

Module Catalogue

for the Subject

Chinese and Economics

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

Examination regulations version: 2012
Responsible: Faculty of Arts, Historical, Philological, Cultural and Geographical
Studies

Contents

The subject is divided into	4
Content and Objectives of the Programme	5
Abbreviations used, Conventions, Notes, In accordance with	6
Compulsory Courses	7
Introduction to China's Economy	8
Modern Chinese 1	10
Modern Chinese 2	12
Modern Chinese 3	13
Commercial Chinese	14
Contemporary History and Political System of the PRC	15
Compulsory Electives	17
China Business and Economics	18
Challenges of Economic Development in China	19
Markets in China 1	21
Markets in China 2	23
Markets in China 3	25
Chinese and Commerce 1	27
Chinese and Commerce 2	28
Chinese and Commerce 3	29
Chinese and Commerce 4	30
Methodology and Applied Analysis	31
China Studies	33
Transformation in Contemporary China 1	34
Transformation in Contemporary China 2	36
Transformation in Contemporary China 3	38
Transformation in Contemporary China 4	40
Transformation in Contemporary China 5	42
Transformation in Contemporary China 6	44
Business Management and Economics	46
Strategic Marketing	47
International Marketing	49
Adaption and Continuous System Engineering	51
Business Intelligence	53
Adaptive Business Platforms 1	55
Introduction to Logistical Process Design	57
Information Systems Analysis and Design	59
Information Processing within Organizations	61
Logistic Concepts and Processes	63
Operations Research	64
Advanced International Trade	65
Advanced Microeconomics	67
Advanced Macroeconomics	69
Incentives in Organizations	71
Portfolio Selection and Capital Market Theory	72
Agency Theory	74
Option Pricing Theory	76
Financial Markets: Institutions and Regulation	77
Electronic Procurement	79
DSGE Modelling	81
Economic Dynamics	83
European Public Finance	84
European Monetary Policy - Closed Economy	86

European Monetary Policy - Open Economy	88
Empirical Research in Entrepreneurship and Management	90
European Macroeconomic Policy	92
Empirical HR Research	94
Advanced Financial Accounting (German GAAP, IFRS)	96
Common European Labor Market	98
European Economic Statistics	100
Policy of Taxation	101
Public Debt	103
Social Insurance and the Welfare State	105
Analysis of Financial Market Data	107
Human Resource Management and Industrial Relations	109
Instruments of Strategic Controlling	110
Coordination, Budgeting and Incentives in Enterprises	111
Lot Sizing and Scheduling	112
Management Methods	114
Microeconometrics	116
Marketing & Brand Management	118
Multinational Enterprises	120
Strategic Networks in Industry	122
Strategic Management of Innovation and Growth	124
Applied General Equilibrium Models	126
Management of Corporate Sustainability	128
Econometrics 1	130
Econometrics 2	132
Econometrics 3	134
Labor Market Economics	136
Principles of European Regulation	138
Project Management and Controlling	140
Quantitative Economic Policy	141
Accounting and Capital Markets	142
Strategic Supply Management	143
Economics of Tax Planning	145
Strategic Production Management	146
Topics in Labor Market Economics and Social Policy	148
Theory of Industrial Organization 1	149
Theory of Industrial Organization 2	151
Topics in International Trade	153
Theory of Social Policy	155
European Competition Policy	157
Advanced Auditing	159
Process and System Modelling	161
Risk Management - Concepts and Systems	163
Optimal Tax Theory	165
Tax Accounting	167
Management and Leadership in Organizations	168
Business Processes in different Lines of Business	170
Decision Support Systems	172
Internet-Based Systems	174
Information Systems Research	176
Thesis	178
Master-Thesis Chinese and Economics	179

The subject is divided into

section / sub-section	ECTS credits	starting page
Compulsory Courses	60	7
Compulsory Electives	30	17
China Business and Economics	19	18
China Studies	6	33
Business Management and Economics	5	46
Thesis	30	178

Content and Objectives of the Programme

The master program has been developed for students holding a B.A. degree in Economics, Business Administration or equivalent field who want to specialize in China Business and Economics. Next to classes that offer in-depths analyses of China's economy and aspects of doing business in China, students will learn the Chinese language and take classes in Chinese Studies and advanced Economics. They spend one term for intensive language training at the Peking University in Beijing. Methodological classes prepare students to use their general and China specific economic knowledge for academic research as well as for solving business problems. Within the range of topical courses covering various fields relevant for China business and economics, the students have the option to choose according to their preferences. All obligatory and topical optional courses that the student successfully passed are made explicit and are documented in the transcript of records.

Abbreviations used

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

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

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

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

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

Conventions

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

Notes

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

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

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

In accordance with

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

ASPO2009

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

18-Apr-2013 (2012-157)

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

(60 ECTS credits)

