <li>• Understand data management, including data entry, annotation, and manipulation.</li> <li>• Learn general statistical techniques for data inspection, exploration, and analysis.</li> <li>• Effectively use machine learning approaches to perform predictive analytics.</li> </ul> |                   |                                      |
| <b>Courses</b> (type, number of weekly contact hours, language — if other than German)                                                                                                                                                                                                                                      |                   |                                      |
| V (2) + Ü (2)<br>Module taught in: English                                                                                                                                                                                                                                                                                  |                   |                                      |
| <b>Method of assessment</b> (type, scope, 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<br>b) portfolio (approx. 50 hours total)<br>Language of assessment: English<br>creditable for bonus                                                                                                                                                                   |                   |                                      |
| <b>Allocation of places</b>                                                                                                                                                                                                                                                                                                 |                   |                                      |
| --                                                                                                                                                                                                                                                                                                                          |                   |                                      |
| <b>Additional information</b>                                                                                                                                                                                                                                                                                               |                   |                                      |
| --                                                                                                                                                                                                                                                                                                                          |                   |                                      |
| <b>Workload</b>                                                                                                                                                                                                                                                                                                             |                   |                                      |
| 150 h                                                                                                                                                                                                                                                                                                                       |                   |                                      |
| <b>Teaching cycle</b>                                                                                                                                                                                                                                                                                                       |                   |                                      |
| Teaching cycle: summer semester                                                                                                                                                                                                                                                                                             |                   |                                      |
| <b>Referred to in LPO I</b> (examination regulations for teaching-degree programmes)                                                                                                                                                                                                                                        |                   |                                      |
| --                                                                                                                                                                                                                                                                                                                          |                   |                                      |



## Core Electives

(10 ECTS credits)

| Module title                                                                                                                                                                                                                                                                                                                                                 |                   |                                      | Abbreviation      |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------|--------------------------------------|-------------------|
| Advanced Operations & Logistics Management                                                                                                                                                                                                                                                                                                                   |                   |                                      | 12-M-AOLM-262-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 "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<br>(i) analyze and evaluate integrated production and logistics systems;<br>(ii) develop and apply appropriate methods to plan complex production and logistics systems;<br>(iii) evaluate the consequences of uncertainties in processes, and<br>(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)<br>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<br>b) portfolio (approx. 50 hours total)<br>Language of assessment: English<br>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 title                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |                   |                                      | Abbreviation     |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------|--------------------------------------|------------------|
| Policy and Management Evaluation Methods                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |                   |                                      | 12-M-PEM-262-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)<br>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<br>b) portfolio (approx. 50 hours total)<br>Language of assessment: English<br>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 title                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |                   | Abbreviation                         |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------|--------------------------------------|
| Enterprise AI                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |                   | 12-M-EAI-262-m01                     |
| Module coordinator                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |                   | Module offered by                    |
| holder of the Chair of Business Informatics and AI for Enterprise                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |                   | 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>Introduction to Enterprise AI<br/> Business Requirements for AI Systems<br/> ML Ops I: Data Engineering<br/> ML Ops II: Obtaining Training Data<br/> ML Ops III: Data Preprocessing<br/> ML Ops IV: Feature Engineering<br/> ML Ops V: Modeling &amp; Evaluation<br/> ML Ops VI: Deployment<br/> ML Ops VII: System Monitoring<br/> ML Ops VIII: Updating in Production<br/> Infrastructure and Tools<br/> Managing Machine Learning Teams</p>                                                                                                   |                   |                                      |
| Intended learning outcomes                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |                   |                                      |
| <p>In this course, you will learn the fundamentals for developing, deploying and maintaining machine learning systems in companies (MLOps). This includes an understanding of the associated IT infrastructure as well as staffing and organizational forms for managing machine learning and data science teams.</p> <p>You will refine and test your skills by practicing the theoretical concepts during exercise sessions. This includes a team project, where you and your peers will develop and deploy your own machine learning system.</p> |                   |                                      |
| Courses (type, number of weekly contact hours, language — if other than German)                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |                   |                                      |
| V (2) + Ü (2)<br>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<br>b) portfolio (approx. 50 hours total)<br>Language of assessment: English<br>Assessment offered: In the semester in which the course is offered<br>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 title                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |                   | Abbreviation                         |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------|--------------------------------------|
| Operations Research                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |                   | 10-I=OR-232-m01                      |
| Module coordinator                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |                   | Module offered by                    |
| holder of the Chair of Computer Science I                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |                   | Institute of Computer Science        |
| ECTS                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      | Method of grading | Only after succ. compl. of module(s) |
| 5                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         | numerical grade   | --                                   |
| Duration                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  | Module level      | Other prerequisites                  |
| 1 semester                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | graduate          | --                                   |
| Contents                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |                   |                                      |
| <p>Production plans, railway timetables, the assignment of radio frequencies, planning of delivery tours, or the construction of an 'optimal' university timetable: these problems – and many more – can be modeled as (mixed-) integer linear optimization problems and solved with integer programming methods.</p> <p>This course teaches integer programming methods like branch-and-bound, cutting plane, and decomposition methods. Furthermore, we practice our modeling skills by studying a variety of application examples.</p> |                   |                                      |
| Intended learning outcomes                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |                   |                                      |
| <p>After completing the course</p> <ul style="list-style-type: none"> <li>The students are able to model optimization problems as mathematical program (in particular: mixed-integer linear programs).</li> <li>The students are able to apply integer programming methods and understand how and why these work.</li> </ul>                                                                                                                                                                                                              |                   |                                      |
| 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>written examination (approx. 60 to 120 minutes)</p> <p>If announced by the lecturer at the beginning of the course, the written examination may be replaced by an oral examination of one candidate each (approx. 20 minutes) or an oral examination in groups of 2 candidates (approx. 15 minutes per candidate).</p> <p>Language of assessment: German and/or English</p> <p>creditable for bonus</p>                                                                                                                                |                   |                                      |
| Allocation of places                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |                   |                                      |
| --                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |                   |                                      |
| Additional information                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |                   |                                      |
| Focuses available for students of the Master's programme Informatik (Computer Science, 120 ECTS credits): IN                                                                                                                                                                                                                                                                                                                                                                                                                              |                   |                                      |
| Workload                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |                   |                                      |
| 150 h                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |                   |                                      |
| Teaching cycle                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |                   |                                      |
| --                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |                   |                                      |
| Referred to in LPO I (examination regulations for teaching-degree programmes)                                                                                                                                                                                                                                                                                                                                                                                                                                                             |                   |                                      |
| § 22 II Nr. 3 b)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |                   |                                      |

| Module title                                                                                                                                                                                                                                                                                              |                   |                                      | Abbreviation      |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------|--------------------------------------|-------------------|
| Global Logistics & Supply Chain Management                                                                                                                                                                                                                                                                |                   |                                      | 12-M-GLSC-262-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<br>(i) analyze and evaluate global production networks;<br>(ii) develop and apply appropriate methods to plan production networks;<br>(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)<br>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<br>b) portfolio (approx. 50 hours total)<br>Language of assessment: English<br>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 title                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |                   | Abbreviation                         |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------|--------------------------------------|
| Practical Data Science                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |                   | 12-M-ATDS-262-m01                    |
| Module coordinator                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |                   | Module offered by                    |
| holder of the Chair of Business Informatics and AI for Enterprise                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |                   | 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"> <li>1. Becoming familiar with the principles and frameworks in the research area of Data Science.</li> <li>2. Apply machine learning and deep learning frameworks to structured and unstructured data</li> <li>3. Design, implementation and evaluation of key algorithms within an end-to-end workflow in the field of Data Science</li> <li>4. Application of Jupyter notebooks and their infrastructure (collection, storage, retrieval, and analysis of data)</li> <li>5. Understanding of a data-driven &amp; analytical approach to decision problems</li> </ol>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |                   |                                      |
| Courses (type, number of weekly contact hours, language — if other than German)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |                   |                                      |
| V (2) + Ü (2)<br>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<br/>b) portfolio (approx. 50 hours total)<br/>Language of assessment: English<br/>Assessment offered: In the semester in which the course is offered creditable for bonus</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |                   |                                      |
| Allocation of places                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |                   |                                      |
| <p>Number of places: 35.<br/>WA:<br/>Should the number of applications exceed the number of available places, places will be allocated as follows:<br/>(1) Students who already have successfully completed courses offered by the supervising chair will be given preferential consideration.<br/>a. Among applicants with the same number of successfully completed modules, places will be allocated according to the total number of ECTS credits achieved in the corresponding modules.<br/>b. When places are allocated in accordance with b) and the number of applications exceeds the number of available places, places will be allocated according to the average grade of assessments taken in the corresponding courses.<br/>c. Among applicants with the same average grade, places will be allocated by lot.<br/>(2) Any remaining places are available to students who have not yet successfully completed any courses of the supervising chair. The selection is made according to study progress (number of semesters); among applicants with the same number of semesters, places will be allocated by lot. A waiting list will be maintained and places re-allocated as they become available.</p> |                   |                                      |
| Additional information                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |                   |                                      |
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|--------------------------------------------------------------------------------------|
| <b>Workload</b>                                                                      |
| 150 h                                                                                |
| <b>Teaching cycle</b>                                                                |
| Teaching cycle: no courses offered                                                   |
| <b>Referred to in LPO I</b> (examination regulations for teaching-degree programmes) |
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| Module title                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |                   | Abbreviation                         |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------|--------------------------------------|
| Applied Topics in Data Science in Business and Economics                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |                   | 12-M-TE-262-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          | --                                   |
| <b>Contents</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |                   |                                      |
| This course aims to equip students with key empirical research methods and their applications in business and economics. The course will cover the development of empirical research ideas, research designs, data generation, data editing, and data analysis. The course will use a paper-based approach to introduce and apply these topics. Additionally, students will learn about existing panel datasets and be led to perform their own empirical research. Students that attend this course should have advanced knowledge in statistics and econometrics. |                   |                                      |
| <b>Intended learning outcomes</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |                   |                                      |
| By the end of the course, students will have a comprehensive understanding of how to conduct empirical research in business and economics.                                                                                                                                                                                                                                                                                                                                                                                                                          |                   |                                      |
| <b>Courses</b> (type, number of weekly contact hours, language — if other than German)                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |                   |                                      |
| V (2) + Ü (2)<br>Module taught in: English                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |                   |                                      |
| <b>Method of assessment</b> (type, scope, 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<br>b) portfolio (approx. 50 hours total)<br>Language of assessment: English<br>Assessment offered: In the semester in which the course is offered<br>creditable for bonus                                                                                                                                                                                                                                                                                                                                     |                   |                                      |
| <b>Allocation of places</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |                   |                                      |
| 24 places.<br>WA1:<br>(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.<br>(2) Places on all courses of the module with a restricted number of places will be allocated in the same procedure.<br>(3) A waiting list will be maintained and places re-allocated by lot as they become available.                                                                                                                                                    |                   |                                      |
| <b>Additional information</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |                   |                                      |
| --                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |                   |                                      |
| <b>Workload</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |                   |                                      |
| 150 h                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |                   |                                      |
| <b>Teaching cycle</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |                   |                                      |
| Teaching cycle: each semester                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |                   |                                      |
| <b>Referred to in LPO I</b> (examination regulations for teaching-degree programmes)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |                   |                                      |
| --                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |                   |                                      |

| Module title                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |                   | Abbreviation                         |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------|--------------------------------------|
| Applied Data Analysis and Machine Learning                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |                   | 12-M-TDS-262-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                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         | graduate          | --                                   |
| Contents                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |                   |                                      |
| <p>Data science is concerned with extracting knowledge and valuable insights from data assets. This course provides an introduction to data science and its application in business and economics. Participants will be familiarized with data handling in Python, data visualization, and various machine learning techniques for prediction and estimation. We will apply the acquired knowledge in topics from business and economics.</p> <p>The course will be divided into two parts: the lecture where the techniques will be taught as well as exercise in which students will be able to work with data on their own.</p> |                   |                                      |
| Intended learning outcomes                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |                   |                                      |
| <p>In this module,</p> <ul style="list-style-type: none"> <li>• students learn data handling and visualization in Python.</li> <li>• students are familiarized with the development and evaluation of machine learning models.</li> <li>• students gain an understanding of how to apply the taught techniques to real data sets.</li> </ul>                                                                                                                                                                                                                                                                                       |                   |                                      |
| Courses (type, number of weekly contact hours, language — if other than German)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |                   |                                      |
| V (2) + Ü (2)<br>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<br/>b) portfolio (approx. 50 hours total)<br/>Language of assessment: English<br/>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: summer semester                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |                   |                                      |
| Referred to in LPO I (examination regulations for teaching-degree programmes)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |                   |                                      |
| --                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |                   |                                      |

| Module title                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |                   | Abbreviation                         |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------|--------------------------------------|
| Organizational Economics and Digital Transformation                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |                   | 12-M-OEDT-262-m01                    |
| Module coordinator                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |                   | Module offered by                    |
| holder of the Junior Professorship of Applied Microeconomics, esp. Human-Machine Interaction                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |                   | 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 Organizational Economics and Digital Transformation introduces advanced topics in organizational economics, with a focus on economic decision-making within organizations. Concepts and tools from microeconomic theory, as well as empirical findings from field studies and laboratory experiments, are incorporated, such as those related to performance measurement and incentives, organizational structure, and authority. Additionally, the course integrates key aspects of digital transformation shaping modern business landscapes. Thus, students not only gain a solid overview of the fundamental principles of organizational economics but also insights into the challenges, opportunities, and strategies associated with the digital transformation of businesses.</p> |                   |                                      |
| Intended learning outcomes                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |                   |                                      |
| <p>With this course,</p> <ul style="list-style-type: none"> <li>• students will be able to understand and reflect on modern microeconomic concepts and current organizational economics.</li> <li>• students will learn to master and apply quantitative microeconomic methods.</li> <li>• students will be enabled to classify and relate specialized knowledge from theoretical microeconomics, experimental and empirical microeconomics, business administration, and psychology.</li> <li>• students learn how digital transformation impacts organizations and their architecture.</li> </ul>                                                                                                                                                                                                      |                   |                                      |
| 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<br/>b) portfolio (approx. 50 hours total)<br/>Language of assessment: English<br/>Assessment offered: In the semester in which the course is offered<br/>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)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |                   |                                      |
| --                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |                   |                                      |

| Module title                                                                                                                                                                                                                    |                   |                                      | Abbreviation     |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------|--------------------------------------|------------------|
| Optimization in Practice                                                                                                                                                                                                        |                   |                                      | 12-M-OIP-262-mo1 |
| Module coordinator                                                                                                                                                                                                              |                   | Module offered by                    |                  |
| --                                                                                                                                                                                                                              |                   | 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                                                                                                                                                                                                                      | --                | --                                   |                  |
| Contents                                                                                                                                                                                                                        |                   |                                      |                  |
| --                                                                                                                                                                                                                              |                   |                                      |                  |
| Intended learning outcomes                                                                                                                                                                                                      |                   |                                      |                  |
| --                                                                                                                                                                                                                              |                   |                                      |                  |
| Courses (type, number of weekly contact hours, language — if other than German)                                                                                                                                                 |                   |                                      |                  |
| V (2) + Ü (2)<br>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<br>b) portfolio (approx. 50 hours total)<br>Language of assessment: English<br>Assessment offered: In the semester in which the course is offered<br>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 title                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |                                                                                                                     | Abbreviation                         |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------|--------------------------------------|
| Experimental Economics                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |                                                                                                                     | 12-M-EE-262-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                                                                                                            | --                                   |
| <b>Contents</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |                                                                                                                     |                                      |
| <p><b>Aim and outline of the course:</b></p> <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> <p><b>Prerequisites:</b> Participants should have a basic knowledge about microeconomics, game theory and econometrics.</p> <p><b>Literature:</b></p> <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"> <li>• Dharni, S. (2016). The Foundations of Behavioral Economic Analysis. Oxford University Press.</li> <li>• Guala, F. (2005). The Methodology of Experimental Economics. Cambridge University Press</li> </ul> <p>In addition lecture slides will be provided.</p> |                                                                                                                     |                                      |
| <b>Intended learning outcomes</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |                                                                                                                     |                                      |
| <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>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |                                                                                                                     |                                      |
| Master's with 1 major China Business and Economics (2027)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  | JMU Würzburg • generated 12-Sep-2026 • exam. reg. data record Master (120 ECTS) China Business and Economics - 2027 | page 243 / 417                       |

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 to 120 minutes) or

b) portfolio (approx. 50 hours)

Language of assessment: English

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

**Allocation of places**

30 places.

WA1:

(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 title                                                                                                                                                                                                                                                                                                                                                                                                                                                     |                   |                                      | Abbreviation     |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------|--------------------------------------|------------------|
| Topics in Business Analytics                                                                                                                                                                                                                                                                                                                                                                                                                                     |                   |                                      | 12-M-TBA-262-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"><li>• courses taken at other German or non-German universities</li><li>• additional courses offered on a short-term basis</li><li>• courses offered by new Chairs that are yet to be included in the FSB (subject-specific provisions)</li></ul> <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)<br>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<br>b) portfolio (approx. 50 hours total)<br>Language of assessment: German and/or English<br>Assessment offered: In the semester in which the course is offered<br>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)                                                                                                                                                                                                                                                                                                                                                                                    |                   |                                      |                  |
| --                                                                                                                                                                                                                                                                                                                                                                                                                                                               |                   |                                      |                  |

## **Electronic Business**

(0 or 20 ECTS credits)

## Core

(10 ECTS credits)

| Module title                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |                   | Abbreviation                         |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------|--------------------------------------|
| Digital Strategy                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |                   | 12-M-IBS-262-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"> <li>• Become familiar with theoretical concepts of strategy development and implementation in the e-business context</li> <li>• Understand the strengths and weaknesses of different frameworks and approaches as well as the prerequisites for their meaningful application</li> <li>• Apply the concepts to case studies and derive action-oriented recommendations from them</li> <li>• Learn how to transfer the concepts to other entrepreneurial situations from their studies or work</li> </ul> |                   |                                      |
| 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<br>b) portfolio (approx. 50 hours total)<br>Language of assessment: English<br>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 title                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |                   |                                      | Abbreviation     |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------|--------------------------------------|------------------|
| Mobile and Ubiquitous Business                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |                   |                                      | 12-M-MUS-262-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                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |                   |                                      |                  |
| The module provides an overview of technologies and business applications of mobile networks, end devices, applications (including mobile commerce and payment) through to smart objects in a future "Internet of Things". Basic concepts and their use in practice are illustrated using numerous examples. In the accompanying exercise, corresponding case study texts are analyzed and discussed.                                                                                                                                      |                   |                                      |                  |
| Intended learning outcomes                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |                   |                                      |                  |
| <ul style="list-style-type: none"><li>• Understanding the technological foundations and capabilities of mobile and ubiquitous systems and their integration into existing IS infrastructures</li><li>• Analyzing business applications in processes, products/services, and business models</li><li>• Analysis and evaluation of the operational and strategic implications of such technologies from a management perspective</li><li>• Application of the learned concepts to real management challenges based on case studies</li></ul> |                   |                                      |                  |
| 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<br>b) portfolio (approx. 50 hours total)<br>Language of assessment: English<br>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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## Core Electives

(10 ECTS credits)

| Module title                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |                   |                                      | Abbreviation      |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------|--------------------------------------|-------------------|
| Digital Entrepreneurship and Digital Transformation                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |                   |                                      | 12-M-UGF3-262-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                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |                   |                                      |                   |
| This module provides an introduction into digital entrepreneurship and digital transformation.<br><br>(1) Introduction<br>(2) Digital business models<br>(3) Identifying and exploiting opportunities for digital entrepreneurship<br>(4) Strategies for creating competitive advantage in digital entrepreneurship<br>(5) Digital marketing for entrepreneurs<br>(6) Crowdfunding for entrepreneurs<br>(7) Design thinking<br>(8) Lean startup<br>(9) Platform ecosystems and online communities<br>(10) Digital strategy and digital transformation<br>(11) The agile organization<br>(12) Crowdsourcing<br>(13) Cyberfraud<br>(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<br>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)<br>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<br>b) portfolio (approx. 50 hours total)<br>Language of assessment: English<br>creditable for bonus                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |                   |                                      |                   |
| Allocation of places                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |                   |                                      |                   |
| --                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |                   |                                      |                   |
| Additional information                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |                   |                                      |                   |
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|--------------------------------------------------------------------------------------|
| <b>Workload</b>                                                                      |
| 150 h                                                                                |
| <b>Teaching cycle</b>                                                                |
| Teaching cycle: summer semester                                                      |
| <b>Referred to in LPO I</b> (examination regulations for teaching-degree programmes) |
| --                                                                                   |



| Module title                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |                   | Abbreviation                         |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------|--------------------------------------|
| Corporate Entrepreneurship and Innovation                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |                   | 12-M-UGF1-262-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 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"> <li>(1) Introduction to corporate entrepreneurship</li> <li>(2) Antecedents and forms of corporate entrepreneurship</li> <li>(3) Corporate strategy and corporate entrepreneurship</li> <li>(4) Organizational structure and corporate entrepreneurship</li> <li>(5) Human resource management and corporate entrepreneurship</li> <li>(6) Building supportive organizational cultures</li> <li>(7) Entrepreneurial control systems</li> <li>(8) Entrepreneurial leadership</li> <li>(9) The corporate entrepreneur as a champion and diplomat</li> <li>(10) The pay-off from corporate entrepreneurship</li> <li>(11) Corporate venture capital</li> <li>(12) Corporate entrepreneurship in nonprofit and government organizations</li> <li>(13) Universities and academic spin-offs</li> <li>(14) Wrap-up and Q&amp;A</li> </ol> |                   |                                      |
| Intended learning outcomes                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |                   |                                      |
| <p><i>Educational aims</i></p> <ul style="list-style-type: none"> <li>• Clarify the role of corporate entrepreneurship</li> <li>• Explain theoretical concepts and mechanisms behind corporate entrepreneurship</li> <li>• Enable students to critically appraise alternative approaches to corporate entrepreneurship</li> <li>• Enable students to evaluate the boundaries and risks of corporate entrepreneurship</li> </ul> <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"> <li>• Create and evaluate concepts related to corporate entrepreneurship</li> <li>• Assess the role of corporate entrepreneurship for creating and sustaining competitive advantage</li> <li>• Make judgements about the organizational and managerial implications of corporate entrepreneurship</li> <li>• Systematically choose between different routes of action</li> </ul>                                                                                                                                                                                                                      |                   |                                      |
| 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</p> <p>b) portfolio (approx. 50 hours total)</p> <p>Language of assessment: English</p> <p>creditable for bonus</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |                   |                                      |

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|--------------------------------------------------------------------------------------|
| <b>Allocation of places</b>                                                          |
| --                                                                                   |
| <b>Additional information</b>                                                        |
| --                                                                                   |
| <b>Workload</b>                                                                      |
| 150 h                                                                                |
| <b>Teaching cycle</b>                                                                |
| Teaching cycle: winter semester                                                      |
| <b>Referred to in LPO I</b> (examination regulations for teaching-degree programmes) |
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| Module title                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |                                                                                                                     | Abbreviation                         |
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| Corporate Strategy                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |                                                                                                                     | 12-M-UGF2-262-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 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<br/> (2) Corporate diversification<br/> (3) Vertical integration and outsourcing<br/> (4) Mergers &amp; acquisitions<br/> (5) Dynamic strategies<br/> (6) Cooperative strategies<br/> (7) Corporate spin-offs and spin-outs<br/> (8) Internationalization strategies (I)<br/> (9) Internationalization strategies (II)<br/> (10) Strategic change<br/> (11) Corporate strategies and new technologies<br/> (12) Corporate governance and corporate social responsibility<br/> (13) Corporate communication and crisis management<br/> (14) Wrap-up and Q&amp;A</p> |                                                                                                                     |                                      |
| Intended learning outcomes                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |                                                                                                                     |                                      |
| <p><i>Educational aims</i></p> <ul style="list-style-type: none"> <li>• Clarify the role of corporate strategy</li> <li>• Explain theoretical concepts and mechanisms behind corporate strategy</li> <li>• Enable students to critically appraise alternative approaches to corporate strategy</li> <li>• Enable students to evaluate the boundaries and risks of corporate strategy</li> </ul> <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"> <li>• Assess the role of corporate strategy for creating and sustaining competitive advantage</li> <li>• Create and evaluate concepts related to corporate strategy</li> <li>• Make judgements about the organizational and managerial implications of corporate strategy</li> <li>• Systematically choose between different routes of action</li> </ul>                                                                                                        |                                                                                                                     |                                      |
| Courses (type, number of weekly contact hours, language — if other than German)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |                                                                                                                     |                                      |
| V (2) + Ü (2)<br>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<br>b) portfolio (approx. 50 hours total)<br>Language of assessment: English<br>creditable for bonus                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |                                                                                                                     |                                      |
| Master's with 1 major China Business and Economics (2027)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | JMU Würzburg • generated 12-Sep-2026 • exam. reg. data record Master (120 ECTS) China Business and Economics - 2027 | page 255 / 417                       |

|                                                                                      |
|--------------------------------------------------------------------------------------|
| <b>Allocation of places</b>                                                          |
| --                                                                                   |
| <b>Additional information</b>                                                        |
| --                                                                                   |
| <b>Workload</b>                                                                      |
| 150 h                                                                                |
| <b>Teaching cycle</b>                                                                |
| Teaching cycle: winter semester                                                      |
| <b>Referred to in LPO I</b> (examination regulations for teaching-degree programmes) |
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| Module title                                                                                                                                                                                                                                                 |                   |                                      | Abbreviation      |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------|--------------------------------------|-------------------|
| Strategic Management of Global Supply Chains                                                                                                                                                                                                                 |                   |                                      | 12-M-SMGS-262-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                                                                                                                                                                                                                                                     |                   |                                      |                   |
| Description:<br>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<br>(i) can apply the basic methods and concepts of supply chain management to practical settings and evaluate the results, and<br>(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)<br>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<br>b) portfolio (approx. 50 hours total)<br>Language of assessment: English<br>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 title                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |                   |                                                                                                                     | Abbreviation     |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------|---------------------------------------------------------------------------------------------------------------------|------------------|
| Entrepreneurship in Software-Ecosystems: Start & Scale Up, Venture Capital, Private Equity, EXIT                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |                   |                                                                                                                     | 12-M-ESE-262-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>This module is aimed at students of Wirtschaftsinformatik (Business Information Systems) and Wirtschaftswissenschaft (Business Management and Economics) who are interested in enterprise thinking, scaling, and software entrepreneurship. Therefore, this module focuses on the intersection of entrepreneurship, software ecosystems, and scale-up companies.</p> <p>The module first provides a foundation for understanding entrepreneurship from a theoretical perspective. It covers value management, business model development, and organizational structures. This is followed by a deeper insight into the various aspects of practical business management, including daily doing, sales, financing, traction, KPIs measuring success and performance, and legal forms.</p> <p>The main part of this module discusses how software-based companies can position themselves in the market and generate value through different business models and innovative strategies. Students will learn about the ecosystems of digital companies and the composition of their strategies. These strategies form the foundation for the growth of young companies, especially scale-ups. The module provides theoretical overviews, practical tools, and instruments for developing growth strategies. Various financing and exit strategies are also covered.</p> <p>This module includes the following course contents, as summarized below:</p> <ul style="list-style-type: none"><li>• Introduction to Entrepreneurship, Digital Startup Ecosystems, and Process Models</li><li>• Value Management and Business Model Development</li><li>• Daily Doing, KPI, Traction and Project-Management</li><li>• Software Entrepreneurship: Software-based Value Chain</li><li>• Scale-Ups: Introduction, Growth, Tools and Strategies</li><li>• Exit Strategies</li></ul> |                   |                                                                                                                     |                  |
| Intended learning outcomes                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |                   |                                                                                                                     |                  |
| <p>The "Entrepreneurship in Software-Ecosystems: Start &amp; Scale Up, Venture Capital, Private Equity, EXIT" module aims to achieve the following learning outcomes:</p> <ol style="list-style-type: none"><li>1. Software-Based Business Models: Students will learn to understand software-based business models, manage daily operations, maintain traction, and implement KPI management.</li><li>2. Software Entrepreneurship: After completing the module, students will be able to define software entrepreneurship, analyze its ecosystems, and engage with value-enhancing strategies.</li><li>3. Corporate Structures and Growth: Participants will learn to build scalable structures, develop growth strategies, and practically apply scaling tools.</li><li>4. Exit Strategies: Students will become familiar with various exit strategies for businesses and assess their advantages and disadvantages.</li></ol>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |                   |                                                                                                                     |                  |
| 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)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |                   |                                                                                                                     |                  |
| <ol style="list-style-type: none"><li>a) written examination (approx. 60 to 120 minutes) or</li><li>b) portfolio (approx. 50 hours total)</li></ol>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |                   |                                                                                                                     |                  |
| Master's with 1 major China Business and Economics (2027)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |                   | JMU Würzburg • generated 12-Sep-2026 • exam. reg. data record Master (120 ECTS) China Business and Economics - 2027 | page 258 / 417   |

Language of assessment: German and/or English  
creditable for bonus

#### Allocation of places

50 places (max. 10 places will be allocated to students of the supplementary course ZENTRIA)

WA:

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 supervising chair will be given preferential consideration.

a. Among applicants with the same number of successfully completed modules, places will be allocated according to the total number of ECTS credits achieved in the corresponding modules.

b. When places are allocated in accordance with b) and the number of applications exceeds the number of available places, places will be allocated according to the average grade of assessments taken in the corresponding courses.

c. Among applicants with the same average grade, places will be allocated by lot.

(2) Any remaining places are available to students who have not yet successfully completed any courses of the supervising chair. The selection is made according to study progress (number of semesters); among applicants with the same number of semesters, places will be allocated by lot. A waiting list will be maintained and places re-allocated as they become available.

#### 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 title                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |                   |                                      | Abbreviation      |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------|--------------------------------------|-------------------|
| Product Innovation and Price Management                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |                   |                                      | 12-M-PIPM-262-mo1 |
| 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>"Product Innovation and Price Management" explores the crucial aspects of developing innovative products and effectively managing pricing strategies in dynamic markets. Students will examine theories and practices related to product innovation, market analysis, and pricing methodologies.</p> <p>Rough course structure:</p> <p>Innovation management</p> <ul style="list-style-type: none"><li>• Fundamentals of innovation management</li><li>• Idea generation &amp; idea concretization</li><li>• Concept definition</li><li>• Concept evaluation and selection</li><li>• Market launch of new products</li><li>• Cross-phase approaches to managing the innovation process</li></ul> <p>Price management</p> <ul style="list-style-type: none"><li>• Basics of price management</li><li>• Concepts of classical price theory</li><li>• Behavioral basics of pricing policy</li><li>• Approaches to price determination (demand-oriented, cost-oriented, competition-oriented)</li></ul> |                   |                                      |                   |
| Intended learning outcomes                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |                   |                                      |                   |
| The goal of this course is to equip students with the knowledge and skills necessary to drive innovation in product development and effectively manage pricing strategies in dynamic markets.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |                   |                                      |                   |
| Courses (type, number of weekly contact hours, language — if other than German)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |                   |                                      |                   |
| V (2) + Ü (2)<br>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<br>b) portfolio (approx. 50 hours total)<br>Language of assessment: English<br>creditable for bonus                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |                   |                                      |                   |
| Allocation of places                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |                   |                                      |                   |
| --                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |                   |                                      |                   |
| Additional information                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |                   |                                      |                   |
| --                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |                   |                                      |                   |
| Workload                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |                   |                                      |                   |
| 150 h                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |                   |                                      |                   |



|                                                                                      |
|--------------------------------------------------------------------------------------|
| <b>Teaching cycle</b>                                                                |
| Teaching cycle: after announcement                                                   |
| <b>Referred to in LPO I</b> (examination regulations for teaching-degree programmes) |
| --                                                                                   |

| Module title                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |                   | Abbreviation                         |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------|--------------------------------------|
| Business Communication in Print, Online and Social Media                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |                   | 12-M-ECC-262-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>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. 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)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |                   |                                      |
| 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 to 120 minutes) or<br/>b) portfolio (approx. 50 hours total)<br/>Language of assessment: German and/or English<br/>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)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |                   |                                      |
| --                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |                   |                                      |

| Module title                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |                   | Abbreviation                         |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------|--------------------------------------|
| <b>Strategic Managerial Accounting</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |                   | 12-M-INST-262-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          | --                                   |
| <b>Contents</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |                   |                                      |
| 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. |                   |                                      |
| <b>Intended learning outcomes</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |                   |                                      |
| Initially, students acquire an understanding of economic drivers of strategic decisions as well as fundamental requirements concerning instruments of decision-making and behavior control in enterprises. Upon completion of the course, they are able to analyze and evaluate the strengths and weaknesses, as well as fields of application and limitations, of prevalent instruments of strategic corporate management used in practice. Additionally, they develop competences in the design and further development of strategic instruments.                                                                                                   |                   |                                      |
| <b>Courses</b> (type, number of weekly contact hours, language — if other than German)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |                   |                                      |
| V (2) + Ü (2)<br>Module taught in: German and/or English                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |                   |                                      |
| <b>Method of assessment</b> (type, scope, 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<br>b) portfolio (approx. 50 hours total)<br>Language of assessment: German and/or English<br>creditable for bonus                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |                   |                                      |
| <b>Allocation of places</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |                   |                                      |
| --                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |                   |                                      |
| <b>Additional information</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |                   |                                      |
| --                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |                   |                                      |
| <b>Workload</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |                   |                                      |
| 150 h                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |                   |                                      |
| <b>Teaching cycle</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |                   |                                      |
| Teaching cycle: summer semester                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |                   |                                      |
| <b>Referred to in LPO I</b> (examination regulations for teaching-degree programmes)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |                   |                                      |
| --                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |                   |                                      |

| Module title                                                                                                                                                                                                                                                                                                                                                                                                                                                         |                   | Abbreviation                         |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------|--------------------------------------|
| Topics in Electronic Business                                                                                                                                                                                                                                                                                                                                                                                                                                        |                   | 12-M-TEB-262-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"> <li>• courses taken at other German or non-German universities</li> <li>• additional courses offered on a short-term basis</li> <li>• courses offered by new Chairs that are yet to be included in the FSB (subject-specific provisions)</li> </ul> <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)<br>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 to 120 minutes) or<br/>b) portfolio (approx. 50 hours total)<br/>Language of assessment: German and/or English<br/>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: after announcement                                                                                                                                                                                                                                                                                                                                                                                                                                   |                   |                                      |
| Referred to in LPO I (examination regulations for teaching-degree programmes)                                                                                                                                                                                                                                                                                                                                                                                        |                   |                                      |
| --                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |                   |                                      |

# Artificial Intelligence

(0 or 20 ECTS credits)

## Core

(10 ECTS credits)

| Module title                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |                   | Abbreviation                         |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------|--------------------------------------|
| Enterprise AI                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |                   | 12-M-EAI-262-m01                     |
| Module coordinator                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |                   | Module offered by                    |
| holder of the Chair of Business Informatics and AI for Enterprise                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |                   | 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>Introduction to Enterprise AI<br/> Business Requirements for AI Systems<br/> ML Ops I: Data Engineering<br/> ML Ops II: Obtaining Training Data<br/> ML Ops III: Data Preprocessing<br/> ML Ops IV: Feature Engineering<br/> ML Ops V: Modeling &amp; Evaluation<br/> ML Ops VI: Deployment<br/> ML Ops VII: System Monitoring<br/> ML Ops VIII: Updating in Production<br/> Infrastructure and Tools<br/> Managing Machine Learning Teams</p>                                                                                                   |                   |                                      |
| Intended learning outcomes                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |                   |                                      |
| <p>In this course, you will learn the fundamentals for developing, deploying and maintaining machine learning systems in companies (MLOps). This includes an understanding of the associated IT infrastructure as well as staffing and organizational forms for managing machine learning and data science teams.</p> <p>You will refine and test your skills by practicing the theoretical concepts during exercise sessions. This includes a team project, where you and your peers will develop and deploy your own machine learning system.</p> |                   |                                      |
| Courses (type, number of weekly contact hours, language — if other than German)                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |                   |                                      |
| V (2) + Ü (2)<br>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<br>b) portfolio (approx. 50 hours total)<br>Language of assessment: English<br>Assessment offered: In the semester in which the course is offered<br>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 title                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |                   | Abbreviation                         |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------|--------------------------------------|
| Practical Data Science                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |                   | 12-M-ATDS-262-m01                    |
| Module coordinator                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |                   | Module offered by                    |
| holder of the Chair of Business Informatics and AI for Enterprise                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |                   | 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"> <li>1. Becoming familiar with the principles and frameworks in the research area of Data Science.</li> <li>2. Apply machine learning and deep learning frameworks to structured and unstructured data</li> <li>3. Design, implementation and evaluation of key algorithms within an end-to-end workflow in the field of Data Science</li> <li>4. Application of Jupyter notebooks and their infrastructure (collection, storage, retrieval, and analysis of data)</li> <li>5. Understanding of a data-driven &amp; analytical approach to decision problems</li> </ol>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |                   |                                      |
| Courses (type, number of weekly contact hours, language — if other than German)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |                   |                                      |
| V (2) + Ü (2)<br>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<br/>b) portfolio (approx. 50 hours total)<br/>Language of assessment: English<br/>Assessment offered: In the semester in which the course is offered<br/>creditable for bonus</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |                   |                                      |
| Allocation of places                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |                   |                                      |
| <p>Number of places: 35.<br/>WA:<br/>Should the number of applications exceed the number of available places, places will be allocated as follows:<br/>(1) Students who already have successfully completed courses offered by the supervising chair will be given preferential consideration.<br/>a. Among applicants with the same number of successfully completed modules, places will be allocated according to the total number of ECTS credits achieved in the corresponding modules.<br/>b. When places are allocated in accordance with b) and the number of applications exceeds the number of available places, places will be allocated according to the average grade of assessments taken in the corresponding courses.<br/>c. Among applicants with the same average grade, places will be allocated by lot.<br/>(2) Any remaining places are available to students who have not yet successfully completed any courses of the supervising chair. The selection is made according to study progress (number of semesters); among applicants with the same number of semesters, places will be allocated by lot. A waiting list will be maintained and places re-allocated as they become available.</p> |                   |                                      |
| Additional information                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |                   |                                      |
| --                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |                   |                                      |

|                                                                                      |
|--------------------------------------------------------------------------------------|
| <b>Workload</b>                                                                      |
| 150 h                                                                                |
| <b>Teaching cycle</b>                                                                |
| Teaching cycle: no courses offered                                                   |
| <b>Referred to in LPO I</b> (examination regulations for teaching-degree programmes) |
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## Core Electives