Module title		Abbreviation
Introduction to China's Economy		04-CBE-1-122-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)
6	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	graduate	--
Contents		
German contents available but not translated yet.		
Das Modul führt in die beiden Bereiche Binnenwirtschaft Chinas und Außenwirtschaft Chinas ein. Im Mittelpunkt stehen die Entwicklungen der jüngeren Vergangenheit seit der Öffungs- und Reformpolitik der späten 70er Jahre, insbesondere aber die Entwicklungen des vergangenen Jahrzehnts.		
Intended learning outcomes		
German intended learning outcomes available but not translated yet.		
Die Studierenden erwerben einen fundierten Überblick über die wirtschaftlichen Gegebenheiten Chinas, insbesondere über die Wirtschaftsordnung und die wirtschaftspolitischen Bedingungen und Entwicklungen. Des Weiteren wird die Politik der Globalisierung am Beispiel Chinas analysiert.		
Courses (type, number of weekly contact hours, language — if other than German)		
This module comprises 2 module components. Information on courses will be listed separately for each module component.		
<ul style="list-style-type: none"> 04-CBE-1-1-122: V (no information on SWS (weekly contact hours) and course language available) 04-CBE-1-2-122: V (no information on SWS (weekly contact hours) and course language available) 		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)		
Assessment in this module comprises the assessments in the individual module components as specified below. Unless stated otherwise, successful completion of the module will require successful completion of all individual assessments.		
Assessment in module component 04-CBE-1-1-122: Chinas Economic Development and Reform <ul style="list-style-type: none"> 3 ECTS, Method of grading: numerical grade written examination (approx. 60 minutes) or oral examination of one candidate each (approx. 15 minutes) Language of assessment: English 		
Assessment in module component 04-CBE-1-2-122: China in the Global Economy <ul style="list-style-type: none"> 3 ECTS, Method of grading: numerical grade written examination (approx. 60 minutes) or oral examination of one candidate each (approx. 15 minutes) Language of assessment: English 		
Allocation of places		
--		
Additional information		
--		
Workload		
--		
Teaching cycle		
--		

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

--

Module appears in

Master's degree (1 major) China Business and Economics (2014)

Master's degree (1 major) China Business and Economics (2012)

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

Master's degree (1 major) Chinese and Economics (2012)

Module title		Abbreviation
Modern Chinese 1		04-CE-1-122-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)
18	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	graduate	--
Contents		
German contents available but not translated yet.		
Grundlagen der chinesischen Sprache in gesprochener und schriftlicher Form. Systematische Einführung mit intensivem Einüben in die chinesische Phonetik, Tonologie, Syntax und Orthographie.		
Intended learning outcomes		
German intended learning outcomes available but not translated yet.		
Ausbau der syntaktischen Grundlagen und Aufbau des Wortschatzes auf ca. 500 Vokabeln. Die Studierenden sind in der Lage, erste eigene Texte zu verfassen.		
Courses (type, number of weekly contact hours, language — if other than German)		
This module comprises 2 module components. Information on courses will be listed separately for each module component.		
<ul style="list-style-type: none"> • 04-CE-1-1-122: Ü (no information on SWS (weekly contact hours) and course language available) • 04-CE-1-2-122: Ü (no information on SWS (weekly contact hours) and course language available) 		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)		
Assessment in this module comprises the assessments in the individual module components as specified below. Unless stated otherwise, successful completion of the module will require successful completion of all individual assessments.		
Assessment in module component 04-CE-1-1-122: Modern Chinese Intensive Course <ul style="list-style-type: none"> • 9 ECTS, Method of grading: numerical grade • written examination (approx. 60 minutes) or oral examination of one candidate each (approx. 15 minutes) • Language of assessment: Chinese 		
Assessment in module component 04-CE-1-2-122: Modern Chinese 1 <ul style="list-style-type: none"> • 9 ECTS, Method of grading: numerical grade • written examination (approx. 60 minutes) or oral examination of one candidate each (approx. 15 minutes) • Language of assessment: Chinese • Only after successful completion of module components: Successful completion of module component 04-CE-1-1 is a prerequisite for participation in module component 04-CE-1-2. 		
Allocation of places		
--		
Additional information		
--		
Workload		
--		
Teaching cycle		
--		

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

--

Module appears in

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

Master's degree (1 major) Chinese and Economics (2012)

Module title		Abbreviation
Modern Chinese 2		04-CE-2-122-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)
9	numerical grade	04-CE-1
Duration	Module level	Other prerequisites
1 semester	graduate	--
Contents		
German contents available but not translated yet.		
Erweiterung des Wortschatzes und Ausbau der Kenntnisse der grammatischen Erscheinungen. Souveränität in der Bildung von Sätzen; Verstärkung der Übersetzungsfähigkeiten; Erwerb von Textkompetenz auf mittlerem Sprachniveau; selbstständiges Formulieren und Verfassen von zusammenhängenden Texten auf dem Niveau der mittleren bis höheren Grundstufe.		
Intended learning outcomes		
German intended learning outcomes available but not translated yet.		
Grundlegende Übersetzungsfähigkeit, selbstständiges Formulieren und Verfassen von Texten auf dem Niveau der mittleren bis höheren Grundstufe.		
Courses (type, number of weekly contact hours, language — if other than German)		
Ü (no information on SWS (weekly contact hours) and course language available)		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)		
written examination (approx. 60 minutes) or oral examination of one candidate each (approx. 15 minutes) Language of assessment: Chinese		
Allocation of places		
--		
Additional information		
--		
Workload		
--		
Teaching cycle		
--		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
--		
Module appears in		
Master's degree (1 major) Chinese and Economics (2014)		
Master's degree (1 major) Chinese and Economics (2012)		

Module title		Abbreviation
Modern Chinese 3		04-CE-3-122-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)
9	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	graduate	--
Contents		
German contents available but not translated yet.		
Das Semester an der Peking-Universität, das von hiesigen Lehrkräften koordiniert, evaluiert und begleitet wird, dient insgesamt der Intensivierung der Sprachausbildung sowie der Aktivierung der sprachlichen Kenntnisse. Die Konfrontation mit einer Anzahl weiterer Muttersprachler als Lehrkräfte sowie das sprachliche Umfeld in Peking dienen dazu, die sprachliche Kompetenz in allen Feldern auf eine breite Basis zu stellen. Eine Vertiefung erfolgt durch das Erschließen spezifischer Sprachbereiche, die in einem praxisnahen Unterricht auch konkret eingeübt werden sollen.		
Intended learning outcomes		
German intended learning outcomes available but not translated yet.		
Selbstständiges Verfassen von Aufsätzen (ca. 1000 Zeichen), souveräner Umgang mit sprachlichen Situationen aus dem alltäglichen und akademischen Bereich.		
Courses (type, number of weekly contact hours, language — if other than German)		
Ü (no information on SWS (weekly contact hours) and course language available)		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)		
written examination (approx. 60 minutes) or oral examination of one candidate each (approx. 15 minutes) Language of assessment: Chinese		
Allocation of places		
--		
Additional information		
--		
Workload		
--		
Teaching cycle		
--		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
--		
Module appears in		
Master's degree (1 major) Chinese and Economics (2014)		
Master's degree (1 major) Chinese and Economics (2012)		