(10 ECTS credits)

| Module title                                                                                                                                                                                                                                                                                                                |                   | Abbreviation                         |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------|--------------------------------------|
| Analytical Information Systems                                                                                                                                                                                                                                                                                              |                   | 12-M-BI-262-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          | --                                   |
| <b>Contents</b>                                                                                                                                                                                                                                                                                                             |                   |                                      |
| The course provides a comprehensive introduction to data management, statistical methods, and machine learning. The module covers topics such as SQL, data integration, streaming data, and various learning methods in artificial intelligence, including neural networks.                                                 |                   |                                      |
| <b>Intended learning outcomes</b>                                                                                                                                                                                                                                                                                           |                   |                                      |
| <ul style="list-style-type: none"> <li>• Understand data management, including data entry, annotation, and manipulation.</li> <li>• Learn general statistical techniques for data inspection, exploration, and analysis.</li> <li>• Effectively use machine learning approaches to perform predictive analytics.</li> </ul> |                   |                                      |
| <b>Courses</b> (type, number of weekly contact hours, language — if other than German)                                                                                                                                                                                                                                      |                   |                                      |
| V (2) + Ü (2)                                                                                                                                                                                                                                                                                                               |                   |                                      |
| Module taught in: English                                                                                                                                                                                                                                                                                                   |                   |                                      |
| <b>Method of assessment</b> (type, scope, 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<br>b) portfolio (approx. 50 hours total)<br>Language of assessment: English<br>creditable for bonus                                                                                                                                                                   |                   |                                      |
| <b>Allocation of places</b>                                                                                                                                                                                                                                                                                                 |                   |                                      |
| --                                                                                                                                                                                                                                                                                                                          |                   |                                      |
| <b>Additional information</b>                                                                                                                                                                                                                                                                                               |                   |                                      |
| --                                                                                                                                                                                                                                                                                                                          |                   |                                      |
| <b>Workload</b>                                                                                                                                                                                                                                                                                                             |                   |                                      |
| 150 h                                                                                                                                                                                                                                                                                                                       |                   |                                      |
| <b>Teaching cycle</b>                                                                                                                                                                                                                                                                                                       |                   |                                      |
| Teaching cycle: summer semester                                                                                                                                                                                                                                                                                             |                   |                                      |
| <b>Referred to in LPO I</b> (examination regulations for teaching-degree programmes)                                                                                                                                                                                                                                        |                   |                                      |
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| Module title                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |                   | Abbreviation                         |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------|--------------------------------------|
| Computer Vision 1                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |                   | 10-AI=CV1-242-m01                    |
| Module coordinator                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |                   | Module offered by                    |
| holder of the Chair of Computer Science IV                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |                   | Institute of Computer Science        |
| 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 lecture provides knowledge about current methods and algorithms in the field of computer vision. Important basics as well as the most recent approaches to image representation, image processing and image analysis are taught.</p> <p>Topics include data representation, image acquisition, restoration and enhancement, features, object modeling, image and video understanding, deep learning and generative methods and applications.</p> <p>Actual models and methods of machine learning as well as their technical backgrounds are presented and their respective applications in Computer Vision are shown.</p> |                   |                                      |
| Intended learning outcomes                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |                   |                                      |
| <p>Students have fundamental knowledge of problems and techniques in the field of computer vision and are able to independently identify and apply suitable methods for concrete problems.</p> <ul style="list-style-type: none"> <li>• Overview of the most important concepts of image representation, image analysis, machine learning and algorithms from Computer Vision</li> <li>• Gaining experience through home assignments, practical computer and programming exercises</li> <li>• Providing a sound solid background knowledge for the advanced Computer Vision 2 course</li> </ul>                                   |                   |                                      |
| Courses (type, number of weekly contact hours, language — if other than German)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |                   |                                      |
| V (2) + Ü (2)<br>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 to 120 minutes)<br>If announced by the lecturer at the beginning of the course, the written examination may be replaced by an oral examination of one candidate each (approx. 20 minutes) or an oral examination in groups of 2 candidates (approx. 15 minutes per candidate).<br>Language of assessment: English<br>creditable for bonus                                                                                                                                                                                                                                                         |                   |                                      |
| Allocation of places                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |                   |                                      |
| --                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |                   |                                      |
| Additional information                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |                   |                                      |
| --                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |                   |                                      |
| Workload                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |                   |                                      |
| 150 h                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |                   |                                      |
| Teaching cycle                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |                   |                                      |
| Teaching cycle: every year, summer semester                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |                   |                                      |
| Referred to in LPO I (examination regulations for teaching-degree programmes)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |                   |                                      |
| --                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |                   |                                      |

| Module title                                                                                                                                                                                                                                                                                                                                                                                                           |                   | Abbreviation                         |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------|--------------------------------------|
| Data Science                                                                                                                                                                                                                                                                                                                                                                                                           |                   | 10-I=DM-232-m01                      |
| Module coordinator                                                                                                                                                                                                                                                                                                                                                                                                     |                   | Module offered by                    |
| holder of the Chair of Computer Science X                                                                                                                                                                                                                                                                                                                                                                              |                   | Institute of Computer Science        |
| ECTS                                                                                                                                                                                                                                                                                                                                                                                                                   | Method of grading | Only after succ. compl. of module(s) |
| 5                                                                                                                                                                                                                                                                                                                                                                                                                      | numerical grade   | --                                   |
| Duration                                                                                                                                                                                                                                                                                                                                                                                                               | Module level      | Other prerequisites                  |
| 1 semester                                                                                                                                                                                                                                                                                                                                                                                                             | graduate          | --                                   |
| Contents                                                                                                                                                                                                                                                                                                                                                                                                               |                   |                                      |
| Foundations in the following areas: definition of data mining and knowledge, discovery in databases, process model, relationship to data warehouse and OLAP data preprocessing, data visualisation, unsupervised learning methods (cluster- and association methods), supervised learning (e. g. Bayes classification, KNN, decision trees, SVM), learning methods for special data types, further learning paradigms. |                   |                                      |
| Intended learning outcomes                                                                                                                                                                                                                                                                                                                                                                                             |                   |                                      |
| The students possess a theoretical and practical knowledge of typical methods and algorithms in the area of data mining and machine learning. They are able to solve practical knowledge discovery problems with the help of the knowledge acquired in this course and by using the KDD process. They have acquired experience in the use or implementation of data mining algorithms.                                 |                   |                                      |
| 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)<br>If announced by the lecturer at the beginning of the course, the written examination may be replaced by an oral examination of one candidate each (approx. 20 minutes) or an oral examination in groups of 2 candidates (approx. 15 minutes per candidate).<br>Language of assessment: German and/or English<br>creditable for bonus                                |                   |                                      |
| Allocation of places                                                                                                                                                                                                                                                                                                                                                                                                   |                   |                                      |
| --                                                                                                                                                                                                                                                                                                                                                                                                                     |                   |                                      |
| Additional information                                                                                                                                                                                                                                                                                                                                                                                                 |                   |                                      |
| Focuses available for students of the Master's programme Informatik (Computer Science, 120 ECTS credits): IT, KI, HCI, GE, SEC, IN                                                                                                                                                                                                                                                                                     |                   |                                      |
| Workload                                                                                                                                                                                                                                                                                                                                                                                                               |                   |                                      |
| 150 h                                                                                                                                                                                                                                                                                                                                                                                                                  |                   |                                      |
| Teaching cycle                                                                                                                                                                                                                                                                                                                                                                                                         |                   |                                      |
| Teaching cycle: every year, summer semester                                                                                                                                                                                                                                                                                                                                                                            |                   |                                      |
| Referred to in LPO I (examination regulations for teaching-degree programmes)                                                                                                                                                                                                                                                                                                                                          |                   |                                      |
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| Module title                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |                   |                                      | Abbreviation    |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------|--------------------------------------|-----------------|
| Marketing Analytics                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |                   |                                      | 12-M-MA-262-m01 |
| Module coordinator                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |                   | Module offered by                    |                 |
| holder of the Junior Professorship of Marketing 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>Marketing analytics involves the collection, management, and analysis of data to gain insights into the performance of marketing activities. In fact, it is increasingly possible to use data analysis to inform, make, and even automate marketing decisions. The goal of this course is to provide students with a hands-on understanding of key methods and specific techniques used in marketing analytics. This requires substantive knowledge in marketing as well as of fundamental ideas at the intersection of statistics, economics, psychology, and computer science.</p> <p>The course will cover fundamentals of data science, including data wrangling and data exploration, and will then turn to applied, real-world marketing analytics problems such as marketing mix modeling, market segmentation, and measuring preferences and demand. Emphasis will be placed on data visualization and valuable methods for causal inference in marketing. The course will also delve into a few advanced marketing topics. To provide a hands-on learning experience, the course will include practical applications of the covered content using the R programming language.</p> |                   |                                      |                 |
| Intended learning outcomes                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |                   |                                      |                 |
| <ul style="list-style-type: none"><li>• Understand key methods and techniques used in marketing analytics and how to apply them to real-world problems.</li><li>• Learn to identify the appropriate analytical methods to use for specific marketing problems.</li><li>• Develop proficiency in data wrangling and data exploration techniques.</li><li>• Develop skills in data visualization and interpretation to effectively communicate marketing insights.</li><li>• Gain hands-on experience with the R programming language and apply it to solving marketing analytics problems.</li></ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |                   |                                      |                 |
| Courses (type, number of weekly contact hours, language — if other than German)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |                   |                                      |                 |
| V (2) + Ü (2)<br>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<br>b) portfolio (approx. 50 hours total)<br>Language of assessment: English<br>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 title                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |                   | Abbreviation                         |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------|--------------------------------------|
| Applied Topics in Data Science in Business and Economics                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |                   | 12-M-TE-262-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                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |                   |                                      |
| This course aims to equip students with key empirical research methods and their applications in business and economics. The course will cover the development of empirical research ideas, research designs, data generation, data editing, and data analysis. The course will use a paper-based approach to introduce and apply these topics. Additionally, students will learn about existing panel datasets and be led to perform their own empirical research. Students that attend this course should have advanced knowledge in statistics and econometrics. |                   |                                      |
| Intended learning outcomes                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |                   |                                      |
| By the end of the course, students will have a comprehensive understanding of how to conduct empirical research in business and economics.                                                                                                                                                                                                                                                                                                                                                                                                                          |                   |                                      |
| Courses (type, number of weekly contact hours, language — if other than German)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |                   |                                      |
| V (2) + Ü (2)<br>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<br>b) portfolio (approx. 50 hours total)<br>Language of assessment: English<br>Assessment offered: In the semester in which the course is offered<br>creditable for bonus                                                                                                                                                                                                                                                                                                                                     |                   |                                      |
| Allocation of places                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |                   |                                      |
| 24 places.<br>WA1:<br>(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.<br>(2) Places on all courses of the module with a restricted number of places will be allocated in the same procedure.<br>(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 title                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |                   |                                                                                                                     | Abbreviation     |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------|---------------------------------------------------------------------------------------------------------------------|------------------|
| Statistical Network Analysis                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |                   |                                                                                                                     | 10-I=SNA-232-m01 |
| Module coordinator                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |                   | Module offered by                                                                                                   |                  |
| holder of the Chair of Computer Science XV                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |                   | Institute of Computer Science                                                                                       |                  |
| ECTS                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       | Method of grading | Only after succ. compl. of module(s)                                                                                |                  |
| 5                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          | numerical grade   | --                                                                                                                  |                  |
| Duration                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | Module level      | Other prerequisites                                                                                                 |                  |
| 1 semester                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 | graduate          | --                                                                                                                  |                  |
| Contents                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |                   |                                                                                                                     |                  |
| <p>Networks matter! This holds for technical infrastructures like communication or transportation networks, for information systems and social media in the World Wide Web, but also for various social, economic and biological systems. What can we learn from data that capture the interaction topology of such complex systems? What is the role of individual nodes and how can we discover significant patterns in the structure of networks? How do these structures influence dynamical process like diffusion or the spreading of epidemics? Which are the most influential actors in a social network? And how can we analyze time series data on systems with dynamic network topologies?</p> <p>Addressing those questions, the course combines a series of lectures -- which introduce fundamental concepts for the statistical modelling of complex networks -- with weekly exercises that show how we can apply them to practical network analysis tasks. Topics covered include foundations of graph theory, centrality and modularity measures, aggregate statistical characteristics of large networks, random graphs and statistical ensembles of complex networks, generating function analysis of expected graph properties, scale-free networks, stochastic dynamics in networks, spectral analysis, as well as the modelling of time-varying networks. The course material consists of annotated slides for lectures as well as a accompanying git-Repository of jupyter notebooks, which implement and validate the theoretical concepts covered in the lectures. Students can test and deepen their knowledge through weekly exercise sheets. The successful completion of the course requires to pass a final written exam.</p> |                   |                                                                                                                     |                  |
| Intended learning outcomes                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |                   |                                                                                                                     |                  |
| <p>The course will equip participants with statistical network analysis techniques that are needed for the data-driven modelling of complex technical, social, and biological systems. Students will understand how we can quantitatively model the topology of networked systems and how we can detect and characterize topological patterns. Participants will learn how to use analytical methods to make statements about the expected properties of very large networks that are generated based on different stochastic models. They further gain an analytical understanding of how the structure of networks shapes dynamical processes, how statistical fluctuations in degree distributions influence the robustness of systems, and how emergent network features emerge from simple random processes.</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>written examination (approx. 60 to 120 minutes).</p> <p>If announced by the lecturer at the beginning of the course, the written examination may be replaced by an oral examination of one candidate each (approx. 20 minutes) or an oral examination in groups of 2 candidates (approx. 15 minutes per candidate).</p> <p>Language of assessment: English</p> <p>creditable for bonus</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |                   |                                                                                                                     |                  |
| Allocation of places                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |                   |                                                                                                                     |                  |
| --                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |                   |                                                                                                                     |                  |
| Additional information                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |                   |                                                                                                                     |                  |
| Focuses available for students of the Master's programme Informatik (Computer Science, 120 ECTS credits): IN                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |                   |                                                                                                                     |                  |
| Master's with 1 major China Business and Economics (2027)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |                   | JMU Würzburg • generated 12-Sep-2026 • exam. reg. data record Master (120 ECTS) China Business and Economics - 2027 | page 278 / 417   |

|                                                                                      |
|--------------------------------------------------------------------------------------|
| <b>Workload</b>                                                                      |
| 150 h                                                                                |
| <b>Teaching cycle</b>                                                                |
| Teaching cycle: every year, winter semester                                          |
| <b>Referred to in LPO I</b> (examination regulations for teaching-degree programmes) |
| --                                                                                   |

| Module title                                                                                                                                                                                                                                                                                                                                                                             |                   |                                      | Abbreviation       |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------|--------------------------------------|--------------------|
| Machine Learning for Natural Language Processing                                                                                                                                                                                                                                                                                                                                         |                   |                                      | 10-I=MLNLP-262-mo1 |
| Module coordinator                                                                                                                                                                                                                                                                                                                                                                       |                   | Module offered by                    |                    |
| --                                                                                                                                                                                                                                                                                                                                                                                       |                   | Institute of Computer Science        |                    |
| 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)                                                                                                                                                                                                                  |                   |                                      |                    |
| written examination (approx. 60 to 120 minutes).<br>If announced by the lecturer at the beginning of the course, the written examination may be replaced by an oral examination of one candidate each (approx. 20 minutes) or an oral examination in groups of 2 candidates (approx. 15 minutes per candidate).<br>Language of assessment: German and/or English<br>creditable for bonus |                   |                                      |                    |
| Allocation of places                                                                                                                                                                                                                                                                                                                                                                     |                   |                                      |                    |
| --                                                                                                                                                                                                                                                                                                                                                                                       |                   |                                      |                    |
| Additional information                                                                                                                                                                                                                                                                                                                                                                   |                   |                                      |                    |
| Focuses available for students of the Master's programme Informatik (Computer Science, 120 ECTS credits): AT, KI, HCI                                                                                                                                                                                                                                                                    |                   |                                      |                    |
| Workload                                                                                                                                                                                                                                                                                                                                                                                 |                   |                                      |                    |
| 150 h                                                                                                                                                                                                                                                                                                                                                                                    |                   |                                      |                    |
| Teaching cycle                                                                                                                                                                                                                                                                                                                                                                           |                   |                                      |                    |
| --                                                                                                                                                                                                                                                                                                                                                                                       |                   |                                      |                    |
| Referred to in LPO I (examination regulations for teaching-degree programmes)                                                                                                                                                                                                                                                                                                            |                   |                                      |                    |
| --                                                                                                                                                                                                                                                                                                                                                                                       |                   |                                      |                    |

| Module title                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |                   | Abbreviation                         |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------|--------------------------------------|
| Multilingual NLP                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |                   | 10-I=MNLP-232-m01                    |
| Module coordinator                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |                   | Module offered by                    |
| holder of the Chair of Computer Science XII                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |                   | Institute of Computer Science        |
| ECTS                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      | Method of grading | Only after succ. compl. of module(s) |
| 5                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         | numerical grade   | --                                   |
| Duration                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  | Module level      | Other prerequisites                  |
| 1 semester                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | graduate          | --                                   |
| Contents                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |                   |                                      |
| Languages of the world: language families, typology, etymology. Linguistic universals: words, morphology, parts-of-speech, syntax. Alphabets (scripts), encoding, and language identification. Multilingual word representation spaces (aka cross-lingual word embeddings). Transformer architecture and Pretrained (multilingual) Language Models. Machine translation. Multilingual resources: unlabeled corpora, lexico-semantic networks and word translations, parallel corpora. Cross-lingual transfer: from word alignment and label projection, over MT-based transfer to zero-shot and few-shot transfer with multilingual Transformer-based language models. Advanced topics: curse of multilinguality, modularization and language adaptation, multilingual sentence encoders, contextual parameter generation, multi-source transfer, gradient manipulations. |                   |                                      |
| Intended learning outcomes                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |                   |                                      |
| Students will acquire theoretical and practical knowledge on modern multilingual natural language processing and also get an insight into cutting edge research in (multilingual) NLP. They will learn how to represent texts from different languages in shared representation spaces that enable semantic comparison and cross-lingual transfer for various NLP tasks. Upon successful completion of the course, the students will be well-equipped to solve practical NLP problems regardless of the language of the text data, and to determine the optimal strategy to obtain best performance for any concrete target language.                                                                                                                                                                                                                                     |                   |                                      |
| Courses (type, number of weekly contact hours, language — if other than German)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |                   |                                      |
| V (2) + Ü (2)<br>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 to 120 minutes)<br>If announced by the lecturer at the beginning of the course, the written examination may be replaced by an oral examination of one candidate each (approx. 20 minutes) or an oral examination in groups of 2 candidates (approx. 15 minutes per candidate).<br>Language of assessment: German and/or English<br>creditable for bonus                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |                   |                                      |
| Allocation of places                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |                   |                                      |
| --                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |                   |                                      |
| Additional information                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |                   |                                      |
| --                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |                   |                                      |
| Workload                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |                   |                                      |
| 150 h                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |                   |                                      |
| Teaching cycle                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |                   |                                      |
| Teaching cycle: every year, summer semester                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |                   |                                      |
| Referred to in LPO I (examination regulations for teaching-degree programmes)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |                   |                                      |
| § 22 II Nr. 3 b)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |                   |                                      |

| Module title                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |                   | Abbreviation                         |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------|--------------------------------------|
| NLP and Text Mining                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |                   | 10-I=STM-162-m01                     |
| Module coordinator                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |                   | Module offered by                    |
| holder of the Chair of Computer Science VI                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |                   | Institute of Computer Science        |
| ECTS                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              | Method of grading | Only after succ. compl. of module(s) |
| 5                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 | numerical grade   | --                                   |
| Duration                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          | Module level      | Other prerequisites                  |
| 1 semester                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        | graduate          | --                                   |
| Contents                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |                   |                                      |
| Foundations in the following areas: definition of NLP and text mining, properties of text, sentence boundary detection, tokenisation, collocation, N-gram models, morphology, hidden Markov models for tagging, probabilistic parsing, word sense disambiguation, term extraction methods, information extraction, sentiment analysis. The students possess theoretical and practical knowledge about typical methods and algorithms in the area of text mining and language processing mostly for English. They are able to solve problems through the methods taught. They have gained experience in the application of text mining algorithms. |                   |                                      |
| Intended learning outcomes                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |                   |                                      |
| The students possess theoretical and practical knowledge about typical methods and algorithms in the area of text mining and language processing. They are able to solve practical problems with the methods acquired in class. They have gained experience in the application of text mining algorithms.                                                                                                                                                                                                                                                                                                                                         |                   |                                      |
| 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).<br>If announced by the lecturer at the beginning of the course, the written examination may be replaced by an oral examination of one candidate each (approx. 20 minutes) or an oral examination in groups of 2 candidates (approx. 15 minutes per candidate).<br>Language of assessment: German and/or English                                                                                                                                                                                                                                                                                  |                   |                                      |
| Allocation of places                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |                   |                                      |
| --                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |                   |                                      |
| Additional information                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |                   |                                      |
| Focuses available for students of the Master's programme Informatik (Computer Science, 120 ECTS credits): AT, IT, HCI.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |                   |                                      |
| Workload                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |                   |                                      |
| 150 h                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |                   |                                      |
| Teaching cycle                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |                   |                                      |
| Teaching cycle: every year, winter semester                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |                   |                                      |
| Referred to in LPO I (examination regulations for teaching-degree programmes)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |                   |                                      |
| § 22 II Nr. 3 b)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |                   |                                      |

| Module title                                                                                                                                                                                                                                                                                                                                                                                                                                                         |                   | Abbreviation                         |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------|--------------------------------------|
| Topics in Artificial Intelligence                                                                                                                                                                                                                                                                                                                                                                                                                                    |                   | 12-M-TAI-262-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"> <li>• courses taken at other German or non-German universities</li> <li>• additional courses offered on a short-term basis</li> <li>• courses offered by new Chairs that are yet to be included in the FSB (subject-specific provisions)</li> </ul> <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)<br>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 to 120 minutes) or<br/>b) portfolio (approx. 50 hours total)<br/>Language of assessment: German and/or English<br/>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: after announcement                                                                                                                                                                                                                                                                                                                                                                                                                                   |                   |                                      |
| Referred to in LPO I (examination regulations for teaching-degree programmes)                                                                                                                                                                                                                                                                                                                                                                                        |                   |                                      |
| --                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |                   |                                      |

## **Data Science in Decision-Making**

(0 or 20 ECTS credits)



## Core

(10 ECTS credits)

| Module title                                                                                                                                                                                                                                                                                                                |                   | Abbreviation                         |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------|--------------------------------------|
| Analytical Information Systems                                                                                                                                                                                                                                                                                              |                   | 12-M-BI-262-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 provides a comprehensive introduction to data management, statistical methods, and machine learning. The module covers topics such as SQL, data integration, streaming data, and various learning methods in artificial intelligence, including neural networks.                                                 |                   |                                      |
| Intended learning outcomes                                                                                                                                                                                                                                                                                                  |                   |                                      |
| <ul style="list-style-type: none"> <li>• Understand data management, including data entry, annotation, and manipulation.</li> <li>• Learn general statistical techniques for data inspection, exploration, and analysis.</li> <li>• Effectively use machine learning approaches to perform predictive analytics.</li> </ul> |                   |                                      |
| Courses (type, number of weekly contact hours, language — if other than German)                                                                                                                                                                                                                                             |                   |                                      |
| V (2) + Ü (2)<br>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<br>b) portfolio (approx. 50 hours total)<br>Language of assessment: English<br>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 title                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |                   |                                      | Abbreviation     |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------|--------------------------------------|------------------|
| Policy and Management Evaluation Methods                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |                   |                                      | 12-M-PEM-262-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)<br>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<br>b) portfolio (approx. 50 hours total)<br>Language of assessment: English<br>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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## Core Electives