Module title			Abbreviation
Commercial Chinese			04-CE-4-122-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)	
12	numerical grade	--	
Duration	Module level	Other prerequisites	
1 semester	graduate	--	
Contents			
German contents available but not translated yet.			
Das Semester an der Peking-Universität, das von hiesigen Lehrkräften koordiniert, evaluiert und begleitet wird, dient insgesamt der Intensivierung der Sprachausbildung sowie der Aktivierung der sprachlichen Kenntnisse. Die Konfrontation mit einer Anzahl weiterer Muttersprachler als Lehrkräfte sowie das sprachliche Umfeld in Peking dienen dazu, die sprachliche Kompetenz in allen Feldern auf eine breite Basis zu stellen. Eine Vertiefung erfolgt durch das Erschließen des Sprachbereichs Wirtschaft, der in einem praxisnahen Unterricht auch konkret eingeübt werden soll.			
Intended learning outcomes			
German intended learning outcomes available but not translated yet.			
Selbstständiges Verfassen von Aufsätzen (ca. 1000 Zeichen), souveräner Umgang mit sprachlichen Situationen aus dem Wirtschaftsleben.			
Courses (type, number of weekly contact hours, language — if other than German)			
Ü (no information on SWS (weekly contact hours) and course language available)			
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)			
written examination (approx. 60 minutes) or oral examination of one candidate each (approx. 15 minutes) Language of assessment: Chinese			
Allocation of places			
--			
Additional information			
--			
Workload			
--			
Teaching cycle			
--			
Referred to in LPO I (examination regulations for teaching-degree programmes)			
--			
Module appears in			
Master's degree (1 major) Chinese and Economics (2014)			
Master's degree (1 major) Chinese and Economics (2012)			

Module title			Abbreviation
Contemporary History and Political System of the PRC			04-CE-5-122-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)	
6	numerical grade	--	
Duration	Module level	Other prerequisites	
1 semester	graduate	--	
Contents			
German contents available but not translated yet.			
Das Modul vermittelt grundlegendes Wissen über das politische System in China sowie über die neueste Geschichte (ab 1989 bis zur Gegenwart). Politische Institutionen, Entscheidungswege, Personen und Programme werden vorgestellt.			
Intended learning outcomes			
German intended learning outcomes available but not translated yet.			
Die Studierenden erwerben einen soliden Überblick über die institutionellen, politischen und sozialen Bedingungen im heutigen China. Sie können aktuelle Ereignisse sicher in ihren jeweiligen Zusammenhang einordnen.			
Courses (type, number of weekly contact hours, language — if other than German)			
This module comprises 2 module components. Information on courses will be listed separately for each module component.			
<ul style="list-style-type: none">04-CE-5-1-122: V (no information on SWS (weekly contact hours) and course language available)04-CE-5-2-122: V (no information on SWS (weekly contact hours) and course language available)			
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)			
Assessment in this module comprises the assessments in the individual module components as specified below. Unless stated otherwise, successful completion of the module will require successful completion of all individual assessments.			
Assessment in module component 04-CE-5-1-122: Contemporary History and Political System of the PRC			
<ul style="list-style-type: none">3 ECTS, Method of grading: numerical gradewritten examination (approx. 60 minutes) or oral examination of one candidate each (approx. 15 minutes)Language of assessment: English			
Assessment in module component 04-CE-5-2-122: People's Republic of China 2			
<ul style="list-style-type: none">3 ECTS, Method of grading: numerical gradewritten examination (approx. 60 minutes) or oral examination of one candidate each (approx. 15 minutes)Language of assessment: English			
Allocation of places			
--			
Additional information			
--			
Workload			
--			
Teaching cycle			
--			
Referred to in LPO I (examination regulations for teaching-degree programmes)			
--			
Master's with 1 major Chinese and Economics (2012)		JMU Würzburg • generated 26-Aug-2024 • exam. reg. data record Master (120 ECTS) Chinese and Economics - 2012	page 15 / 179

Module appears in

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

Master's degree (1 major) Chinese and Economics (2012)

Compulsory Electives

(30 ECTS credits)

China Business and Economics

(19 ECTS credits)