(10 ECTS credits)

| Module title                                                                                                                                                                                                                                                                                                                                                                                                                                                            |                   | Abbreviation                         |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------|--------------------------------------|
| Decision Support Systems                                                                                                                                                                                                                                                                                                                                                                                                                                                |                   | 12-M-DSS-262-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          | --                                   |
| <b>Contents</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                         |                   |                                      |
| 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).                                                                                                                                                                                                                                      |                   |                                      |
| <b>Intended learning outcomes</b>                                                                                                                                                                                                                                                                                                                                                                                                                                       |                   |                                      |
| After successfully completing the course, students should be able to <ul style="list-style-type: none"> <li>• Understand the structure of classic business decision problems</li> <li>• Isolate key elements from general problem descriptions and convert them to quantitative decision models</li> <li>• Solve different classes of optimization problems (linear, integer, non-linear, stochastic, dynamic)</li> <li>• Implement decision support systems</li> </ul> |                   |                                      |
| <b>Courses</b> (type, number of weekly contact hours, language — if other than German)                                                                                                                                                                                                                                                                                                                                                                                  |                   |                                      |
| V (2) + Ü (2)<br>Module taught in: English                                                                                                                                                                                                                                                                                                                                                                                                                              |                   |                                      |
| <b>Method of assessment</b> (type, scope, 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<br>b) portfolio (approx. 50 hours total)<br>Language of assessment: English<br>creditable for bonus                                                                                                                                                                                                                                                                                                               |                   |                                      |
| <b>Allocation of places</b>                                                                                                                                                                                                                                                                                                                                                                                                                                             |                   |                                      |
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| <b>Additional information</b>                                                                                                                                                                                                                                                                                                                                                                                                                                           |                   |                                      |
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| <b>Workload</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                         |                   |                                      |
| 150 h                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |                   |                                      |
| <b>Teaching cycle</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                   |                   |                                      |
| Teaching cycle: winter semester                                                                                                                                                                                                                                                                                                                                                                                                                                         |                   |                                      |
| <b>Referred to in LPO I</b> (examination regulations for teaching-degree programmes)                                                                                                                                                                                                                                                                                                                                                                                    |                   |                                      |
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| Module title                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |                   | Abbreviation                         |
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| Applied Topics in Data Science in Business and Economics                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |                   | 12-M-TE-262-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          | --                                   |
| <b>Contents</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |                   |                                      |
| This course aims to equip students with key empirical research methods and their applications in business and economics. The course will cover the development of empirical research ideas, research designs, data generation, data editing, and data analysis. The course will use a paper-based approach to introduce and apply these topics. Additionally, students will learn about existing panel datasets and be led to perform their own empirical research. Students that attend this course should have advanced knowledge in statistics and econometrics. |                   |                                      |
| <b>Intended learning outcomes</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |                   |                                      |
| By the end of the course, students will have a comprehensive understanding of how to conduct empirical research in business and economics.                                                                                                                                                                                                                                                                                                                                                                                                                          |                   |                                      |
| <b>Courses</b> (type, number of weekly contact hours, language — if other than German)                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |                   |                                      |
| V (2) + Ü (2)<br>Module taught in: English                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |                   |                                      |
| <b>Method of assessment</b> (type, scope, 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<br>b) portfolio (approx. 50 hours total)<br>Language of assessment: English<br>Assessment offered: In the semester in which the course is offered<br>creditable for bonus                                                                                                                                                                                                                                                                                                                                     |                   |                                      |
| <b>Allocation of places</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |                   |                                      |
| 24 places.<br>WA1:<br>(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.<br>(2) Places on all courses of the module with a restricted number of places will be allocated in the same procedure.<br>(3) A waiting list will be maintained and places re-allocated by lot as they become available.                                                                                                                                                    |                   |                                      |
| <b>Additional information</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |                   |                                      |
| --                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |                   |                                      |
| <b>Workload</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |                   |                                      |
| 150 h                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |                   |                                      |
| <b>Teaching cycle</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |                   |                                      |
| Teaching cycle: each semester                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |                   |                                      |
| <b>Referred to in LPO I</b> (examination regulations for teaching-degree programmes)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |                   |                                      |
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| Module title                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |                   | Abbreviation                         |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------|--------------------------------------|
| Organizational Economics and Digital Transformation                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |                   | 12-M-OEDT-262-m01                    |
| Module coordinator                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |                   | Module offered by                    |
| holder of the Junior Professorship of Applied Microeconomics, esp. Human-Machine Interaction                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |                   | 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 Organizational Economics and Digital Transformation introduces advanced topics in organizational economics, with a focus on economic decision-making within organizations. Concepts and tools from microeconomic theory, as well as empirical findings from field studies and laboratory experiments, are incorporated, such as those related to performance measurement and incentives, organizational structure, and authority. Additionally, the course integrates key aspects of digital transformation shaping modern business landscapes. Thus, students not only gain a solid overview of the fundamental principles of organizational economics but also insights into the challenges, opportunities, and strategies associated with the digital transformation of businesses.</p> |                   |                                      |
| Intended learning outcomes                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |                   |                                      |
| <p>With this course,</p> <ul style="list-style-type: none"> <li>• students will be able to understand and reflect on modern microeconomic concepts and current organizational economics.</li> <li>• students will learn to master and apply quantitative microeconomic methods.</li> <li>• students will be enabled to classify and relate specialized knowledge from theoretical microeconomics, experimental and empirical microeconomics, business administration, and psychology.</li> <li>• students learn how digital transformation impacts organizations and their architecture.</li> </ul>                                                                                                                                                                                                      |                   |                                      |
| 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<br/>b) portfolio (approx. 50 hours total)<br/>Language of assessment: English<br/>Assessment offered: In the semester in which the course is offered<br/>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 title                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |                   | Abbreviation                         |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------|--------------------------------------|
| Applied Data Analysis and Machine Learning                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |                   | 12-M-TDS-262-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                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         | graduate          | --                                   |
| Contents                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |                   |                                      |
| <p>Data science is concerned with extracting knowledge and valuable insights from data assets. This course provides an introduction to data science and its application in business and economics. Participants will be familiarized with data handling in Python, data visualization, and various machine learning techniques for prediction and estimation. We will apply the acquired knowledge in topics from business and economics.</p> <p>The course will be divided into two parts: the lecture where the techniques will be taught as well as exercise in which students will be able to work with data on their own.</p> |                   |                                      |
| Intended learning outcomes                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |                   |                                      |
| <p>In this module,</p> <ul style="list-style-type: none"> <li>• students learn data handling and visualization in Python.</li> <li>• students are familiarized with the development and evaluation of machine learning models.</li> <li>• students gain an understanding of how to apply the taught techniques to real data sets.</li> </ul>                                                                                                                                                                                                                                                                                       |                   |                                      |
| Courses (type, number of weekly contact hours, language — if other than German)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |                   |                                      |
| V (2) + Ü (2)<br>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<br/>b) portfolio (approx. 50 hours total)<br/>Language of assessment: English<br/>Assessment offered: In the semester in which the course is offered<br/>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 title                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |                   |                                      | Abbreviation     |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------|--------------------------------------|------------------|
| Econometrics 1                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |                   |                                      | 12-M-OE1-262-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 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"><li>1. Random variables</li><li>2. Important distributions</li><li>3. Point estimates</li><li>4. Simple linear regression model</li><li>5. Model assumptions</li><li>6. Model properties</li><li>7. Simple hypothesis tests</li><li>8. Multiple linear regression model</li><li>9. Linear restrictions</li><li>10. Dummy variables</li><li>11. Multiple hypothesis tests</li></ol> |                   |                                      |                  |
| 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", "Microeconometrics" und "Financial Econometrics".</p>       |                   |                                      |                  |
| Courses (type, number of weekly contact hours, language — if other than German)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |                   |                                      |                  |
| V (2) + Ü (2)<br>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</p> <p>b) portfolio (approx. 50 hours total)</p> <p>Language of assessment: English</p> <p>creditable for bonus</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |                   |                                      |                  |
| Allocation of places                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |                   |                                      |                  |
| --                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |                   |                                      |                  |

|                                                                                      |
|--------------------------------------------------------------------------------------|
| <b>Additional information</b>                                                        |
| --                                                                                   |
| <b>Workload</b>                                                                      |
| 150 h                                                                                |
| <b>Teaching cycle</b>                                                                |
| Teaching cycle: each semester                                                        |
| <b>Referred to in LPO I</b> (examination regulations for teaching-degree programmes) |
| --                                                                                   |

| Module title                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |                   | Abbreviation                         |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------|--------------------------------------|
| Marketing Analytics                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |                   | 12-M-MA-262-m01                      |
| Module coordinator                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |                   | Module offered by                    |
| holder of the Junior Professorship of Marketing 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>Marketing analytics involves the collection, management, and analysis of data to gain insights into the performance of marketing activities. In fact, it is increasingly possible to use data analysis to inform, make, and even automate marketing decisions. The goal of this course is to provide students with a hands-on understanding of key methods and specific techniques used in marketing analytics. This requires substantive knowledge in marketing as well as of fundamental ideas at the intersection of statistics, economics, psychology, and computer science.</p> <p>The course will cover fundamentals of data science, including data wrangling and data exploration, and will then turn to applied, real-world marketing analytics problems such as marketing mix modeling, market segmentation, and measuring preferences and demand. Emphasis will be placed on data visualization and valuable methods for causal inference in marketing. The course will also delve into a few advanced marketing topics. To provide a hands-on learning experience, the course will include practical applications of the covered content using the R programming language.</p> |                   |                                      |
| Intended learning outcomes                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |                   |                                      |
| <ul style="list-style-type: none"> <li>• Understand key methods and techniques used in marketing analytics and how to apply them to real-world problems.</li> <li>• Learn to identify the appropriate analytical methods to use for specific marketing problems.</li> <li>• Develop proficiency in data wrangling and data exploration techniques.</li> <li>• Develop skills in data visualization and interpretation to effectively communicate marketing insights.</li> <li>• Gain hands-on experience with the R programming language and apply it to solving marketing analytics problems.</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |                   |                                      |
| Courses (type, number of weekly contact hours, language — if other than German)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |                   |                                      |
| V (2) + Ü (2)<br>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<br>b) portfolio (approx. 50 hours total)<br>Language of assessment: English<br>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 title                                                                                                                                                                                                                    |                   |                                      | Abbreviation     |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------|--------------------------------------|------------------|
| Optimization in Practice                                                                                                                                                                                                        |                   |                                      | 12-M-OIP-262-mo1 |
| Module coordinator                                                                                                                                                                                                              |                   | Module offered by                    |                  |
| --                                                                                                                                                                                                                              |                   | 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                                                                                                                                                                                                                      | --                | --                                   |                  |
| Contents                                                                                                                                                                                                                        |                   |                                      |                  |
| --                                                                                                                                                                                                                              |                   |                                      |                  |
| Intended learning outcomes                                                                                                                                                                                                      |                   |                                      |                  |
| --                                                                                                                                                                                                                              |                   |                                      |                  |
| Courses (type, number of weekly contact hours, language — if other than German)                                                                                                                                                 |                   |                                      |                  |
| V (2) + Ü (2)<br>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<br>b) portfolio (approx. 50 hours total)<br>Language of assessment: English<br>Assessment offered: In the semester in which the course is offered<br>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 title                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |                                                                                                                     | Abbreviation                         |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------|--------------------------------------|
| Experimental Economics                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |                                                                                                                     | 12-M-EE-262-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><b>Aim and outline of the course:</b></p> <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> <p><b>Prerequisites:</b> Participants should have a basic knowledge about microeconomics, game theory and econometrics.</p> <p><b>Literature:</b></p> <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"> <li>• Dharni, S. (2016). The Foundations of Behavioral Economic Analysis. Oxford University Press.</li> <li>• Guala, F. (2005). The Methodology of Experimental Economics. Cambridge University Press</li> </ul> <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>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |                                                                                                                     |                                      |
| Master's with 1 major China Business and Economics (2027)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  | JMU Würzburg • generated 12-Sep-2026 • exam. reg. data record Master (120 ECTS) China Business and Economics - 2027 | page 299 / 417                       |

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 to 120 minutes) or

b) portfolio (approx. 50 hours)

Language of assessment: English

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

**Allocation of places**

30 places.

WA1:

(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 title                                                                                                                                                                                                                                                                                                                                                                                                                                                     |                   |                                      | Abbreviation       |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------|--------------------------------------|--------------------|
| Topics in Data Science in Decision-Making                                                                                                                                                                                                                                                                                                                                                                                                                        |                   |                                      | 12-M-TDSDM-262-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"><li>• courses taken at other German or non-German universities</li><li>• additional courses offered on a short-term basis</li><li>• courses offered by new Chairs that are yet to be included in the FSB (subject-specific provisions)</li></ul> <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)<br>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<br>b) portfolio (approx. 50 hours total)<br>Language of assessment: German and/or English<br>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)                                                                                                                                                                                                                                                                                                                                                                                    |                   |                                      |                    |
| --                                                                                                                                                                                                                                                                                                                                                                                                                                                               |                   |                                      |                    |

## **International Economics**

(0 or 20 ECTS credits)

## Core

(10 ECTS credits)

| Module title                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |                   |                                                                                                                     | Abbreviation      |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------|---------------------------------------------------------------------------------------------------------------------|-------------------|
| International Trade and the Multinational Firm                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |                   |                                                                                                                     | 12-M-ITMF-262-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</p> <p>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.]</p> <p>Outline</p> <p>I Ricardian Trade Theory</p> <p>II Heckscher-Ohlin Trade Theory</p> <p>III New Trade Theory: Intra-Industry Trade, Increasing Returns to Scale, Imperfect Competition</p> <p>IV Firm Heterogeneity, Trade and FDI</p> <p>V The Multinational Firm</p> <p>Literature:</p> <p>The module draws heavily on articles from scholarly journals and handbooks.</p> <p>A detailed list of references with further references, notably journal articles, is provided with each chapter of the lecture.</p> <p>Material from the following books is also used:</p> <p>Helpman, E. (2011). Understanding Global Trade. Princeton University Press.</p> <p>Feenstra, R.C. (2016). Advanced International Trade. Theory and Evidence. Princeton University Press, Second Edition</p> <p>Caves, R., R.W. Jones and J.A. Frankel (2007). World Trade and Payments. Addison Wesley</p> <p>Bhagwati, J., A. Panagariya and T. N. Srinivasan (1998). Lectures on International Trade. Second Edition. MIT Press</p> <p>Gandolfo, G. (1998). International Trade Theory and Policy. Springer-Verlag, Berlin and New York</p> <p>Markusen, J.R., J.R. Melvin, W.H. Kaempfer, K. E. Maskus (1995). International Trade. McGrawHill</p> <p>Barba Navaretti, G. and A.J. Venables (2004). Multinational Firms in the World Economy. Princeton University Press</p> |                   |                                                                                                                     |                   |
| Intended learning outcomes                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |                   |                                                                                                                     |                   |
| <p>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.</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |                   |                                                                                                                     |                   |
| Courses (type, number of weekly contact hours, language — if other than German)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |                   |                                                                                                                     |                   |
| <p>V (2) + Ü (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) portfolio (approx. 50 hours total)</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |                   |                                                                                                                     |                   |
| Master's with 1 major China Business and Economics (2027)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |                   | JMU Würzburg • generated 12-Sep-2026 • exam. reg. data record Master (120 ECTS) China Business and Economics - 2027 | page 304 / 417    |

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|--------------------------------------------------------------------------------------------|
| Language of assessment: English                                                            |
| Assessment offered: In the semester in which the course is offered<br>creditable for bonus |
| <b>Allocation of places</b>                                                                |
| --                                                                                         |
| <b>Additional information</b>                                                              |
| --                                                                                         |
| <b>Workload</b>                                                                            |
| 150 h                                                                                      |
| <b>Teaching cycle</b>                                                                      |
| Teaching cycle: winter semester                                                            |
| <b>Referred to in LPO I</b> (examination regulations for teaching-degree programmes)       |
| --                                                                                         |

| Module title                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |                   | Abbreviation                         |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------|--------------------------------------|
| Trade Policy and the World Trading System                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |                   | 12-M-TP-262-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><b>Content</b><br/>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><b>Outline</b><br/>1 The evolution of the world trading system and current issues<br/>2 Trade policy instruments and their effects under perfect competition<br/>3 The competition effect of trade opening<br/>4 Domestic distortions<br/>5 International market power and trade policy<br/>6 Political economy and the world trading system</p> <p><b>Literatur:</b><br/>The main text used is:<br/>Helpman, E. und P.R. Krugman (1989). Trade Policy and Market Structure. The MIT Press, Cambridge, Massachusetts.<br/>The following monographs cover the evolution of the world trading system and the evolution of ideas in trade policy making:<br/>Bhagwati, J. (2002). Free Trade Today, Princeton University Press<br/>Bhagwati, J. (2005). In Defense of Globalization. Oxford University Press<br/>Irwin, D. (2020). Free Trade Under Fire, Princeton University Press, 5th Edition (as well as former editions partially containing further material)<br/>Irwin, D. (1996). Against the Tide. An Intellectual History of Free Trade, Princeton University Press<br/>Basic refreshers are<br/>Krugman, P.R., M. Obstfeld und M. Melitz (2018), International Economics. Theory and Policy. Addison-Wesley, 11th Edition<br/>Caves, R., R.W. Jones und J.A. Frankel (2007), World Trade and Payments. An Introduction. Addison-Wesley, 10th Edition<br/>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)<br>Module taught in: German and/or English                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |                   |                                      |

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| <b>Method of assessment</b> (type, scope, 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<br>b) portfolio (approx. 50 hours total)<br>Language of assessment: German and/or English<br>Assessment offered: In the semester in which the course is offered<br>creditable for bonus |
| <b>Allocation of places</b>                                                                                                                                                                                                                   |
| --                                                                                                                                                                                                                                            |
| <b>Additional information</b>                                                                                                                                                                                                                 |
| --                                                                                                                                                                                                                                            |
| <b>Workload</b>                                                                                                                                                                                                                               |
| 150 h                                                                                                                                                                                                                                         |
| <b>Teaching cycle</b>                                                                                                                                                                                                                         |
| Teaching cycle: summer semester                                                                                                                                                                                                               |
| <b>Referred to in LPO I</b> (examination regulations for teaching-degree programmes)                                                                                                                                                          |
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## Core Electives

(10 ECTS credits)



| Module title                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |                   |                                      | Abbreviation     |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------|--------------------------------------|------------------|
| Advanced Macroeconomics                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |                   |                                      | 12-M-MFF-262-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</p> <p>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.</p> <p>Outline</p> <p>I Facts and the Solow Growth Model</p> <p>II Infinite-Horizon Ramsey-Cass-Koopmans model</p> <p>III Endogenous Growth</p> <p>IV Human Capital, Social Infrastructure and Beyond</p> <p>V Applications (Urban and regional growth; Growth, resources and the environment)</p> <p>Literature:</p> <p>The course draws strongly on the textbook:</p> <p>David Romer, Advanced Macroeconomics, 4th edition, McGraw-Hill Irwin.</p> <p>We will use journal articles and research papers at several parts of the lecture.</p> |                   |                                      |                  |
| 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)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |                   |                                      |                  |
| 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<br>b) portfolio (approx. 50 hours total)<br>Language of assessment: English<br>creditable for bonus                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |                   |                                      |                  |
| Allocation of places                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |                   |                                      |                  |
| --                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |                   |                                      |                  |
| Additional information                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |                   |                                      |                  |
| --                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |                   |                                      |                  |
| Workload                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |                   |                                      |                  |
| 150 h                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |                   |                                      |                  |