Module title		Abbreviation
Challenges of Economic Development in China		04-CBE-3-122-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)
6	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	graduate	--
Contents		
German contents available but not translated yet.		
Auf der Grundlage der Vorlesung "China's Economic Development and Reform" behandelt das Modul aktuelle Herausforderungen und Entwicklungen der Wirtschaftsentwicklung Chinas. Im Mittelpunkt des Interesses stehen Fragen der Innovationsfähigkeit und der Innovationssysteme sowie die Frage der nachhaltigen Entwicklung.		
Intended learning outcomes		
German intended learning outcomes available but not translated yet.		
Die Studierenden lernen die aktuellen wirtschaftspolitischen Fragestellungen Chinas kennen. Sie können neue Entwicklungen einordnen und beurteilen sowie die Folgen wirtschaftlichen Handelns abschätzen. Über die Themen Innovationssysteme und Nachhaltigkeit können die Studierenden Entwicklungen in China und im Westen vergleichen und bewerten.		
Courses (type, number of weekly contact hours, language — if other than German)		
This module has 2 components; information on courses listed separately for each component.		
<ul style="list-style-type: none"> • 04-CBE-3-1-122: V (no information on language and number of weekly contact hours available) • 04-CBE-3-2-122: S (no information on language and number of weekly contact hours available) 		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)		
This module has the following 2 assessment components. Unless stated otherwise, students must pass all of these assessment components to pass the module as a whole..		
Assessment component to module component 04-CBE-3-1-122: China's National Innovation System <ul style="list-style-type: none"> • 6 ECTS credits, method of grading: numerical grade • written exams(approx. 60 minutes) or oral examination of on candidate eachen (approx. 15 minutes) • Language of assessment: English 		
Assessment component to module component 04-CBE-3-2-122: Challenges of Sustainable Development <ul style="list-style-type: none"> • 3 ECTS credits, method of grading: numerical grade • written exams(approx. 60 minutes) or oral examination of on candidate eachen (approx. 15 minutes) • Language of assessment: English 		
Allocation of places		
--		
Additional information		
--		
Workload		
--		
Teaching cycle		
--		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
--		
Master's with 1 major Chinese and Economics (2012)	JMU Würzburg • generated 26-Aug-2024 • exam. reg. data record Master (120 ECTS) Chinese and Economics - 2012	page 19 / 179

Module appears in

Master's degree (1 major) China Business and Economics (2014)
Master's degree (1 major) China Business and Economics (2012)
Master's degree (1 major) Chinese and Economics (2014)
Master's degree (1 major) Chinese and Economics (2012)

Module title		Abbreviation
Markets in China 1		04-CBE-7-122-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)
6	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	graduate	--
Contents		
German contents available but not translated yet.		
Die Seminare dieses Moduls beschäftigen sich mit den Chancen und Problemen chinesischer Unternehmen auf dem Weltmarkt sowie mit den Finanzierungssystemen chinesischer Unternehmen. Anhand ausgesuchter Firmen werden Geschäftsmodelle vorgestellt und im Detail untersucht.		
Intended learning outcomes		
German intended learning outcomes available but not translated yet.		
Die Studierenden kennen die spezifischen Bedingungen chinesischer Unternehmen im chinesischen Binnenmarkt wie auf dem Weltmarkt. Sie können die Wirtschaftskraft einzelner Unternehmen abschätzen.		
Courses (type, number of weekly contact hours, language — if other than German)		
This module comprises 2 module components. Information on courses will be listed separately for each module component.		
<ul style="list-style-type: none"> • 04-CBE-7-1-122: V (no information on SWS (weekly contact hours) and course language available) • 04-CBE-7-2-122: V (no information on SWS (weekly contact hours) and course language available) 		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)		
Assessment in this module comprises the assessments in the individual module components as specified below. Unless stated otherwise, successful completion of the module will require successful completion of all individual assessments.		
Assessment in module component 04-CBE-7-1-122: Business and Finance <ul style="list-style-type: none"> • 3 ECTS, Method of grading: numerical grade • written examination (approx. 60 minutes) or oral examination of one candidate each (approx. 15 minutes) • Language of assessment: English Assessment in module component 04-CBE-7-2-122: Chinas Firms in Global Markets <ul style="list-style-type: none"> • 3 ECTS, Method of grading: numerical grade • written examination (approx. 60 minutes) or oral examination of one candidate each (approx. 15 minutes) • Language of assessment: English 		
Allocation of places		
--		
Additional information		
--		
Workload		
--		
Teaching cycle		
--		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
--		
Master's with 1 major Chinese and Economics (2012)	JMU Würzburg • generated 26-Aug-2024 • exam. reg. data record Master (120 ECTS) Chinese and Economics - 2012	page 21 / 179

Module appears in

Master's degree (1 major) China Business and Economics (2014)
Master's degree (1 major) China Business and Economics (2012)
Master's degree (1 major) Chinese and Economics (2014)
Master's degree (1 major) Chinese and Economics (2012)

Module title		Abbreviation
Markets in China 2		04-CBE-8-122-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)
6	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	graduate	--
Contents		
German contents available but not translated yet.		
Die Vorlesungen dieses Moduls beschäftigen sich zum einen mit dem Konsumverhalten in China und den Marketingstrategien chinesischer und ausländischer Unternehmen auf dem chinesischen Markt und zum anderen mit den auf dem Weltmarkt agierenden chinesischen Unternehmen. Beide Vorlesungen ergänzen sich in ihrer Perspektive. In beiden Vorlesungen werden Entwicklungen und Phänomene anhand ausgewählter Firmenbeispiele vorgestellt und analysiert.		
Intended learning outcomes		
German intended learning outcomes available but not translated yet.		
Die Studierenden kennen das Konsumverhalten in China und können ihm entsprechende Marketingstrategien für den chinesischen Markt erkennen, beurteilen und entwickeln. Sie kennen auf dem Weltmarkt tätige chinesische Unternehmen und ihre jeweiligen Bedingungen und Strategien.		
Courses (type, number of weekly contact hours, language — if other than German)		
This module comprises 2 module components. Information on courses will be listed separately for each module component.		
<ul style="list-style-type: none"> • 04-CBE-7-2-122: V (no information on SWS (weekly contact hours) and course language available) • 04-CBE-8-1-122: V (no information on SWS (weekly contact hours) and course language available) 		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)		
Assessment in this module comprises the assessments in the individual module components as specified below. Unless stated otherwise, successful completion of the module will require successful completion of all individual assessments.		
Assessment in module component 04-CBE-7-2-122: Chinas Firms in Global Markets <ul style="list-style-type: none"> • 3 ECTS, Method of grading: numerical grade • written examination (approx. 60 minutes) or oral examination of one candidate each (approx. 15 minutes) • Language of assessment: English 		
Assessment in module component 04-CBE-8-1-122: Consumerism and Marketing <ul style="list-style-type: none"> • 3 ECTS, Method of grading: numerical grade • written examination (approx. 60 minutes) or oral examination of one candidate each (approx. 15 minutes) • Language of assessment: English 		
Allocation of places		
--		
Additional information		
--		
Workload		
--		

Teaching cycle
--
Referred to in LPO I (examination regulations for teaching-degree programmes)
--
Module appears in
Master's degree (1 major) China Business and Economics (2014) Master's degree (1 major) China Business and Economics (2012) Master's degree (1 major) Chinese and Economics (2014) Master's degree (1 major) Chinese and Economics (2012)

Module title			Abbreviation
Markets in China 3			o4-CBE-9-122-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)	
6	numerical grade	--	
Duration	Module level	Other prerequisites	
1 semester	graduate	--	
Contents			
German contents available but not translated yet.			
Die Vorlesungen beschäftigen sich mit chinesischen und ausländischen Unternehmen auf dem chinesischen Markt. Sie behandeln zum einen Finanzierungsmodelle der Unternehmen und damit auch den chinesischen Finanzmarkt und das Bankenwesen, zum anderen die Reaktionen der Unternehmen auf das sich verändernde Konsumverhalten der Bevölkerung.			
Intended learning outcomes			
German intended learning outcomes available but not translated yet.			
Die Studierenden kennen die Bedingungen der auf dem chinesischen Markt tätigen Unternehmen in Hinblick auf Finanzmarkt und Bankenwesen wie in Reaktion auf die Konsumentennachfrage. Sie können passende Finanzierungs- und Marketingmodelle für einzelne Unternehmen erstellen.			
Courses (type, number of weekly contact hours, language — if other than German)			
This module comprises 2 module components. Information on courses will be listed separately for each module component.			
<ul style="list-style-type: none">o4-CBE-7-1-122: V (no information on SWS (weekly contact hours) and course language available)o4-CBE-8-1-122: V (no information on SWS (weekly contact hours) and course language available)			
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)			
Assessment in this module comprises the assessments in the individual module components as specified below. Unless stated otherwise, successful completion of the module will require successful completion of all individual assessments.			
Assessment in module component o4-CBE-7-1-122: Business and Finance <ul style="list-style-type: none">3 ECTS, Method of grading: numerical gradewritten examination (approx. 60 minutes) or oral examination of one candidate each (approx. 15 minutes)Language of assessment: English			
Assessment in module component o4-CBE-8-1-122: Consumerism and Marketing <ul style="list-style-type: none">3 ECTS, Method of grading: numerical gradewritten examination (approx. 60 minutes) or oral examination of one candidate each (approx. 15 minutes)Language of assessment: English			
Allocation of places			
--			
Additional information			
--			
Workload			
--			
Teaching cycle			
--			

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

--

Module appears in

Master's degree (1 major) China Business and Economics (2014)

Master's degree (1 major) China Business and Economics (2012)

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

Master's degree (1 major) Chinese and Economics (2012)

Module title		Abbreviation
Chinese and Commerce 1		04-CE-6-122-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)
4	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	graduate	--
Contents		
German contents available but not translated yet.		
Während des Auslandssemesters an der Peking-Universität besuchen die Studierenden eine Vorlesung eines chinesischen Wirtschaftswissenschaftlers in englischer Sprache. Sie lernen so die chinesische wissenschaftliche Perspektive kennen. In der Regel fallen die Themen in den Bereich der Betriebswirtschaft. Die konkreten Vorlesungsinhalte wechseln, da jährlich neu eine Lehrveranstaltung ausgewählt werden muss. Hierfür arbeiten das Büro des ECLC und der Lehrstuhl für China Business and Economics eng zusammen.		
Intended learning outcomes		
German intended learning outcomes available but not translated yet.		
Die Studierenden lernen chinesische wirtschaftswissenschaftliche Perspektiven und Arbeitsweisen kennen. Sie knüpfen Kontakte zu chinesischen Wirtschaftswissenschaftler. Sie kennen die Arbeitsbedingungen der chinesischen akademischen Wirtschaftswissenschaften.		
Courses (type, number of weekly contact hours, language — if other than German)		
V (no information on SWS (weekly contact hours) and course language available)		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)		
written examination (approx. 90 minutes) or oral examination of one candidate each (approx. 25 minutes) Language of assessment: English		
Allocation of places		
--		
Additional information		
--		
Workload		
--		
Teaching cycle		
--		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
--		
Module appears in		
Master's degree (1 major) Chinese and Economics (2014)		
Master's degree (1 major) Chinese and Economics (2012)		