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|--------------------------------------------------------------------------------------|
| <b>Teaching cycle</b>                                                                |
| Teaching cycle: winter semester                                                      |
| <b>Referred to in LPO I</b> (examination regulations for teaching-degree programmes) |
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| Module title                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |                                                                                                                     | Abbreviation                         |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------|--------------------------------------|
| Economic Geography                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |                                                                                                                     | 12-M-EG-262-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</p> <p>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.</p> <p>I Motivation and Facts</p> <p>II Location Basics</p> <ul style="list-style-type: none"> <li>Forces Shaping the Location of Economic Activity in Space</li> <li>Some Intellectual Background</li> </ul> <p>III Urban and Regional Economics</p> <ul style="list-style-type: none"> <li>The Spatial Structure of Cities</li> <li>City Systems</li> </ul> <p>III New Economic Geography</p> <ul style="list-style-type: none"> <li>From the New Trade Theory to the New Economic Geography</li> <li>Footloose Capital Model and Policy Applications</li> <li>Core Periphery Models and Policy Applications</li> <li>Empirics</li> </ul> <p>Literature:</p> <p>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:</p> <p>Brakman, W., H. Garretsen and Ch. van Marrewijk, 2009, The New Introduction to Geographical Economics, Cambridge University Press</p> <p>Baldwin, R., R. Forslid, P. Martin, G. Ottaviano and F. Robert-Nicoud, 2003, Economic Geography and Public Policy, Princeton, 2003</p> <p>Combes, P.P, Th. Mayer and J.F. Thisse, 2008, Economic Geography. The Integration of Regions and Nations, Princeton University Press</p> <p>Fujita, M., P.R. Krugman and A.J. Venables, 1999: The Spatial Economy, MIT Press</p> <p>Fujita, M. and J.-F. Thisse (2013). Economics of Agglomeration. Cities, Industrial Location and Regional Growth. Cambridge University Press.</p> <p>Krugman, P.R., 1991, Geography and Trade, MIT Press</p> |                                                                                                                     |                                      |
| 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 120 minutes) or<br>b) portfolio (approx. 50 hours total)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |                                                                                                                     |                                      |
| Master's with 1 major China Business and Economics (2027)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | JMU Würzburg • generated 12-Sep-2026 • exam. reg. data record Master (120 ECTS) China Business and Economics - 2027 | page 311 / 417                       |

|                                                                                            |
|--------------------------------------------------------------------------------------------|
| Language of assessment: English                                                            |
| Assessment offered: In the semester in which the course is offered<br>creditable for bonus |
| <b>Allocation of places</b>                                                                |
| --                                                                                         |
| <b>Additional information</b>                                                              |
| --                                                                                         |
| <b>Workload</b>                                                                            |
| 150 h                                                                                      |
| <b>Teaching cycle</b>                                                                      |
| Teaching cycle: summer semester                                                            |
| <b>Referred to in LPO I</b> (examination regulations for teaching-degree programmes)       |
| --                                                                                         |

| Module title                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |                   |                                                                                                                     | Abbreviation     |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------|---------------------------------------------------------------------------------------------------------------------|------------------|
| European Competition Policy                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |                   |                                                                                                                     | 12-M-WPE-262-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> <p>1. Legal environment, competition laws</p> <p>2. Market definition</p> <ul style="list-style-type: none"><li>• Qualitative methods</li><li>• Simple quantitative methods</li><li>• Hypothetical monopoly test</li></ul> <p>3. Horizontal agreements and collusion: repeated games and factors affecting likelihood of collusion</p> <p>4. Horizontal mergers and collusion</p> <ul style="list-style-type: none"><li>• Economic theory</li><li>• Efficiency effects</li><li>• Coordinated effects</li></ul> <p>5. Vertical relations and contracts</p> <ul style="list-style-type: none"><li>• Economic analysis of contracts</li><li>• "More economic approach"</li></ul> <p>6. Abuse of dominant position</p> <ul style="list-style-type: none"><li>• Classification of abusive conduct</li><li>• Economic analysis of abusive conduct and theory of harm</li></ul> |                   |                                                                                                                     |                  |
| Intended learning outcomes                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |                   |                                                                                                                     |                  |
| After completion of the module students can use the advanced concepts introduced in the lecture of competition policy, including the legal framework, the trace models and methods for the study of competition policy issues, as well as understand the approach of European competition policy in high profile cases. When they are confronted with practical problems, they can refer to these cases, and the same logic to practical examples apply by draining the relevant economic theories that identify variables to be measured and methodologies for assessing and based on that adequate conclusions for appropriate cases. They will sufficiently understand the subject in order to open up that build upon literature in journals and being able to think critically.                                                                                                                 |                   |                                                                                                                     |                  |
| Courses (type, number of weekly contact hours, language — if other than German)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |                   |                                                                                                                     |                  |
| V (2)<br>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<br>b) portfolio (approx. 50 hours total)<br>Language of assessment: English<br>creditable for bonus                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |                   |                                                                                                                     |                  |
| Allocation of places                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |                   |                                                                                                                     |                  |
| WM6:<br>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, the se places will be allocated by lot.                                                                                                                                                                                                                                                                                                                                                                                                         |                   |                                                                                                                     |                  |
| Master's with 1 major China Business and Economics (2027)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |                   | JMU Würzburg • generated 12-Sep-2026 • exam. reg. data record Master (120 ECTS) China Business and Economics - 2027 | page 313 / 417   |

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| <b>Additional information</b>                                                        |
| --                                                                                   |
| <b>Workload</b>                                                                      |
| 150 h                                                                                |
| <b>Teaching cycle</b>                                                                |
| Teaching cycle: summer semester                                                      |
| <b>Referred to in LPO I</b> (examination regulations for teaching-degree programmes) |
| --                                                                                   |

| Module title                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |                   |                                      | Abbreviation     |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------|--------------------------------------|------------------|
| European Public Finance                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |                   |                                      | 12-M-EFP-262-mo1 |
| 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"><li>1. The European Union: History and Institutions</li><li>2. The Budget of the European Union</li><li>3. Economic Analysis of the Brexit Process</li><li>4. Sovereign Debt, Financial Crisis and Fiscal Integration in the EMU</li><li>5. Tax Competition or Tax Coordination in Europe?</li><li>6. European Climate Policy: Emission Trading and Green Deal</li></ol> |                   |                                      |                  |
| 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)<br>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<br>b) portfolio (approx. 50 hours total)<br>Language of assessment: English<br>creditable for bonus                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |                   |                                      |                  |
| Allocation of 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                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |                   |                                      |                  |
| --                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |                   |                                      |                  |
| Workload                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |                   |                                      |                  |
| 150 h                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |                   |                                      |                  |

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|--------------------------------------------------------------------------------------|
| <b>Teaching cycle</b>                                                                |
| Teaching cycle: summer semester                                                      |
| <b>Referred to in LPO I</b> (examination regulations for teaching-degree programmes) |
| --                                                                                   |



| Module title                                                                                                                                                                                                                                                                                                                                                                                                                         |                   | Abbreviation                         |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------|--------------------------------------|
| International Economics 1                                                                                                                                                                                                                                                                                                                                                                                                            |                   | 12-M-ATIÖ1-262-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) |
| 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)<br>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<br>b) portfolio (approx. 50 hours total)<br>Language of assessment: English<br>creditable for bonus                                                                                                                                                                                                                                                                            |                   |                                      |
| Allocation of places                                                                                                                                                                                                                                                                                                                                                                                                                 |                   |                                      |
| 10 places.<br>WA1:<br>(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: after announcement                                                                                                                                                                                                                                                                                                                                                                                                   |                   |                                      |
| Referred to in LPO I (examination regulations for teaching-degree programmes)                                                                                                                                                                                                                                                                                                                                                        |                   |                                      |
| --                                                                                                                                                                                                                                                                                                                                                                                                                                   |                   |                                      |

| Module title                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |                   |                                                                                                                     | Abbreviation     |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------|---------------------------------------------------------------------------------------------------------------------|------------------|
| Empirical International Trade                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |                   |                                                                                                                     | 12-M-ETT-262-mo1 |
| Module coordinator                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |                   | Module offered by                                                                                                   |                  |
| holder of the Junior Professorship of Quantitative International and Environmental 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>What are the effects of regional trade agreements? How effective is the World Trade Organization in fostering international trade flows? How strong are the responses to tariff changes, such as the ones implemented in the US-China trade war? These are some examples of questions tackled in empirical international trade. Empirical research in international trade is characterized by a tight link between economic theory and econometric specifications. The course will introduce the gravity model of international trade, which is the workhorse model in empirical trade research. Based on a theoretical derivation of the model, students will learn both how to estimate the corresponding structural econometric model and how to use the model to perform counterfactual policy analyses. Using the trade gravity expression as a starting point, closely related models for example for international migration, FDI flows, or carbon emissions embodied in international trade will also be considered.</p> <p>Besides the lectures, the course will also contain computer exercises in which the students will implement the different estimations and simulations themselves. At the end of the term, students will write a term paper in which they perform their own empirical investigation of a trade policy measure.</p> |                   |                                                                                                                     |                  |
| Intended learning outcomes                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |                   |                                                                                                                     |                  |
| <ul style="list-style-type: none"><li>• knowledge of key concepts in empirical international trade</li><li>• reproduction of theoretical and econometric arguments in the recent empirical trade literature</li><li>• implementation of econometric and general equilibrium analysis on the computer</li><li>• own empirical analysis</li></ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |                   |                                                                                                                     |                  |
| Courses (type, number of weekly contact hours, language — if other than German)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |                   |                                                                                                                     |                  |
| V (2) + Ü (2)<br>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<br>b) portfolio (approx. 50 hours total)<br>Language of assessment: English<br>creditable for bonus                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |                   |                                                                                                                     |                  |
| Allocation of places                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |                   |                                                                                                                     |                  |
| 20 places<br>WA1:<br>(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.<br>(2) Places on all courses of the module with a restricted number of places will be allocated in the same procedure.<br>(3) A waiting list will be maintained and places re-allocated by lot as they become available.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |                   |                                                                                                                     |                  |
| Additional information                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |                   |                                                                                                                     |                  |
| --                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |                   |                                                                                                                     |                  |
| Workload                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |                   |                                                                                                                     |                  |
| 150 h                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |                   |                                                                                                                     |                  |
| Master's with 1 major China Business and Economics (2027)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |                   | JMU Würzburg • generated 12-Sep-2026 • exam. reg. data record Master (120 ECTS) China Business and Economics - 2027 | page 318 / 417   |

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| <b>Teaching cycle</b>                                                                |
| Teaching cycle: summer semester                                                      |
| <b>Referred to in LPO I</b> (examination regulations for teaching-degree programmes) |
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| Module title                                                                                                                                                                                                                                                                                                                                                                                                                                                     |                   |                                      | Abbreviation     |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------|--------------------------------------|------------------|
| Topics in International Economics                                                                                                                                                                                                                                                                                                                                                                                                                                |                   |                                      | 12-M-TIE-262-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"><li>• courses taken at other German or non-German universities</li><li>• additional courses offered on a short-term basis</li><li>• courses offered by new Chairs that are yet to be included in the FSB (subject-specific provisions)</li></ul> <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)<br>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<br>b) portfolio (approx. 50 hours total)<br>Language of assessment: German and/or English<br>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)                                                                                                                                                                                                                                                                                                                                                                                    |                   |                                      |                  |
| --                                                                                                                                                                                                                                                                                                                                                                                                                                                               |                   |                                      |                  |

## **Strategy, Competition and Policy**

(0 or 20 ECTS credits)

## Core

(10 ECTS credits)

| Module title                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |                   |                                      | Abbreviation     |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------|--------------------------------------|------------------|
| Strategic Decisions and Competition                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |                   |                                      | 12-M-SDC-262-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. Strategic situations and decision making</div> <div>2. Analyzing strategic situations with game theory</div> <div>1. Noncooperative simultaneous move games</div> <div>2. Nash equilibrium</div> <div>3. Models of oligopoly markets</div> <div>3. Dynamic Games</div> <div>1. Two(-multi) stage games and subgame perfect equilibrium</div> <div>2. Role of commitment in dynamic situations</div> <div>3. Models of advertising</div> <div>4. Wage bargaining and unions</div> <div>4. Repeated Games</div> <div>1. Emergence of coordination in long interactions</div> <div>2. Collusion between competing firms</div> <div>3. Time consistent monetary policy</div> <div>5. Static games of incomplete Information</div> <div>1. Bayesian Nash equilibrium</div> <div>2. Auctions</div> <div>6. Dynamic games of incomplete information</div> <div>1. Moral hazard and nonlinear pricing</div> <div>2. Perfect Bayesian equilibrium</div> <div>3. Signalling games</div> <div>4. Job-market signalling</div> <div>5. Corporate investment and capital structure</div> |                   |                                      |                  |
| Intended learning outcomes                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |                   |                                      |                  |
| 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.            |                   |                                      |                  |

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|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Courses</b> (type, number of weekly contact hours, language — if other than German)                                                                                         |
| V (2) + Ü (2)<br>Module taught in: English                                                                                                                                     |
| <b>Method of assessment</b> (type, scope, 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<br>b) portfolio (approx. 50 hours total)<br>Language of assessment: English<br>creditable for bonus                      |
| <b>Allocation of places</b>                                                                                                                                                    |
| --                                                                                                                                                                             |
| <b>Additional information</b>                                                                                                                                                  |
| --                                                                                                                                                                             |
| <b>Workload</b>                                                                                                                                                                |
| 150 h                                                                                                                                                                          |
| <b>Teaching cycle</b>                                                                                                                                                          |
| Teaching cycle: winter semester                                                                                                                                                |
| <b>Referred to in LPO I</b> (examination regulations for teaching-degree programmes)                                                                                           |
| --                                                                                                                                                                             |



| Module title                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |                   |                                                                                                                     | Abbreviation     |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------|---------------------------------------------------------------------------------------------------------------------|------------------|
| European Competition Policy                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |                   |                                                                                                                     | 12-M-WPE-262-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> <p>1. Legal environment, competition laws</p> <p>2. Market definition</p> <ul style="list-style-type: none"><li>• Qualitative methods</li><li>• Simple quantitative methods</li><li>• Hypothetical monopoly test</li></ul> <p>3. Horizontal agreements and collusion: repeated games and factors affecting likelihood of collusion</p> <p>4. Horizontal mergers and collusion</p> <ul style="list-style-type: none"><li>• Economic theory</li><li>• Efficiency effects</li><li>• Coordinated effects</li></ul> <p>5. Vertical relations and contracts</p> <ul style="list-style-type: none"><li>• Economic analysis of contracts</li><li>• "More economic approach"</li></ul> <p>6. Abuse of dominant position</p> <ul style="list-style-type: none"><li>• Classification of abusive conduct</li><li>• Economic analysis of abusive conduct and theory of harm</li></ul> |                   |                                                                                                                     |                  |
| Intended learning outcomes                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |                   |                                                                                                                     |                  |
| After completion of the module students can use the advanced concepts introduced in the lecture of competition policy, including the legal framework, the trace models and methods for the study of competition policy issues, as well as understand the approach of European competition policy in high profile cases. When they are confronted with practical problems, they can refer to these cases, and the same logic to practical examples apply by draining the relevant economic theories that identify variables to be measured and methodologies for assessing and based on that adequate conclusions for appropriate cases. They will sufficiently understand the subject in order to open up that build upon literature in journals and being able to think critically.                                                                                                                 |                   |                                                                                                                     |                  |
| Courses (type, number of weekly contact hours, language — if other than German)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |                   |                                                                                                                     |                  |
| V (2)<br>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<br>b) portfolio (approx. 50 hours total)<br>Language of assessment: English<br>creditable for bonus                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |                   |                                                                                                                     |                  |
| Allocation of places                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |                   |                                                                                                                     |                  |
| WM6:<br>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, the se places will be allocated by lot.                                                                                                                                                                                                                                                                                                                                                                                                         |                   |                                                                                                                     |                  |
| Master's with 1 major China Business and Economics (2027)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |                   | JMU Würzburg • generated 12-Sep-2026 • exam. reg. data record Master (120 ECTS) China Business and Economics - 2027 | page 325 / 417   |

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|--------------------------------------------------------------------------------------|
| <b>Additional information</b>                                                        |
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| <b>Workload</b>                                                                      |
| 150 h                                                                                |
| <b>Teaching cycle</b>                                                                |
| Teaching cycle: summer semester                                                      |
| <b>Referred to in LPO I</b> (examination regulations for teaching-degree programmes) |
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## Core Electives

(10 ECTS credits)

| Module title                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |                   | Abbreviation                         |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------|--------------------------------------|
| Theory of Industrial Organization                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |                   | 12-M-TI1-262-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"> <li>Monopoly pricing <ul style="list-style-type: none"> <li>Nonlinear pricing and mechanism design</li> <li>Dynamic pricing: experience goods, durable goods</li> </ul> </li> <li>Oligopoly pricing <ul style="list-style-type: none"> <li>Static price and quantity competition in homogeneous and differentiated goods markets</li> <li>Comparative statics</li> <li>Equilibrium market structure</li> </ul> </li> <li>Dynamic competition in oligopoly markets <ul style="list-style-type: none"> <li>Subgame perfect equilibrium and models of dynamic competition</li> <li>Repeated games and collusion</li> </ul> </li> <li>Market Structure <ul style="list-style-type: none"> <li>Entry</li> <li>Mergers</li> </ul> </li> <li>Strategic behaviour by incumbent firms <ul style="list-style-type: none"> <li>Entry deterrence and predation</li> <li>Signalling and reputation</li> </ul> </li> <li>Vertical Relations and Restrictions <ul style="list-style-type: none"> <li>Double marginalization</li> <li>Vertical contracts</li> </ul> </li> <li>Behavioral Industrial Organization <ul style="list-style-type: none"> <li>Reference Dependent Preferences and Framing Effects</li> <li>Time inconsistent behavior</li> </ul> </li> </ol> |                   |                                      |
| 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)<br>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<br>b) portfolio (approx. 50 hours total)<br>Language of assessment: English<br>creditable for bonus                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |                   |                                      |

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|--------------------------------------------------------------------------------------|
| <b>Allocation of places</b>                                                          |
| --                                                                                   |
| <b>Additional information</b>                                                        |
| --                                                                                   |
| <b>Workload</b>                                                                      |
| 150 h                                                                                |
| <b>Teaching cycle</b>                                                                |
| Teaching cycle: winter semester                                                      |
| <b>Referred to in LPO I</b> (examination regulations for teaching-degree programmes) |
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| Module title                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |                   |                                      | Abbreviation     |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------|--------------------------------------|------------------|
| Market Research and Demand Analysis                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |                   |                                      | 12-M-EIO-262-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>Discrete choice models with individual data</p> <ul style="list-style-type: none"><li>• Maximum Likelihood Estimation</li><li>• Multinomial Logit model</li><li>• Extensions: Nested Logit and Mixed Logit</li></ul> <p>Discrete choice models with aggregate data</p> <ul style="list-style-type: none"><li>• Homogeneous goods</li><li>• Heterogeneous goods</li><li>• Endogeneity and instrumental variables estimation</li></ul> <p>Further applications</p> <ul style="list-style-type: none"><li>• Demand and Supply estimation</li><li>• Inferring marginal costs</li><li>• Using structural models for counterfactual policy analysis</li></ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |                   |                                      |                  |
| Intended learning outcomes                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |                   |                                      |                  |
| <p>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.</p> |                   |                                      |                  |
| Courses (type, number of weekly contact hours, language — if other than German)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |                   |                                      |                  |
| V (2) + Ü (2)<br>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<br>b) portfolio (approx. 50 hours total)<br>Language of assessment: English<br>creditable for bonus                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |                   |                                      |                  |
| Allocation of places                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |                   |                                      |                  |
| --                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |                   |                                      |                  |
| Additional information                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |                   |                                      |                  |
| --                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |                   |                                      |                  |
| Workload                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |                   |                                      |                  |
| 150 h                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |                   |                                      |                  |

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|--------------------------------------------------------------------------------------|
| <b>Teaching cycle</b>                                                                |
| Teaching cycle: summer semester                                                      |
| <b>Referred to in LPO I</b> (examination regulations for teaching-degree programmes) |
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| Module title                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |                   |                                      | Abbreviation    |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------|--------------------------------------|-----------------|
| Advanced Microeconomics                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |                   |                                      | 12-M-AM-262-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>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"><li>• Mas-Colell, Whinston and Green (1995): “Microeconomic Theory”</li><li>• Jehle and Reny (2001): “Advanced Microeconomic Theory”</li></ul> |                   |                                      |                 |
| Intended learning outcomes                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |                   |                                      |                 |
| <p>After completing the course students will be able to</p> <ul style="list-style-type: none"><li>• explain essential findings of microeconomic theory,</li><li>• apply the involved methods to given stylized examples on their own,</li><li>• recognize in which real life situations and how the results can be applied.</li></ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |                   |                                      |                 |
| Courses (type, number of weekly contact hours, language — if other than German)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |                   |                                      |                 |
| V (2) + Ü (2)<br>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<br/>b) portfolio (approx. 50 hours total)<br/>Language of assessment: English<br/>creditable for bonus</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |                   |                                      |                 |
| Allocation of places                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |                   |                                      |                 |
| --                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |                   |                                      |                 |
| Additional information                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |                   |                                      |                 |
| --                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |                   |                                      |                 |
| Workload                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |                   |                                      |                 |
| 150 h                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |                   |                                      |                 |



|                                                                                      |
|--------------------------------------------------------------------------------------|
| <b>Teaching cycle</b>                                                                |
| Teaching cycle: summer semester                                                      |
| <b>Referred to in LPO I</b> (examination regulations for teaching-degree programmes) |
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| Module title                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |                   |                                      | Abbreviation    |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------|--------------------------------------|-----------------|
| Contract Theory                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |                   |                                      | 12-M-CT-262-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: Laffont and Martimort (2002): "The Theory of Incentives"</p> |                   |                                      |                 |
| Intended learning outcomes                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |                   |                                      |                 |
| <p>After completing the course students will be able to</p> <ul style="list-style-type: none"><li>• explain essential findings of contract theory,</li><li>• apply the involved methods to given stylized examples on their own,</li><li>• 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,</li><li>• evaluate government interventions with regard to their effect on the efficiency properties of the interaction between the contracting parties.</li></ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |                   |                                      |                 |
| Courses (type, number of weekly contact hours, language — if other than German)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |                   |                                      |                 |
| V (2) + Ü (2)<br>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<br/>b) portfolio (approx. 50 hours total)<br/>Language of assessment: English<br/>creditable for bonus</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |                   |                                      |                 |
| Allocation of places                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |                   |                                      |                 |
| --                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |                   |                                      |                 |
| Additional information                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |                   |                                      |                 |
| --                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |                   |                                      |                 |