Module title		Abbreviation
Chinese and Commerce 2		04-CE-7-122-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		
German contents available but not translated yet.		
<p>Während des Auslandssemesters an der Peking-Universität besuchen die Studierenden ein Seminar eines chinesischen Wirtschaftswissenschaftlers in englischer Sprache. Sie lernen so die chinesische wissenschaftliche Perspektive kennen. In der Regel fallen die Themen in den Bereich der Betriebswirtschaft und behandeln ausgewählte Fallbeispiele. Besuche bei chinesischen Unternehmen vor Ort können Teil des Seminars sein. Die konkreten Seminarinhalte wechseln, da jährlich neu eine Lehrveranstaltung ausgewählt werden muss. Hierfür arbeiten das Büro des ECLC und der Lehrstuhl für China Business and Economics eng zusammen.</p>		
Intended learning outcomes		
German intended learning outcomes available but not translated yet.		
Die Studierenden kennen wirtschaftswissenschaftliche Arbeitsweisen in China. Sie knüpfen Kontakt zu chinesischen Kollegen und kennen die Forschungslandschaft. Sie entwickeln in Kontakt mit chinesischen Wirtschaftswissenschaftlern das Thema ihrer Masterthesis.		
Courses (type, number of weekly contact hours, language — if other than German)		
S (no information on SWS (weekly contact hours) and course language available)		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)		
written examination (approx. 90 minutes) or oral examination of one candidate each (approx. 25 minutes) Language of assessment: English		
Allocation of places		
--		
Additional information		
--		
Workload		
--		
Teaching cycle		
--		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
--		
Module appears in		
Master's degree (1 major) Chinese and Economics (2014)		
Master's degree (1 major) Chinese and Economics (2012)		

Module title		Abbreviation
Chinese and Commerce 3		04-CE-8-122-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)
4	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	graduate	--
Contents		
German contents available but not translated yet.		
Während des Auslandssemesters an der Peking-Universität besuchen die Studierenden eine Vorlesung eines chinesischen Wirtschaftswissenschaftlers in englischer Sprache. Sie lernen so die chinesische wissenschaftliche Perspektive kennen. In der Regel fallen die Themen in den Bereich der Betriebswirtschaft. Die konkreten Vorlesungsinhalte wechseln, da jährlich neu eine Lehrveranstaltung ausgewählt werden muss. Hierfür arbeiten das Büro des ECLC und der Lehrstuhl für China Business and Economics eng zusammen.		
Intended learning outcomes		
German intended learning outcomes available but not translated yet.		
Die Studierenden lernen chinesische wirtschaftswissenschaftliche Perspektiven und Arbeitsweisen kennen. Sie knüpfen Kontakte zu chinesischen Wirtschaftswissenschaftler. Sie kennen die Arbeitsbedingungen der chinesischen akademischen Wirtschaftswissenschaften.		
Courses (type, number of weekly contact hours, language — if other than German)		
V (no information on SWS (weekly contact hours) and course language available)		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)		
written examination (approx. 90 minutes) or oral examination of one candidate each (approx. 25 minutes) Language of assessment: English		
Allocation of places		
--		
Additional information		
--		
Workload		
--		
Teaching cycle		
--		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
--		
Module appears in		
Master's degree (1 major) Chinese and Economics (2014)		
Master's degree (1 major) Chinese and Economics (2012)		

Module title		Abbreviation
Chinese and Commerce 4		04-CE-9-122-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		
German contents available but not translated yet.		
<p>Während des Auslandssemesters an der Peking-Universität besuchen die Studierenden ein Seminar eines chinesischen Wirtschaftswissenschaftlers in englischer Sprache. Sie lernen so die chinesische wissenschaftliche Perspektive kennen. In der Regel fallen die Themen in den Bereich der Betriebswirtschaft und behandeln ausgewählte Fallbeispiele. Besuche bei chinesischen Unternehmen vor Ort können Teil des Seminars sein. Die konkreten Seminarinhalte wechseln, da jährlich neu eine Lehrveranstaltung ausgewählt werden muss. Hierfür arbeiten das Büro des ECLC und der Lehrstuhl für China Business and Economics eng zusammen.</p>		
Intended learning outcomes		
German intended learning outcomes available but not translated yet.		
Die Studierenden kennen wirtschaftswissenschaftliche Arbeitsweisen in China. Sie knüpfen Kontakt zu chinesischen Kollegen und kennen die Forschungslandschaft. Sie entwickeln in Kontakt mit chinesischen Wirtschaftswissenschaftlern das Thema ihrer Masterthesis.		
Courses (type, number of weekly contact hours, language — if other than German)		
S (no information on SWS (weekly contact hours) and course language available)		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)		
written examination (approx. 90 minutes) or oral examination of one candidate each (approx. 25 minutes) Language of assessment: English		
Allocation of places		
--		
Additional information		
--		
Workload		
--		
Teaching cycle		
--		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
--		
Module appears in		
Master's degree (1 major) Chinese and Economics (2014)		
Master's degree (1 major) Chinese and Economics (2012)		

Module title			Abbreviation
Methodology and Applied Analysis			04-CE-10-122-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)	
4	numerical grade	--	
Duration	Module level	Other prerequisites	
1 semester	graduate	--	
Contents			
German contents available but not translated yet.			
Das Seminar vermittelt grundlegende Kenntnisse zur Forschung im Bereich der Wirtschaft Chinas. Diskutiert werden insbesondere Fragen der Zuverlässigkeit von Daten und Statistiken. Die für die Forschung zu China geeigneten Theorien werden vorgestellt und erprobt. Aktuellste Fragen werden diskutiert und ihre mögliche wissenschaftliche Behandlung erprobt.			
Intended learning outcomes			
German intended learning outcomes available but not translated yet.			
Die Studierenden können wirtschaftswissenschaftliche Theorien auf China anwenden. Sie können die Zuverlässigkeit von Datenmaterial und Statistiken abschätzen und Quellenmaterial sauber einsetzen.			
Courses (type, number of weekly contact hours, language — if other than German)			
This module has 4 components; information on courses listed separately for each component.			
<ul style="list-style-type: none">• 04-CBE-4-1-122, and 04-CBE-4-2-122: S (no information on language and number of weekly contact hours available)• 04-CBE-5-1-122, and 04-CBE-6-1-122: Ü (no information on language and number of weekly contact hours available)			
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)			
This module has the following 4 assessment components. To pass the module as a whole students must pass the first assessment component and one of the remaining three.			
Assessment in module component 04-CBE-4-1-122: Methodological Questions of Chinese Economic Research			
<ul style="list-style-type: none">• 3 ECTS credits, numerical grading• written examination (approx. 60 minutes) or oral examination of one candidate each (approx. 15 minutes)• Language of assessment: English			
Assessment in module component 04-CBE-4-2-122: Hot Issues in Chinese Economics			
<ul style="list-style-type: none">• 1 ECTS credit, numerical grading• presentation (approx. 15 minutes)• Language of assessment: English			
Assessment in module component 04-CBE-5-1-122: Case Study Analysis 1, and in module component 04-CBE-6-1-122: Case Study Analysis 2 :			
<ul style="list-style-type: none">• 3 ECTS credits, numerical grading• presentation (approx. 30 minutes)• Language of assessment: English			
Allocation of places			
--			
Additional information			
--			