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| Master's with 1 major China Business and Economics (2027) | JMU Würzburg • generated 12-Sep-2026 • exam. reg. data record Master (120 ECTS) China Business and Economics - 2027 | page 334 / 417 |
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|--------------------------------------------------------------------------------------|
| <b>Workload</b>                                                                      |
| 150 h                                                                                |
| <b>Teaching cycle</b>                                                                |
| Teaching cycle: no courses offered                                                   |
| <b>Referred to in LPO I</b> (examination regulations for teaching-degree programmes) |
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| Module title                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |                   |                                      | Abbreviation     |
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| Econometrics 2                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |                   |                                      | 12-M-OE2-262-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.</p> <p>Linear algebra is used as formal aid.</p> <p>Syllabus:</p> <ol style="list-style-type: none"><li>1. Specification analysis</li><li>2. Multicollinearity</li><li>3. Heteroskedasticity</li><li>4. Autocorrelated disruptive terms</li><li>5. Generalized least squares (GLS)</li></ol>                                                                            |                   |                                      |                  |
| Intended learning outcomes                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |                   |                                      |                  |
| Students acquire essential knowledge of the fundamentals, methods and concepts for estimating the generalized linear regression model (GLS) and can apply and interpret it. They are sensitized for specification problems, data problems and violations of the assumptions of the classical linear model (OLS) 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". |                   |                                      |                  |
| Courses (type, number of weekly contact hours, language — if other than German)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |                   |                                      |                  |
| V (2) + Ü (2)<br>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<br>b) portfolio (approx. 50 hours total)<br>Language of assessment: English<br>creditable for bonus                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |                   |                                      |                  |
| Allocation of places                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |                   |                                      |                  |
| --                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |                   |                                      |                  |
| Additional information                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |                   |                                      |                  |
| --                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |                   |                                      |                  |
| Workload                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |                   |                                      |                  |
| 150 h                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |                   |                                      |                  |

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|--------------------------------------------------------------------------------------|
| <b>Teaching cycle</b>                                                                |
| Teaching cycle: summer semester                                                      |
| <b>Referred to in LPO I</b> (examination regulations for teaching-degree programmes) |
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| Module title                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |                   | Abbreviation                         |
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| <b>Econometrics 3</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |                   | 12-M-OE3-262-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"> <li>1. Error-in-variables</li> <li>2. IV estimation</li> <li>3. Generalized least squares estimation</li> <li>4. Distributed lag models</li> <li>5. Stationary uni- and multivariate processes</li> <li>6. Deterministic and stochastic trends</li> <li>7. Integrated and cointegrated processes</li> </ol>                              |                   |                                      |
| 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)<br>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<br>b) portfolio (approx. 50 hours total)<br>Language of assessment: English<br>creditable for bonus                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |                   |                                      |
| Allocation of places                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |                   |                                      |
| --                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |                   |                                      |
| Additional information                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |                   |                                      |
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|                                                                                      |
|--------------------------------------------------------------------------------------|
| <b>Workload</b>                                                                      |
| 150 h                                                                                |
| <b>Teaching cycle</b>                                                                |
| Teaching cycle: after announcement                                                   |
| <b>Referred to in LPO I</b> (examination regulations for teaching-degree programmes) |
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| Module title                                                                                                                                                            |                   |                                      | Abbreviation        |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------|--------------------------------------|---------------------|
| European and German Competition Law I for Economists                                                                                                                    |                   |                                      | 02-N-P-W13a-221-m01 |
| Module coordinator                                                                                                                                                      |                   | Module offered by                    |                     |
| Dean of Studies Faculty of Law                                                                                                                                          |                   | Faculty of Law                       |                     |
| ECTS                                                                                                                                                                    | Method of grading | Only after succ. compl. of module(s) |                     |
| 5                                                                                                                                                                       | numerical grade   | --                                   |                     |
| Duration                                                                                                                                                                | Module level      | Other prerequisites                  |                     |
| 1 semester                                                                                                                                                              | --                | --                                   |                     |
| Contents                                                                                                                                                                |                   |                                      |                     |
| --                                                                                                                                                                      |                   |                                      |                     |
| Intended learning outcomes                                                                                                                                              |                   |                                      |                     |
| --                                                                                                                                                                      |                   |                                      |                     |
| 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) |                   |                                      |                     |
| presentation (approx. 15 minutes) with handout (1 to 2 pages) and written examination (approx. 120 minutes)                                                             |                   |                                      |                     |
| 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 title                                                                                                                                                            |                   |                                      | Abbreviation        |
| European and German Competition Law II for Economists                                                                                                                   |                   |                                      | 02-N-P-W21a-221-m01 |
| Module coordinator                                                                                                                                                      |                   | Module offered by                    |                     |
| Dean of Studies Faculty of Law                                                                                                                                          |                   | Faculty of Law                       |                     |
| ECTS                                                                                                                                                                    | Method of grading | Only after succ. compl. of module(s) |                     |
| 5                                                                                                                                                                       | numerical grade   | --                                   |                     |
| Duration                                                                                                                                                                | Module level      | Other prerequisites                  |                     |
| 1 semester                                                                                                                                                              | --                | --                                   |                     |
| Contents                                                                                                                                                                |                   |                                      |                     |
| --                                                                                                                                                                      |                   |                                      |                     |
| Intended learning outcomes                                                                                                                                              |                   |                                      |                     |
| --                                                                                                                                                                      |                   |                                      |                     |
| 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) |                   |                                      |                     |
| presentation (approx. 15 minutes) with handout (1 to 2 pages) and written examination (approx. 120 minutes)                                                             |                   |                                      |                     |
| Allocation of places                                                                                                                                                    |                   |                                      |                     |
| --                                                                                                                                                                      |                   |                                      |                     |
| Additional information                                                                                                                                                  |                   |                                      |                     |
| --                                                                                                                                                                      |                   |                                      |                     |
| Workload                                                                                                                                                                |                   |                                      |                     |
| 150 h                                                                                                                                                                   |                   |                                      |                     |
| Teaching cycle                                                                                                                                                          |                   |                                      |                     |
| --                                                                                                                                                                      |                   |                                      |                     |
| Referred to in LPO I (examination regulations for teaching-degree programmes)                                                                                           |                   |                                      |                     |
| --                                                                                                                                                                      |                   |                                      |                     |

| Module title                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |                   | Abbreviation                         |
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| Organizational Economics and Digital Transformation                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |                   | 12-M-OEDT-262-m01                    |
| Module coordinator                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |                   | Module offered by                    |
| holder of the Junior Professorship of Applied Microeconomics, esp. Human-Machine Interaction                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |                   | 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 Organizational Economics and Digital Transformation introduces advanced topics in organizational economics, with a focus on economic decision-making within organizations. Concepts and tools from microeconomic theory, as well as empirical findings from field studies and laboratory experiments, are incorporated, such as those related to performance measurement and incentives, organizational structure, and authority. Additionally, the course integrates key aspects of digital transformation shaping modern business landscapes. Thus, students not only gain a solid overview of the fundamental principles of organizational economics but also insights into the challenges, opportunities, and strategies associated with the digital transformation of businesses.</p> |                   |                                      |
| Intended learning outcomes                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |                   |                                      |
| <p>With this course,</p> <ul style="list-style-type: none"> <li>• students will be able to understand and reflect on modern microeconomic concepts and current organizational economics.</li> <li>• students will learn to master and apply quantitative microeconomic methods.</li> <li>• students will be enabled to classify and relate specialized knowledge from theoretical microeconomics, experimental and empirical microeconomics, business administration, and psychology.</li> <li>• students learn how digital transformation impacts organizations and their architecture.</li> </ul>                                                                                                                                                                                                      |                   |                                      |
| 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<br/>b) portfolio (approx. 50 hours total)<br/>Language of assessment: English<br/>Assessment offered: In the semester in which the course is offered<br/>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)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |                   |                                      |
| --                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |                   |                                      |

| Module title                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |                                                                                                                     | Abbreviation                         |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------|--------------------------------------|
| Experimental Economics                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |                                                                                                                     | 12-M-EE-262-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><b>Aim and outline of the course:</b></p> <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> <p><b>Prerequisites:</b> Participants should have a basic knowledge about microeconomics, game theory and econometrics.</p> <p><b>Literature:</b></p> <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"> <li>• Dharni, S. (2016). The Foundations of Behavioral Economic Analysis. Oxford University Press.</li> <li>• Guala, F. (2005). The Methodology of Experimental Economics. Cambridge University Press</li> </ul> <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>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |                                                                                                                     |                                      |
| Master's with 1 major China Business and Economics (2027)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  | JMU Würzburg • generated 12-Sep-2026 • exam. reg. data record Master (120 ECTS) China Business and Economics - 2027 | page 343 / 417                       |

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 to 120 minutes) or

b) portfolio (approx. 50 hours)

Language of assessment: English

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

**Allocation of places**

30 places.

WA1:

(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 title                                                                                                                                                                                                                                                                                                                                                                                                                                                         |                   | Abbreviation                         |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------|--------------------------------------|
| Topics in Strategy, Competition and Policy                                                                                                                                                                                                                                                                                                                                                                                                                           |                   | 12-M-TSCP-262-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"> <li>• courses taken at other German or non-German universities</li> <li>• additional courses offered on a short-term basis</li> <li>• courses offered by new Chairs that are yet to be included in the FSB (subject-specific provisions)</li> </ul> <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)<br>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 to 120 minutes) or<br/>b) portfolio (approx. 50 hours total)<br/>Language of assessment: German and/or English<br/>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: after announcement                                                                                                                                                                                                                                                                                                                                                                                                                                   |                   |                                      |
| Referred to in LPO I (examination regulations for teaching-degree programmes)                                                                                                                                                                                                                                                                                                                                                                                        |                   |                                      |
| --                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |                   |                                      |

## Public Finance

(0 or 20 ECTS credits)

## Core

(10 ECTS credits)

| Module title                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |                   | Abbreviation                         |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------|--------------------------------------|
| Policy of Taxation                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |                   | 12-M-F1-262-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"> <li>1. Fiscal harmonisation system in Germany</li> <li>2. Mechanics and problems of the VAT system</li> <li>3. Tax incidence analysis</li> <li>4. Income tax code</li> <li>5. Taxation of married couples and families</li> <li>6. Taxation and household decisions</li> </ol> |                   |                                      |
| 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)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |                   |                                      |
| <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 to 120 minutes) or</p> <p>b) portfolio (approx. 50 hours total)</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 title                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |                   | Abbreviation                         |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------|--------------------------------------|
| Social Insurance and the Welfare State                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |                   | 12-M-F3-262-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"> <li>1. Public intervention in insurance markets</li> <li>2. The insurance function of social security</li> <li>3. Social security and social morale</li> <li>4. The optimal health insurance contract</li> <li>5. Why do we need a public pension system?</li> <li>6. Funding vs pay-as-you-go financing of public pensions</li> </ol> |                   |                                      |
| 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)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |                   |                                      |
| 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 to 120 minutes) or</p> <p>b) portfolio (approx. 50 hours total)</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)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |                   |                                      |
| --                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |                   |                                      |

| Module title                                                                                                                                                            |                   |                                      | Abbreviation     |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------|--------------------------------------|------------------|
| Social Insurance and the Welfare State                                                                                                                                  |                   |                                      | 12-M-F32-262-mo1 |
| Module coordinator                                                                                                                                                      |                   | Module offered by                    |                  |
| --                                                                                                                                                                      |                   | 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                                                                                                                                                              | --                | --                                   |                  |
| Contents                                                                                                                                                                |                   |                                      |                  |
| --                                                                                                                                                                      |                   |                                      |                  |
| Intended learning outcomes                                                                                                                                              |                   |                                      |                  |
| --                                                                                                                                                                      |                   |                                      |                  |
| Courses (type, number of weekly contact hours, language — if other than German)                                                                                         |                   |                                      |                  |
| V (2) + Ü (2)<br>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<br>b) portfolio (approx. 50 hours total)<br>Language of assessment: English<br>creditable for bonus               |                   |                                      |                  |
| Allocation of places                                                                                                                                                    |                   |                                      |                  |
| --                                                                                                                                                                      |                   |                                      |                  |
| Additional information                                                                                                                                                  |                   |                                      |                  |
| --                                                                                                                                                                      |                   |                                      |                  |
| Workload                                                                                                                                                                |                   |                                      |                  |
| 150 h                                                                                                                                                                   |                   |                                      |                  |
| Teaching cycle                                                                                                                                                          |                   |                                      |                  |
| --                                                                                                                                                                      |                   |                                      |                  |
| Referred to in LPO I (examination regulations for teaching-degree programmes)                                                                                           |                   |                                      |                  |
| --                                                                                                                                                                      |                   |                                      |                  |

## Core Electives

(10 ECTS credits)

| Module title                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |                   | Abbreviation                         |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------|--------------------------------------|
| Optimal Tax Theory                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |                   | 12-M-F4-262-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          | --                                   |
| <b>Contents</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |                   |                                      |
| <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"> <li>1. Optimal commodity taxation</li> <li>2. Optimal income taxation</li> <li>3. Optimal taxation of families</li> </ol> |                   |                                      |
| <b>Intended learning outcomes</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |                   |                                      |
| <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>                                                                                                                                                                                                                                                                                                                                                             |                   |                                      |
| <b>Courses</b> (type, number of weekly contact hours, language — if other than German)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |                   |                                      |
| V (2) + Ü (2)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |                   |                                      |
| Module taught in: English                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |                   |                                      |
| <b>Method of assessment</b> (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) portfolio (approx. 50 hours total)</p> <p>Language of assessment: English</p> <p>creditable for bonus</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |                   |                                      |
| <b>Allocation of places</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |                   |                                      |
| --                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |                   |                                      |
| <b>Additional information</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |                   |                                      |
| --                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |                   |                                      |
| <b>Workload</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |                   |                                      |
| 150 h                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |                   |                                      |
| <b>Teaching cycle</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |                   |                                      |
| Teaching cycle: winter semester                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |                   |                                      |
| <b>Referred to in LPO I</b> (examination regulations for teaching-degree programmes)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |                   |                                      |
| --                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |                   |                                      |

| Module title                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |                   | Abbreviation                         |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------|--------------------------------------|
| European Public Finance                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |                   | 12-M-EFP-262-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"> <li>1. The European Union: History and Institutions</li> <li>2. The Budget of the European Union</li> <li>3. Economic Analysis of the Brexit Process</li> <li>4. Sovereign Debt, Financial Crisis and Fiscal Integration in the EMU</li> <li>5. Tax Competition or Tax Coordination in Europe?</li> <li>6. European Climate Policy: Emission Trading and Green Deal</li> </ol> |                   |                                      |
| 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)<br>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<br>b) portfolio (approx. 50 hours total)<br>Language of assessment: English<br>creditable for bonus                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |                   |                                      |
| Allocation of 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                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |                   |                                      |
| --                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |                   |                                      |
| Workload                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |                   |                                      |
| 150 h                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |                   |                                      |

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|--------------------------------------------------------------------------------------|
| <b>Teaching cycle</b>                                                                |
| Teaching cycle: summer semester                                                      |
| <b>Referred to in LPO I</b> (examination regulations for teaching-degree programmes) |
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| Module title                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |                   |                                      | Abbreviation     |
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| Advanced Computational Economics                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |                   |                                      | 12-M-NGM-262-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"><li>1. Programming with FORTRAN and application of numerical methods</li><li>2. Solution techniques for dynamic programming problems</li><li>3. Policy analysis with stochastic growth and life cycle models</li></ol> <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> <p>(i) edit and solve stochastic economic problems using advanced numerical techniques;</p> <p>(ii) implement small scale economic models on the computer;</p> <p>(iii) simulate tax and social security policy reforms and interpret the quantitative results in economic term.</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |                   |                                      |                  |
| Courses (type, number of weekly contact hours, language — if other than German)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |                   |                                      |                  |
| <p>V (2) + Ü (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) portfolio (approx. 50 hours total)</p> <p>Language of assessment: 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)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |                   |                                      |                  |
| --                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |                   |                                      |                  |

| Module title                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |                   | Abbreviation                         |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------|--------------------------------------|
| Policy and Management Evaluation Methods                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |                   | 12-M-PEM-262-mo1                     |
| 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)<br>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<br>b) portfolio (approx. 50 hours total)<br>Language of assessment: English<br>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 title                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |                   |                                      | Abbreviation    |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------|--------------------------------------|-----------------|
| International Taxation                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |                   |                                      | 12-M-IB-262-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 discusses tax aspects (legal facts as well as economic effects) of cross-border business activities. Students become familiar with the principles of international taxation, relevant aspects of German income tax law, the function of double taxation treaties as well as recent developments of taxation within the European Union (mostly triggered by the Court of Justice of the European Union). The topics are introduced in the form of lectures. Complex case studies are used for an in-depth discussion of selected aspects.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |                   |                                      |                 |
| Intended learning outcomes                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |                   |                                      |                 |
| After completion of the module students are able<br>(i) to assess tax issues of cross-border business activities and develop structured solutions;<br>(ii) to assess the economic effects of rules of international tax law on its own;<br>(iii) systematically apply double tax treaties.<br><br>The students have knowledge of the basics of international taxation and the German international tax law. They are able to judge and to analyze, using the relevant sources of law complex, case studies on the taxation of cross-border business activities independently and to develop design proposals for the solution.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |                   |                                      |                 |
| Courses (type, number of weekly contact hours, language — if other than German)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |                   |                                      |                 |
| V (2) + Ü (2)<br>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<br>b) portfolio (approx. 50 hours total)<br>Language of assessment: German and/or English<br>Assessment offered: In the semester in which the course is offered creditable for bonus                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |                   |                                      |                 |
| Allocation of places                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |                   |                                      |                 |
| Number of places: 12.<br>WA:<br>Should the number of applications exceed the number of available places, places will be allocated as follows:<br>(1) Students who already have successfully completed courses offered by the supervising chair will be given preferential consideration.<br>a. Among applicants with the same number of successfully completed modules, places will be allocated according to the total number of ECTS credits achieved in the corresponding modules.<br>b. When places are allocated in accordance with b) and the number of applications exceeds the number of available places, places will be allocated according to the average grade of assessments taken in the corresponding courses.<br>c. Among applicants with the same average grade, places will be allocated by lot.<br>(2) Any remaining places are available to students who have not yet successfully completed any courses of the supervising chair. The selection is made according to study progress (number of semesters); among applicants with the same number of semesters, places will be allocated by lot. A waiting list will be maintained and places re-allocated as they become available. |                   |                                      |                 |

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|--------------------------------------------------------------------------------------|
| <b>Additional information</b>                                                        |
| --                                                                                   |
| <b>Workload</b>                                                                      |
| 150 h                                                                                |
| <b>Teaching cycle</b>                                                                |
| Teaching cycle: summer semester                                                      |
| <b>Referred to in LPO I</b> (examination regulations for teaching-degree programmes) |
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| Module title                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |                                                                                                                     | Abbreviation                         |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------|--------------------------------------|
| Experimental Economics                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |                                                                                                                     | 12-M-EE-262-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><b>Aim and outline of the course:</b></p> <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> <p><b>Prerequisites:</b> Participants should have a basic knowledge about microeconomics, game theory and econometrics.</p> <p><b>Literature:</b></p> <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"> <li>• Dharni, S. (2016). The Foundations of Behavioral Economic Analysis. Oxford University Press.</li> <li>• Guala, F. (2005). The Methodology of Experimental Economics. Cambridge University Press</li> </ul> <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>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |                                                                                                                     |                                      |
| Master's with 1 major China Business and Economics (2027)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  | JMU Würzburg • generated 12-Sep-2026 • exam. reg. data record Master (120 ECTS) China Business and Economics - 2027 | page 360 / 417                       |

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 to 120 minutes) or

b) portfolio (approx. 50 hours)

Language of assessment: English

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

**Allocation of places**

30 places.

WA1:

(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 title                                                                                                                                                                                                                                                                                                                                                                                                                                                         |                   | Abbreviation                         |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------|--------------------------------------|
| Topics in Public Finance                                                                                                                                                                                                                                                                                                                                                                                                                                             |                   | 12-M-TPF-262-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"> <li>• courses taken at other German or non-German universities</li> <li>• additional courses offered on a short-term basis</li> <li>• courses offered by new Chairs that are yet to be included in the FSB (subject-specific provisions)</li> </ul> <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)<br>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 to 120 minutes) or<br/>b) portfolio (approx. 50 hours total)<br/>Language of assessment: German and/or English<br/>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: after announcement                                                                                                                                                                                                                                                                                                                                                                                                                                   |                   |                                      |
| Referred to in LPO I (examination regulations for teaching-degree programmes)                                                                                                                                                                                                                                                                                                                                                                                        |                   |                                      |
| --                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |                   |                                      |

## **Strategic Incentive Design**

(0 or 20 ECTS credits)

## Core

(10 ECTS credits)



| Module title                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |                   |                                      | Abbreviation    |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------|--------------------------------------|-----------------|
| Advanced Microeconomics                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |                   |                                      | 12-M-AM-262-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>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"><li>• Mas-Colell, Whinston and Green (1995): “Microeconomic Theory”</li><li>• Jehle and Reny (2001): “Advanced Microeconomic Theory”</li></ul> |                   |                                      |                 |
| Intended learning outcomes                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |                   |                                      |                 |
| <p>After completing the course students will be able to</p> <ul style="list-style-type: none"><li>• explain essential findings of microeconomic theory,</li><li>• apply the involved methods to given stylized examples on their own,</li><li>• recognize in which real life situations and how the results can be applied.</li></ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |                   |                                      |                 |
| Courses (type, number of weekly contact hours, language — if other than German)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |                   |                                      |                 |
| V (2) + Ü (2)<br>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<br>b) portfolio (approx. 50 hours total)<br>Language of assessment: English<br>creditable for bonus                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |                   |                                      |                 |
| Allocation of places                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |                   |                                      |                 |
| --                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |                   |                                      |                 |
| Additional information                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |                   |                                      |                 |
| --                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |                   |                                      |                 |
| Workload                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |                   |                                      |                 |
| 150 h                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |                   |                                      |                 |

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|--------------------------------------------------------------------------------------|
| <b>Teaching cycle</b>                                                                |
| Teaching cycle: summer semester                                                      |
| <b>Referred to in LPO I</b> (examination regulations for teaching-degree programmes) |
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| Module title                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |                   |                                      | Abbreviation    |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------|--------------------------------------|-----------------|
| Contract Theory                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |                   |                                      | 12-M-CT-262-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: Laffont and Martimort (2002): "The Theory of Incentives"</p> |                   |                                      |                 |
| Intended learning outcomes                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |                   |                                      |                 |
| <p>After completing the course students will be able to</p> <ul style="list-style-type: none"><li>• explain essential findings of contract theory,</li><li>• apply the involved methods to given stylized examples on their own,</li><li>• 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,</li><li>• evaluate government interventions with regard to their effect on the efficiency properties of the interaction between the contracting parties.</li></ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |                   |                                      |                 |
| Courses (type, number of weekly contact hours, language — if other than German)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |                   |                                      |                 |
| V (2) + Ü (2)<br>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<br/>b) portfolio (approx. 50 hours total)<br/>Language of assessment: English<br/>creditable for bonus</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |                   |                                      |                 |
| Allocation of places                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |                   |                                      |                 |
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| Additional information                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |                   |                                      |                 |
| --                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |                   |                                      |                 |

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|-----------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------|----------------|
| Master's with 1 major China Business and Economics (2027) | JMU Würzburg • generated 12-Sep-2026 • exam. reg. data record Master (120 ECTS) China Business and Economics - 2027 | page 367 / 417 |
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|--------------------------------------------------------------------------------------|
| <b>Workload</b>                                                                      |
| 150 h                                                                                |
| <b>Teaching cycle</b>                                                                |
| Teaching cycle: no courses offered                                                   |
| <b>Referred to in LPO I</b> (examination regulations for teaching-degree programmes) |
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## Core Electives

(10 ECTS credits)

| Module title                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |                   |                                      | Abbreviation     |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------|--------------------------------------|------------------|
| Strategic Decisions and Competition                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |                   |                                      | 12-M-SDC-262-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. Strategic situations and decision making</div> <div>2. Analyzing strategic situations with game theory</div> <div>1. Noncooperative simultaneous move games</div> <div>2. Nash equilibrium</div> <div>3. Models of oligopoly markets</div> <div>3. Dynamic Games</div> <div>1. Two(-multi) stage games and subgame perfect equilibrium</div> <div>2. Role of commitment in dynamic situations</div> <div>3. Models of advertising</div> <div>4. Wage bargaining and unions</div> <div>4. Repeated Games</div> <div>1. Emergence of coordination in long interactions</div> <div>2. Collusion between competing firms</div> <div>3. Time consistent monetary policy</div> <div>5. Static games of incomplete Information</div> <div>1. Bayesian Nash equilibrium</div> <div>2. Auctions</div> <div>6. Dynamic games of incomplete information</div> <div>1. Moral hazard and nonlinear pricing</div> <div>2. Perfect Bayesian equilibrium</div> <div>3. Signalling games</div> <div>4. Job-market signalling</div> <div>5. Corporate investment and capital structure</div> |                   |                                      |                  |
| Intended learning outcomes                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |                   |                                      |                  |
| 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.            |                   |                                      |                  |

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| <b>Courses</b> (type, number of weekly contact hours, language — if other than German)                                                                                         |
| V (2) + Ü (2)<br>Module taught in: English                                                                                                                                     |
| <b>Method of assessment</b> (type, scope, 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<br>b) portfolio (approx. 50 hours total)<br>Language of assessment: English<br>creditable for bonus                      |
| <b>Allocation of places</b>                                                                                                                                                    |
| --                                                                                                                                                                             |
| <b>Additional information</b>                                                                                                                                                  |
| --                                                                                                                                                                             |
| <b>Workload</b>                                                                                                                                                                |
| 150 h                                                                                                                                                                          |
| <b>Teaching cycle</b>                                                                                                                                                          |
| Teaching cycle: winter semester                                                                                                                                                |
| <b>Referred to in LPO I</b> (examination regulations for teaching-degree programmes)                                                                                           |
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| Module title                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |                   | Abbreviation                         |
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| <b>Behavioral Economics: Foundations</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |                   | 12-M-BEC-262-m01                     |
| Module coordinator                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |                   | Module offered by                    |
| holder of the Junior Professorship of Applied Microeconomics, esp. Human-Machine Interaction                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |                   | 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 and strategic decision-making, which allow to explain a plethora of empirically documented deviations from the neoclassical model. These include departures from the assumptions of selfishness, time consistency, as well as rationality and rational expectations. The discussed behavioral-economic theories usually contain the neoclassical standard model as a special case and, therefore, are to be considered as extensions of rather than alternatives to the neoclassical model. While this lecture focuses on theories of individual decision-making, we will explore the implications of these theories also in the context of market settings and economic games. All necessary ideas and concepts will be introduced and discussed throughout the course. Nevertheless, as behavioral economics represents an extension of the neoclassical model, a solid understanding of the latter will be helpful. Consequently, students who completed advanced classes in microeconomics or game theory will most likely benefit most from this course.</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"> <li>• Dahmi (2016): "The Foundations of Behavioral Economic Analysis"</li> <li>• Angner (2012): "A Course in Behavioral Economics"</li> <li>• Wilkinson and Klaes (2012): "An Introduction to Behavioral Economics"</li> <li>• Wakker (2010): "Prospect Theory for Risk and Ambiguity"</li> </ul> |                   |                                      |
| Intended learning outcomes                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |                   |                                      |
| <p>After completing the course students will be able to</p> <ul style="list-style-type: none"> <li>• explain essential findings of behavioral economic theory,</li> <li>• apply the involved methods to given stylized examples on their own,</li> <li>• recognize in which real-life situations and how the results can be applied.</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |                   |                                      |
| Courses (type, number of weekly contact hours, language — if other than German)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |                   |                                      |
| V (2) + Ü (2)<br>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<br/>b) portfolio (approx. 50 hours total)<br/>Language of assessment: English<br/>creditable for bonus</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |                   |                                      |
| Allocation of places                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |                   |                                      |
| --                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |                   |                                      |
| Additional information                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |                   |                                      |
| --                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |                   |                                      |



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|--------------------------------------------------------------------------------------|
| <b>Workload</b>                                                                      |
| 150 h                                                                                |
| <b>Teaching cycle</b>                                                                |
| Teaching cycle: winter semester                                                      |
| <b>Referred to in LPO I</b> (examination regulations for teaching-degree programmes) |
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| Module title                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |                   |                                                                                                                     | Abbreviation    |
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| Incentives in Organizations                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |                   |                                                                                                                     | 12-M-AO-262-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                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     | 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"><li>1. Principal-agent theory</li><li>2. Do top managers earn too much? (application)</li><li>3. Performance-based payment</li><li>4. Implementation of performance-based payment in companies (application)</li><li>5. Seniority payment (with application)</li><li>6. Financial incentives to work after retirement (with application)</li><li>7. Wage bargaining (with application)</li><li>8. Efficiency wages (with case study)</li><li>9. Team incentives (with case study)</li></ol> <p>Literature</p> <p>Milgrom and Roberts (1992), Economics, Organisation and Management, London.</p> <p>Mishel and Sabadish (2013), CEO Pay in 2012 was extraordinarily high, EPI Issue Brief 367, Washington DC.</p> <p>Fabbri and Marin (2016), What Explains the Rise in CEO Pay in Germany? A Panel Data Analysis for 1977-2009, Scandinavian Journal of Economics 118(2), 235-263.</p> <p>Lazear (2000), Performance Pay and Productivity, American Economic Review 90, 1346-1361.</p> <p>Lazear (1979), Why is there mandatory retirement? Journal of Political Economy 87, 1261-1284.</p> <p>Hutchens (1989), Seniority, Wages and Productivity: A Turbulent Decade, Journal of Economic Perspectives 3 (4), 49-64.</p> <p>Zwick (2011), Consequences of Seniority Wages on the Employment Structure, Industrial and Labor Relations Review 65(1), 108-125.</p> <p>Lorenz and Zwick (2021), Money also is sunny in a retiree's world-financial incentives and work after retirement, Journal for Labour Market Research, 55 (21).</p> <p>Bartolucci (2012), Credible Threats in a Wage Bargaining Model with on-the-job Search, Economic Letters, 117(3), 657-659.</p> <p>Lukesch and Zwick (2023) Do outside options drive wage inequalities in retained jobs? Evidence from a natural experiment, British Journal of Industrial Relations, published online, <a href="https://doi.org/10.1111/bjir.12771">https://doi.org/10.1111/bjir.12771</a>.</p> <p>Salop (1979), The model of the natural rate of unemployment, American Economic Review 69, 117-125.</p> <p>Becker and Stigler (1974), Law enforcement, Malfeasance, and the Compensation of Enforcers, Journal of Legal Studies III, 1-18.</p> <p>Garibaldi (2006), Personnel Economics in Imperfect Labour Markets, Oxford University Press, Chapter 13.</p> <p>Hjort (2014), Ethnic Divisions and Production in Firms, Quarterly Journal of Economics, 1899-1946.</p> <p>Kandel and Lazear (1992), Peer Pressure and Partnerships, Journal of Political Economy 100(4), 801-817.</p> |                   |                                                                                                                     |                 |
| Intended learning outcomes                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |                   |                                                                                                                     |                 |
| Students acquire a working knowledge of key incentive 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.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |                   |                                                                                                                     |                 |
| Master's with 1 major China Business and Economics (2027)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |                   | JMU Würzburg • generated 12-Sep-2026 • exam. reg. data record Master (120 ECTS) China Business and Economics - 2027 | page 374 / 417  |

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| <b>Courses</b> (type, number of weekly contact hours, language — if other than German)                                                                                         |
| V (2) + Ü (2)<br>Module taught in: English                                                                                                                                     |
| <b>Method of assessment</b> (type, scope, 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<br>b) portfolio (approx. 50 hours total)<br>Language of assessment: English<br>creditable for bonus                      |
| <b>Allocation of places</b>                                                                                                                                                    |
| --                                                                                                                                                                             |
| <b>Additional information</b>                                                                                                                                                  |
| --                                                                                                                                                                             |
| <b>Workload</b>                                                                                                                                                                |
| 150 h                                                                                                                                                                          |
| <b>Teaching cycle</b>                                                                                                                                                          |
| Teaching cycle: winter semester                                                                                                                                                |
| <b>Referred to in LPO I</b> (examination regulations for teaching-degree programmes)                                                                                           |
| --                                                                                                                                                                             |

| Module title                                                                                                                                                                                                                                                                                                                                                                                                                        |                   | Abbreviation                         |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------|--------------------------------------|
| Coordination, Budgeting and Incentives in Organizations                                                                                                                                                                                                                                                                                                                                                                             |                   | 12-M-KOBO-262-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                                                                                                                                                                                                                                                                                                                                                                                                          |                   |                                      |
| Initially, students acquire an understanding of the necessity of behavioral control in enterprises. Upon completion of the course, they are able to analyze and evaluate requirements and effects of instruments used for behavioral control. Additionally, they develop competences for deployment, structure and development of coordination tools.                                                                               |                   |                                      |
| Courses (type, number of weekly contact hours, language — if other than German)                                                                                                                                                                                                                                                                                                                                                     |                   |                                      |
| V (2) + Ü (2)<br>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<br>b) portfolio (approx. 50 hours total)<br>Language of assessment: German and/or English<br>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 title                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |                   | Abbreviation                         |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------|--------------------------------------|
| Optimal Tax Theory                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |                   | 12-M-F4-262-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          | --                                   |
| <b>Contents</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |                   |                                      |
| <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"> <li>1. Optimal commodity taxation</li> <li>2. Optimal income taxation</li> <li>3. Optimal taxation of families</li> </ol> |                   |                                      |
| <b>Intended learning outcomes</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |                   |                                      |
| <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>                                                                                                                                                                                                                                                                                                                                                             |                   |                                      |
| <b>Courses</b> (type, number of weekly contact hours, language — if other than German)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |                   |                                      |
| V (2) + Ü (2)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |                   |                                      |
| Module taught in: English                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |                   |                                      |
| <b>Method of assessment</b> (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) portfolio (approx. 50 hours total)</p> <p>Language of assessment: English</p> <p>creditable for bonus</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |                   |                                      |
| <b>Allocation of places</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |                   |                                      |
| --                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |                   |                                      |
| <b>Additional information</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |                   |                                      |
| --                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |                   |                                      |
| <b>Workload</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |                   |                                      |
| 150 h                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |                   |                                      |
| <b>Teaching cycle</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |                   |                                      |
| Teaching cycle: winter semester                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |                   |                                      |
| <b>Referred to in LPO I</b> (examination regulations for teaching-degree programmes)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |                   |                                      |
| --                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |                   |                                      |

| Module title                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |                   |                                                                                                                     | Abbreviation     |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------|---------------------------------------------------------------------------------------------------------------------|------------------|
| European Competition Policy                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |                   |                                                                                                                     | 12-M-WPE-262-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                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |                   |                                                                                                                     |                  |
| <p>Outline of syllabus:</p> <ol style="list-style-type: none"><li>1. Legal environment, competition laws</li><li>2. Market definition<ul style="list-style-type: none"><li>• Qualitative methods</li><li>• Simple quantitative methods</li><li>• Hypothetical monopoly test</li></ul></li><li>3. Horizontal agreements and collusion: repeated games and factors affecting likelihood of collusion</li><li>4. Horizontal mergers and collusion<ul style="list-style-type: none"><li>• Economic theory</li><li>• Efficiency effects</li><li>• Coordinated effects</li></ul></li><li>5. Vertical relations and contracts<ul style="list-style-type: none"><li>• Economic analysis of contracts</li><li>• "More economic approach"</li></ul></li><li>6. Abuse of dominant position<ul style="list-style-type: none"><li>• Classification of abusive conduct</li><li>• Economic analysis of abusive conduct and theory of harm</li></ul></li></ol> |                   |                                                                                                                     |                  |
| Intended learning outcomes                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |                   |                                                                                                                     |                  |
| After completion of the module students can use the advanced concepts introduced in the lecture of competition policy, including the legal framework, the trace models and methods for the study of competition policy issues, as well as understand the approach of European competition policy in high profile cases. When they are confronted with practical problems, they can refer to these cases, and the same logic to practical examples apply by draining the relevant economic theories that identify variables to be measured and methodologies for assessing and based on that adequate conclusions for appropriate cases. They will sufficiently understand the subject in order to open up that build upon literature in journals and being able to think critically.                                                                                                                                                           |                   |                                                                                                                     |                  |
| Courses (type, number of weekly contact hours, language — if other than German)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |                   |                                                                                                                     |                  |
| V (2)<br>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<br>b) portfolio (approx. 50 hours total)<br>Language of assessment: English<br>creditable for bonus                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |                   |                                                                                                                     |                  |
| Allocation of places                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |                   |                                                                                                                     |                  |
| WM6:<br>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.                                                                                                                                                                                                                                                                                                                                                                                                                                                    |                   |                                                                                                                     |                  |
| Master's with 1 major China Business and Economics (2027)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |                   | JMU Würzburg • generated 12-Sep-2026 • exam. reg. data record Master (120 ECTS) China Business and Economics - 2027 | page 378 / 417   |

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|--------------------------------------------------------------------------------------|
| <b>Additional information</b>                                                        |
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| <b>Workload</b>                                                                      |
| 150 h                                                                                |
| <b>Teaching cycle</b>                                                                |
| Teaching cycle: summer semester                                                      |
| <b>Referred to in LPO I</b> (examination regulations for teaching-degree programmes) |
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| Module title                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |                   | Abbreviation                         |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------|--------------------------------------|
| Organizational Economics and Digital Transformation                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |                   | 12-M-OEDT-262-m01                    |
| Module coordinator                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |                   | Module offered by                    |
| holder of the Junior Professorship of Applied Microeconomics, esp. Human-Machine Interaction                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |                   | 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 Organizational Economics and Digital Transformation introduces advanced topics in organizational economics, with a focus on economic decision-making within organizations. Concepts and tools from microeconomic theory, as well as empirical findings from field studies and laboratory experiments, are incorporated, such as those related to performance measurement and incentives, organizational structure, and authority. Additionally, the course integrates key aspects of digital transformation shaping modern business landscapes. Thus, students not only gain a solid overview of the fundamental principles of organizational economics but also insights into the challenges, opportunities, and strategies associated with the digital transformation of businesses.</p> |                   |                                      |
| Intended learning outcomes                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |                   |                                      |
| <p>With this course,</p> <ul style="list-style-type: none"> <li>• students will be able to understand and reflect on modern microeconomic concepts and current organizational economics.</li> <li>• students will learn to master and apply quantitative microeconomic methods.</li> <li>• students will be enabled to classify and relate specialized knowledge from theoretical microeconomics, experimental and empirical microeconomics, business administration, and psychology.</li> <li>• students learn how digital transformation impacts organizations and their architecture.</li> </ul>                                                                                                                                                                                                      |                   |                                      |
| 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<br/>b) portfolio (approx. 50 hours total)<br/>Language of assessment: English<br/>Assessment offered: In the semester in which the course is offered<br/>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 title                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |                                                                                                                     | Abbreviation                         |
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| Experimental Economics                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |                                                                                                                     | 12-M-EE-262-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><b>Aim and outline of the course:</b></p> <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> <p><b>Prerequisites:</b> Participants should have a basic knowledge about microeconomics, game theory and econometrics.</p> <p><b>Literature:</b></p> <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"> <li>• Dharni, S. (2016). The Foundations of Behavioral Economic Analysis. Oxford University Press.</li> <li>• Guala, F. (2005). The Methodology of Experimental Economics. Cambridge University Press</li> </ul> <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>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |                                                                                                                     |                                      |
| Master's with 1 major China Business and Economics (2027)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  | JMU Würzburg • generated 12-Sep-2026 • exam. reg. data record Master (120 ECTS) China Business and Economics - 2027 | page 381 / 417                       |

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 to 120 minutes) or

b) portfolio (approx. 50 hours)

Language of assessment: English

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

**Allocation of places**

30 places.