Workload
--
Teaching cycle
--
Referred to in LPO I (examination regulations for teaching-degree programmes)
--
Module appears in
Master's degree (1 major) Chinese and Economics (2014)
Master's degree (1 major) Chinese and Economics (2012)

China Studies

(6 ECTS credits)

Module title		Abbreviation
Transformation in Contemporary China 1		04-TCC1-122-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)
6	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	graduate	--
Contents		
<p>German contents available but not translated yet.</p> <p>Chinas Wiederaufstieg in der Weltwirtschaft und Weltpolitik ist eines der prägenden Phänomene des ausgehenden 20. und frühen 21. Jahrhunderts. Er begann mit der Einführung der Reform- und Öffnungspolitik Ende der 1970er Jahre und ging mit tief greifenden Veränderungen in Staat, Wirtschaft und Gesellschaft Chinas einher. Diese spannungsreichen Veränderungen stehen im Mittelpunkt des Moduls. Dabei werden anhand vertiefender Analysen einzelner Aspekte des chinesischen Transformationsprozesses die komplexen Interaktionen verschiedener Faktoren und Felder herausgearbeitet, um die Studierenden in die aktuelle Forschung einzuführen. Im Einzelnen werden gesellschaftliche, politische und wirtschaftliche sowie kulturelle Perspektiven aufgegriffen. Im Sinne einer Intensivierung und Aktualisierung können durch ausländische Gastprofessoren/-innen aktuelle Ergänzungen erfolgen.</p>		
Intended learning outcomes		
<p>German intended learning outcomes available but not translated yet.</p> <p>Die Studierenden erwerben detailliertes Wissen über Chinas Veränderungen in den letzten Jahrzehnten. Theoretische Debatten zu Chinas Transformation werden dabei nachvollzogen und durchleuchtet. Die Studierenden erwerben durch wissenschaftliche Auswertung zeitgenössischer Primär- und Sekundärquellen die Fähigkeit zur kritischen und kompetenten Bewertung von Zusammenhängen des Themenbereichs. Der Umgang mit Quellenmaterial und die Abfassung wissenschaftlicher Arbeiten wird systematisch erarbeitet und erlernt. Dabei steht auch immer die methodische Frage nach Zugängen, Datenmaterial und Aussagefähigkeit verschiedener theoretischer Ansätze im Zentrum, um den Studierenden Stärken und Schwächen, aber auch die Möglichkeit interdisziplinärer Verbindungen zu verdeutlichen.</p>		
Courses (type, number of weekly contact hours, language — if other than German)		
<p>This module comprises 2 module components. Information on courses will be listed separately for each module component.</p> <ul style="list-style-type: none"> • 04-TCC1-1-122: S (no information on SWS (weekly contact hours) and course language available) • 04-TCC1-2-122: S (no information on SWS (weekly contact hours) and course language available) 		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)		
<p>Assessment in this module comprises the assessments in the individual module components as specified below. Unless stated otherwise, successful completion of the module will require successful completion of all individual assessments.</p> <p>Assessment in module component 04-TCC1-1-122: Contemporary Politics in Transformation</p> <ul style="list-style-type: none"> • 3 ECTS, Method of grading: numerical grade • written examination (approx. 60 minutes) or oral examination of one candidate each (approx. 15 minutes) • Language of assessment: English <p>Assessment in module component 04-TCC1-2-122: Contemporary Society in Transformation</p> <ul style="list-style-type: none"> • 3 ECTS, Method of grading: numerical grade • written examination (approx. 60 minutes) or oral examination of one candidate each (approx. 15 minutes) • Language of assessment: English 		

Allocation of places
--
Additional information
--
Workload
--
Teaching cycle
--
Referred to in LPO I (examination regulations for teaching-degree programmes)
--
Module appears in
Master's degree (1 major) China Business and Economics (2014) Master's degree (1 major) China Business and Economics (2012) Master's degree (1 major) Chinese and Economics (2014) Master's degree (1 major) Chinese and Economics (2012)