WA1:

(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 title                                                                                                                                                                                                                                                                                                                                                                                                                                                     |                   |                                      | Abbreviation      |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------|--------------------------------------|-------------------|
| Topics in Strategic Incentive Design                                                                                                                                                                                                                                                                                                                                                                                                                             |                   |                                      | 12-M-TSID-262-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"><li>• courses taken at other German or non-German universities</li><li>• additional courses offered on a short-term basis</li><li>• courses offered by new Chairs that are yet to be included in the FSB (subject-specific provisions)</li></ul> <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)<br>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<br>b) portfolio (approx. 50 hours total)<br>Language of assessment: German and/or English<br>Assessment offered: In the semester in which the course is offered<br>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)                                                                                                                                                                                                                                                                                                                                                                                    |                   |                                      |                   |
| --                                                                                                                                                                                                                                                                                                                                                                                                                                                               |                   |                                      |                   |

## **Behavioral Economics and Evidence-Based Management**

(0 or 20 ECTS credits)

## Core

(10 ECTS credits)

| Module title                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |                   |                                      | Abbreviation     |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------|--------------------------------------|------------------|
| Policy and Management Evaluation Methods                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |                   |                                      | 12-M-PEM-262-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)<br>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<br>b) portfolio (approx. 50 hours total)<br>Language of assessment: English<br>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 title                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |                   | Abbreviation                         |
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| <b>Behavioral Economics: Foundations</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |                   | 12-M-BEC-262-m01                     |
| Module coordinator                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |                   | Module offered by                    |
| holder of the Junior Professorship of Applied Microeconomics, esp. Human-Machine Interaction                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |                   | 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 and strategic decision-making, which allow to explain a plethora of empirically documented deviations from the neo-classical model. These include departures from the assumptions of selfishness, time consistency, as well as rationality and rational expectations. The discussed behavioral-economic theories usually contain the neoclassical standard model as a special case and, therefore, are to be considered as extensions of rather than alternatives to the neoclassical model. While this lecture focuses on theories of individual decision-making, we will explore the implications of these theories also in the context of market settings and economic games. All necessary ideas and concepts will be introduced and discussed throughout the course. Nevertheless, as behavioral economics represents an extension of the neoclassical model, a solid understanding of the latter will be helpful. Consequently, students who completed advanced classes in microeconomics or game theory will most likely benefit most from this course.</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"> <li>• Dahmi (2016): "The Foundations of Behavioral Economic Analysis"</li> <li>• Angner (2012): "A Course in Behavioral Economics"</li> <li>• Wilkinson and Klaes (2012): "An Introduction to Behavioral Economics"</li> <li>• Wakker (2010): "Prospect Theory for Risk and Ambiguity"</li> </ul> |                   |                                      |
| Intended learning outcomes                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |                   |                                      |
| <p>After completing the course students will be able to</p> <ul style="list-style-type: none"> <li>• explain essential findings of behavioral economic theory,</li> <li>• apply the involved methods to given stylized examples on their own,</li> <li>• recognize in which real-life situations and how the results can be applied.</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |                   |                                      |
| Courses (type, number of weekly contact hours, language — if other than German)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |                   |                                      |
| V (2) + Ü (2)<br>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<br/>b) portfolio (approx. 50 hours total)<br/>Language of assessment: English<br/>creditable for bonus</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |                   |                                      |
| Allocation of places                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |                   |                                      |
| --                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |                   |                                      |
| Additional information                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |                   |                                      |
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|                                                                                      |
|--------------------------------------------------------------------------------------|
| <b>Workload</b>                                                                      |
| 150 h                                                                                |
| <b>Teaching cycle</b>                                                                |
| Teaching cycle: winter semester                                                      |
| <b>Referred to in LPO I</b> (examination regulations for teaching-degree programmes) |
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## Core Electives

(10 ECTS credits)

| Module title                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |                                                                                                                     | Abbreviation                         |
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| Experimental Economics                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |                                                                                                                     | 12-M-EE-262-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                                                                                                            | --                                   |
| <b>Contents</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |                                                                                                                     |                                      |
| <p><b>Aim and outline of the course:</b></p> <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> <p><b>Prerequisites:</b> Participants should have a basic knowledge about microeconomics, game theory and econometrics.</p> <p><b>Literature:</b></p> <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"> <li>• Dharni, S. (2016). The Foundations of Behavioral Economic Analysis. Oxford University Press.</li> <li>• Guala, F. (2005). The Methodology of Experimental Economics. Cambridge University Press</li> </ul> <p>In addition lecture slides will be provided.</p> |                                                                                                                     |                                      |
| <b>Intended learning outcomes</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |                                                                                                                     |                                      |
| <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>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |                                                                                                                     |                                      |
| Master's with 1 major China Business and Economics (2027)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  | JMU Würzburg • generated 12-Sep-2026 • exam. reg. data record Master (120 ECTS) China Business and Economics - 2027 | page 391 / 417                       |

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 to 120 minutes) or

b) portfolio (approx. 50 hours)

Language of assessment: English

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

**Allocation of places**

30 places.

WA1:

(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 title                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |                   | Abbreviation                         |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------|--------------------------------------|
| Applied Data Analysis and Machine Learning                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |                   | 12-M-TDS-262-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                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         | graduate          | --                                   |
| Contents                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |                   |                                      |
| <p>Data science is concerned with extracting knowledge and valuable insights from data assets. This course provides an introduction to data science and its application in business and economics. Participants will be familiarized with data handling in Python, data visualization, and various machine learning techniques for prediction and estimation. We will apply the acquired knowledge in topics from business and economics.</p> <p>The course will be divided into two parts: the lecture where the techniques will be taught as well as exercise in which students will be able to work with data on their own.</p> |                   |                                      |
| Intended learning outcomes                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |                   |                                      |
| <p>In this module,</p> <ul style="list-style-type: none"> <li>• students learn data handling and visualization in Python.</li> <li>• students are familiarized with the development and evaluation of machine learning models.</li> <li>• students gain an understanding of how to apply the taught techniques to real data sets.</li> </ul>                                                                                                                                                                                                                                                                                       |                   |                                      |
| Courses (type, number of weekly contact hours, language — if other than German)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |                   |                                      |
| V (2) + Ü (2)<br>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<br/>b) portfolio (approx. 50 hours total)<br/>Language of assessment: English<br/>Assessment offered: In the semester in which the course is offered<br/>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 title                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |                   | Abbreviation                         |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------|--------------------------------------|
| Organizational Economics and Digital Transformation                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |                   | 12-M-OEDT-262-m01                    |
| Module coordinator                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |                   | Module offered by                    |
| holder of the Junior Professorship of Applied Microeconomics, esp. Human-Machine Interaction                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |                   | 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 Organizational Economics and Digital Transformation introduces advanced topics in organizational economics, with a focus on economic decision-making within organizations. Concepts and tools from microeconomic theory, as well as empirical findings from field studies and laboratory experiments, are incorporated, such as those related to performance measurement and incentives, organizational structure, and authority. Additionally, the course integrates key aspects of digital transformation shaping modern business landscapes. Thus, students not only gain a solid overview of the fundamental principles of organizational economics but also insights into the challenges, opportunities, and strategies associated with the digital transformation of businesses.</p> |                   |                                      |
| Intended learning outcomes                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |                   |                                      |
| <p>With this course,</p> <ul style="list-style-type: none"> <li>• students will be able to understand and reflect on modern microeconomic concepts and current organizational economics.</li> <li>• students will learn to master and apply quantitative microeconomic methods.</li> <li>• students will be enabled to classify and relate specialized knowledge from theoretical microeconomics, experimental and empirical microeconomics, business administration, and psychology.</li> <li>• students learn how digital transformation impacts organizations and their architecture.</li> </ul>                                                                                                                                                                                                      |                   |                                      |
| 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<br/>b) portfolio (approx. 50 hours total)<br/>Language of assessment: English<br/>Assessment offered: In the semester in which the course is offered<br/>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)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |                   |                                      |
| --                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |                   |                                      |

| Module title                                                                                                                                                                                                                    |                   |                                      | Abbreviation     |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------|--------------------------------------|------------------|
| Behavioral Economics: Applications                                                                                                                                                                                              |                   |                                      | 12-M-BEA-262-mo1 |
| Module coordinator                                                                                                                                                                                                              |                   | Module offered by                    |                  |
| --                                                                                                                                                                                                                              |                   | 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                                                                                                                                                                                                                      | --                | --                                   |                  |
| Contents                                                                                                                                                                                                                        |                   |                                      |                  |
| --                                                                                                                                                                                                                              |                   |                                      |                  |
| Intended learning outcomes                                                                                                                                                                                                      |                   |                                      |                  |
| --                                                                                                                                                                                                                              |                   |                                      |                  |
| Courses (type, number of weekly contact hours, language — if other than German)                                                                                                                                                 |                   |                                      |                  |
| V (2) + Ü (2)<br>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<br>b) portfolio (approx. 50 hours total)<br>Language of assessment: English<br>Assessment offered: In the semester in which the course is offered<br>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 title                                                                                                                                                                                                                                  |                   |                                      | Abbreviation     |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------|--------------------------------------|------------------|
| Topics in Behavioral Economics and Evidence-Based Management                                                                                                                                                                                  |                   |                                      | 12-M-TBE-262-m01 |
| Module coordinator                                                                                                                                                                                                                            |                   | Module offered by                    |                  |
| --                                                                                                                                                                                                                                            |                   | 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                                                                                                                                                                                                                                    | --                | --                                   |                  |
| Contents                                                                                                                                                                                                                                      |                   |                                      |                  |
| --                                                                                                                                                                                                                                            |                   |                                      |                  |
| Intended learning outcomes                                                                                                                                                                                                                    |                   |                                      |                  |
| --                                                                                                                                                                                                                                            |                   |                                      |                  |
| Courses (type, number of weekly contact hours, language — if other than German)                                                                                                                                                               |                   |                                      |                  |
| V (2) + Ü (2)<br>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<br>b) portfolio (approx. 50 hours total)<br>Language of assessment: German and/or English<br>Assessment offered: In the semester in which the course is offered<br>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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## Econometrics

(0 or 20 ECTS credits)

## Core

(10 ECTS credits)

| Module title                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |                   |                                      | Abbreviation     |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------|--------------------------------------|------------------|
| Econometrics 1                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |                   |                                      | 12-M-OE1-262-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 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"><li>1. Random variables</li><li>2. Important distributions</li><li>3. Point estimates</li><li>4. Simple linear regression model</li><li>5. Model assumptions</li><li>6. Model properties</li><li>7. Simple hypothesis tests</li><li>8. Multiple linear regression model</li><li>9. Linear restrictions</li><li>10. Dummy variables</li><li>11. Multiple hypothesis tests</li></ol> |                   |                                      |                  |
| 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)<br>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</p> <p>b) portfolio (approx. 50 hours total)</p> <p>Language of assessment: English</p> <p>creditable for bonus</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |                   |                                      |                  |
| Allocation of places                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |                   |                                      |                  |
| --                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |                   |                                      |                  |

|                                                                                      |
|--------------------------------------------------------------------------------------|
| <b>Additional information</b>                                                        |
| --                                                                                   |
| <b>Workload</b>                                                                      |
| 150 h                                                                                |
| <b>Teaching cycle</b>                                                                |
| Teaching cycle: each semester                                                        |
| <b>Referred to in LPO I</b> (examination regulations for teaching-degree programmes) |
| --                                                                                   |

| Module title                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |                   | Abbreviation                         |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------|--------------------------------------|
| <b>Econometrics 2</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |                   | 12-M-OE2-262-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"> <li>1. Specification analysis</li> <li>2. Multicollinearity</li> <li>3. Heteroskedasticity</li> <li>4. Autocorrelated disruptive terms</li> <li>5. Generalized least squares (GLS)</li> </ol>                                                                                    |                   |                                      |
| 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)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |                   |                                      |
| <p>V (2) + Ü (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) portfolio (approx. 50 hours total)</p> <p>Language of assessment: English</p> <p>creditable for bonus</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |                   |                                      |
| Allocation of places                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |                   |                                      |
| --                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |                   |                                      |
| Additional information                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |                   |                                      |
| --                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |                   |                                      |
| Workload                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |                   |                                      |
| 150 h                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |                   |                                      |

|                                                                                      |
|--------------------------------------------------------------------------------------|
| <b>Teaching cycle</b>                                                                |
| Teaching cycle: summer semester                                                      |
| <b>Referred to in LPO I</b> (examination regulations for teaching-degree programmes) |
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## Core Electives

(10 ECTS credits)

| Module title                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |                   | Abbreviation                         |
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| <b>Econometrics 3</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |                   | 12-M-OE3-262-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"> <li>1. Error-in-variables</li> <li>2. IV estimation</li> <li>3. Generalized least squares estimation</li> <li>4. Distributed lag models</li> <li>5. Stationary uni- and multivariate processes</li> <li>6. Deterministic and stochastic trends</li> <li>7. Integrated and cointegrated processes</li> </ol>                              |                   |                                      |
| 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)<br>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<br>b) portfolio (approx. 50 hours total)<br>Language of assessment: English<br>creditable for bonus                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |                   |                                      |
| Allocation of places                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |                   |                                      |
| --                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |                   |                                      |
| Additional information                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |                   |                                      |
| --                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |                   |                                      |



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|--------------------------------------------------------------------------------------|
| <b>Workload</b>                                                                      |
| 150 h                                                                                |
| <b>Teaching cycle</b>                                                                |
| Teaching cycle: after announcement                                                   |
| <b>Referred to in LPO I</b> (examination regulations for teaching-degree programmes) |
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| Module title                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |                   |                                                                                                                     | Abbreviation     |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------|---------------------------------------------------------------------------------------------------------------------|------------------|
| Analysis of Financial Market Data                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |                   |                                                                                                                     | 12-M-FMO-262-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>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"><li>1. Information efficiency</li><li>2. Random walk</li><li>3. Theoretical market models</li><li>4. Event studies</li><li>5. Univariate modelling of time series data</li><li>6. Models to explain volatility (ARCH and GARCH)</li><li>7. Estimation of the capital asset pricing model</li></ol> <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)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |                   |                                                                                                                     |                  |
| 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)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |                   |                                                                                                                     |                  |
| <div>a) written examination (approx. 60 to 120 minutes) or</div> <div>b) portfolio (approx. 50 hours total)</div> <div>Language of assessment: German and/or English</div> <div>creditable for bonus</div>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |                   |                                                                                                                     |                  |
| Master's with 1 major China Business and Economics (2027)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |                   | JMU Würzburg • generated 12-Sep-2026 • exam. reg. data record Master (120 ECTS) China Business and Economics - 2027 | page 406 / 417   |

|                                                                                      |
|--------------------------------------------------------------------------------------|
| <b>Allocation of places</b>                                                          |
| --                                                                                   |
| <b>Additional information</b>                                                        |
| --                                                                                   |
| <b>Workload</b>                                                                      |
| 150 h                                                                                |
| <b>Teaching cycle</b>                                                                |
| Teaching cycle: summer semester                                                      |
| <b>Referred to in LPO I</b> (examination regulations for teaching-degree programmes) |
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| Module title                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |                   |                                      | Abbreviation     |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------|--------------------------------------|------------------|
| Empirical HR Research with Stata                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |                   |                                      | 12-M-EPF-262-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 HR Research with STATA") 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)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |                   |                                      |                  |
| 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 to 120 minutes) or</p> <p>b) portfolio (approx. 50 hours total)</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>Number of places: 12.</p> <p>WA:</p> <p>Should the number of applications exceed the number of available places, places will be allocated as follows:</p> <p>(1) Students who already have successfully completed courses offered by the supervising chair will be given preferential consideration.</p> <p>a. Among applicants with the same number of successfully completed modules, places will be allocated according to the total number of ECTS credits achieved in the corresponding modules.</p> <p>b. When places are allocated in accordance with b) and the number of applications exceeds the number of available places, places will be allocated according to the average grade of assessments taken in the corresponding courses.</p> <p>c. Among applicants with the same average grade, places will be allocated by lot.</p> <p>(2) Any remaining places are available to students who have not yet successfully completed any courses of the supervising chair. The selection is made according to study progress (number of semesters); among applicants with the same number of semesters, places will be allocated by lot. A waiting list will be maintained and places re-allocated as they become available.</p> |                   |                                      |                  |
| Additional information                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |                   |                                      |                  |
| --                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |                   |                                      |                  |
| Workload                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |                   |                                      |                  |
| 150 h                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |                   |                                      |                  |

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| <b>Teaching cycle</b>                                                                |
| Teaching cycle: each semester                                                        |
| <b>Referred to in LPO I</b> (examination regulations for teaching-degree programmes) |
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| Module title                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |                   |                                      | Abbreviation     |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------|--------------------------------------|------------------|
| Market Research and Demand Analysis                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |                   |                                      | 12-M-EIO-262-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>Discrete choice models with individual data</p> <ul style="list-style-type: none"><li>• Maximum Likelihood Estimation</li><li>• Multinomial Logit model</li><li>• Extensions: Nested Logit and Mixed Logit</li></ul> <p>Discrete choice models with aggregate data</p> <ul style="list-style-type: none"><li>• Homogeneous goods</li><li>• Heterogeneous goods</li><li>• Endogeneity and instrumental variables estimation</li></ul> <p>Further applications</p> <ul style="list-style-type: none"><li>• Demand and Supply estimation</li><li>• Inferring marginal costs</li><li>• Using structural models for counterfactual policy analysis</li></ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |                   |                                      |                  |
| Intended learning outcomes                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |                   |                                      |                  |
| <p>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.</p> |                   |                                      |                  |
| Courses (type, number of weekly contact hours, language — if other than German)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |                   |                                      |                  |
| V (2) + Ü (2)<br>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<br>b) portfolio (approx. 50 hours total)<br>Language of assessment: English<br>creditable for bonus                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |                   |                                      |                  |
| Allocation of places                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |                   |                                      |                  |
| --                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |                   |                                      |                  |
| Additional information                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |                   |                                      |                  |
| --                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |                   |                                      |                  |
| Workload                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |                   |                                      |                  |
| 150 h                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |                   |                                      |                  |

|                                                                                      |
|--------------------------------------------------------------------------------------|
| <b>Teaching cycle</b>                                                                |
| Teaching cycle: summer semester                                                      |
| <b>Referred to in LPO I</b> (examination regulations for teaching-degree programmes) |
| --                                                                                   |

| Module title                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |                   |                                      | Abbreviation     |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------|--------------------------------------|------------------|
| Advanced Computational Economics                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |                   |                                      | 12-M-NGM-262-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"><li>1. Programming with FORTRAN and application of numerical methods</li><li>2. Solution techniques for dynamic programming problems</li><li>3. Policy analysis with stochastic growth and life cycle models</li></ol> <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> <p>(i) edit and solve stochastic economic problems using advanced numerical techniques;</p> <p>(ii) implement small scale economic models on the computer;</p> <p>(iii) simulate tax and social security policy reforms and interpret the quantitative results in economic term.</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |                   |                                      |                  |
| Courses (type, number of weekly contact hours, language — if other than German)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |                   |                                      |                  |
| <p>V (2) + Ü (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) portfolio (approx. 50 hours total)</p> <p>Language of assessment: 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)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |                   |                                      |                  |
| --                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |                   |                                      |                  |



| Module title                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |                   | Abbreviation                         |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------|--------------------------------------|
| Policy and Management Evaluation Methods                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |                   | 12-M-PEM-262-mo1                     |
| 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)<br>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<br>b) portfolio (approx. 50 hours total)<br>Language of assessment: English<br>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 title                                                                                                                                                                                                                                  |                   |                                      | Abbreviation     |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------|--------------------------------------|------------------|
| Topics in Econometrics                                                                                                                                                                                                                        |                   |                                      | 12-M-TEC-262-mo1 |
| Module coordinator                                                                                                                                                                                                                            |                   | Module offered by                    |                  |
| --                                                                                                                                                                                                                                            |                   | 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                                                                                                                                                                                                                                    | --                | --                                   |                  |
| Contents                                                                                                                                                                                                                                      |                   |                                      |                  |
| --                                                                                                                                                                                                                                            |                   |                                      |                  |
| Intended learning outcomes                                                                                                                                                                                                                    |                   |                                      |                  |
| --                                                                                                                                                                                                                                            |                   |                                      |                  |
| Courses (type, number of weekly contact hours, language — if other than German)                                                                                                                                                               |                   |                                      |                  |
| V (2) + Ü (2)<br>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<br>b) portfolio (approx. 50 hours total)<br>Language of assessment: German and/or English<br>Assessment offered: in the semester in which the course is offered<br>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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# Thesis

(30 ECTS credits)

| Module title                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |                   | Abbreviation                                       |
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| Master-Thesis China Business and Economics                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |                   | 04-CBE-MT-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)               |
| 30                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    | numerical grade   | --                                                 |
| Duration                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              | Module level      | Other prerequisites                                |
| 1 semester                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            | graduate          | --                                                 |
| <b>Contents</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |                   |                                                    |
| <p>This module provides the framework for the writing of the Master thesis, which is an autonomously written re- search 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 materi- al searches, the development of a research focus, the selection of sources, as well as a suitable structure of con- tents. The research and writing process is based on a draft outline and a time plan. At the final stages, the advi- sor enforces the observance of the formal and technical standards of academic writing, as well as an acceptable level of language and style.</p> |                   |                                                    |
| <b>Intended learning outcomes</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |                   |                                                    |
| <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>                                                                                                                                                                                                                                                                                                                                                                                               |                   |                                                    |
| <b>Courses</b> (type, number of weekly contact hours, language — if other than German)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |                   |                                                    |
| No courses assigned to module                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |                   |                                                    |
| <b>Method of assessment</b> (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)<br/>Language of assessment: English</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |                   |                                                    |
| <b>Allocation of places</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |                   |                                                    |
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| <b>Additional information</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |                   |                                                    |
| Time to complete: 6 months.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |                   |                                                    |
| <b>Workload</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |                   |                                                    |
| 900 h                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |                   |                                                    |
| <b>Teaching cycle</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |                   |                                                    |
| --                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |                   |                                                    |
| <b>Referred to in LPO I</b> (examination regulations for teaching-degree programmes)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |                   |                                                    |
| --                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |                   |                                                    |