Module title			Abbreviation
Transformation in Contemporary China 2			04-TCC2-122-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)	
6	numerical grade	--	
Duration	Module level	Other prerequisites	
1 semester	graduate	--	
Contents			
German contents available but not translated yet.			
<p>Chinas Wiederaufstieg in der Weltwirtschaft und Weltpolitik ist eines der prägenden Phänomene des ausgehenden 20. und frühen 21. Jahrhunderts. Er begann mit der Einführung der Reform- und Öffnungspolitik Ende der 1970er Jahre und ging mit tief greifenden Veränderungen in Staat, Wirtschaft und Gesellschaft Chinas einher. Diese spannungsreichen Veränderungen stehen im Mittelpunkt des Moduls. Dabei werden anhand vertiefender Analysen einzelner Aspekte des chinesischen Transformationsprozesses die komplexen Interaktionen verschiedener Faktoren und Felder herausgearbeitet, um die Studierenden in die aktuelle Forschung einzuführen. Im Einzelnen werden gesellschaftliche, politische und wirtschaftliche sowie kulturelle Perspektiven aufgegriffen. Im Sinne einer Intensivierung und Aktualisierung können durch ausländische Gastprofessoren/-innen aktuelle Ergänzungen erfolgen.</p>			
Intended learning outcomes			
German intended learning outcomes available but not translated yet.			
<p>Die Studierenden erwerben detailliertes Wissen über Chinas Veränderungen in den letzten Jahrzehnten. Theoretische Debatten zu Chinas Transformation werden dabei nachvollzogen und durchleuchtet. Die Studierenden erwerben durch wissenschaftliche Auswertung zeitgenössischer Primär- und Sekundärquellen die Fähigkeit zur kritischen und kompetenten Bewertung von Zusammenhängen des Themenbereichs. Der Umgang mit Quellenmaterial und die Abfassung wissenschaftlicher Arbeiten wird systematisch erarbeitet und erlernt. Dabei steht auch immer die methodische Frage nach Zugängen, Datenmaterial und Aussagefähigkeit verschiedener theoretischer Ansätze im Zentrum, um den Studierenden Stärken und Schwächen, aber auch die Möglichkeit interdisziplinärer Verbindungen zu verdeutlichen.</p>			
Courses (type, number of weekly contact hours, language — if other than German)			
<p>This module comprises 2 module components. Information on courses will be listed separately for each module component.</p> <ul style="list-style-type: none">04-TCC2-1-122: S (no information on SWS (weekly contact hours) and course language available)04-TCC2-2-122: S (no information on SWS (weekly contact hours) and course language available)			
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)			
<p>Assessment in this module comprises the assessments in the individual module components as specified below. Unless stated otherwise, successful completion of the module will require successful completion of all individual assessments.</p>			
<p>Assessment in module component 04-TCC2-1-122: Political Economy in Transformation</p> <ul style="list-style-type: none">3 ECTS, Method of grading: numerical gradewritten examination (approx. 60 minutes) or oral examination of one candidate each (approx. 15 minutes)Language of assessment: English <p>Assessment in module component 04-TCC2-2-122: Societal Modernism and the Transformation of Arts</p> <ul style="list-style-type: none">3 ECTS, Method of grading: numerical gradewritten examination (approx. 60 minutes) or oral examination of one candidate each (approx. 15 minutes)Language of assessment: English			

Allocation of places
--
Additional information
--
Workload
--
Teaching cycle
--
Referred to in LPO I (examination regulations for teaching-degree programmes)
--
Module appears in
Master's degree (1 major) China Business and Economics (2014) Master's degree (1 major) China Business and Economics (2012) Master's degree (1 major) Chinese and Economics (2014) Master's degree (1 major) Chinese and Economics (2012)

Module title			Abbreviation
Transformation in Contemporary China 3			04-TCC3-122-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)	
6	numerical grade	--	
Duration	Module level	Other prerequisites	
1 semester	graduate	--	
Contents			
German contents available but not translated yet.			
<p>Chinas Wiederaufstieg in der Weltwirtschaft und Weltpolitik ist eines der prägenden Phänomene des ausgehenden 20. und frühen 21. Jahrhunderts. Er begann mit der Einführung der Reform- und Öffnungspolitik Ende der 1970er Jahre und ging mit tief greifenden Veränderungen in Staat, Wirtschaft und Gesellschaft Chinas einher. Diese spannungsreichen Veränderungen stehen im Mittelpunkt des Moduls. Dabei werden anhand vertiefender Analysen einzelner Aspekte des chinesischen Transformationsprozesses die komplexen Interaktionen verschiedener Faktoren und Felder herausgearbeitet, um die Studierenden in die aktuelle Forschung einzuführen. Im Einzelnen werden gesellschaftliche, politische und wirtschaftliche sowie kulturelle Perspektiven aufgegriffen. Im Sinne einer Intensivierung und Aktualisierung können durch ausländische Gastprofessoren/-innen aktuelle Ergänzungen erfolgen.</p>			
Intended learning outcomes			
German intended learning outcomes available but not translated yet.			
<p>Die Studierenden erwerben detailliertes Wissen über Chinas Veränderungen in den letzten Jahrzehnten. Theoretische Debatten zu Chinas Transformation werden dabei nachvollzogen und durchleuchtet. Die Studierenden erwerben durch wissenschaftliche Auswertung zeitgenössischer Primär- und Sekundärquellen die Fähigkeit zur kritischen und kompetenten Bewertung von Zusammenhängen des Themenbereichs. Der Umgang mit Quellenmaterial und die Abfassung wissenschaftlicher Arbeiten wird systematisch erarbeitet und erlernt. Dabei steht auch immer die methodische Frage nach Zugängen, Datenmaterial und Aussagefähigkeit verschiedener theoretischer Ansätze im Zentrum, um den Studierenden Stärken und Schwächen, aber auch die Möglichkeit interdisziplinärer Verbindungen zu verdeutlichen.</p>			
Courses (type, number of weekly contact hours, language — if other than German)			
<p>This module comprises 2 module components. Information on courses will be listed separately for each module component.</p> <ul style="list-style-type: none">• 04-TCC1-1-122: S (no information on SWS (weekly contact hours) and course language available)• 04-TCC2-1-122: S (no information on SWS (weekly contact hours) and course language available)			
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)			
<p>Assessment in this module comprises the assessments in the individual module components as specified below. Unless stated otherwise, successful completion of the module will require successful completion of all individual assessments.</p>			
<p>Assessment in module component 04-TCC1-1-122: Contemporary Politics in Transformation</p> <ul style="list-style-type: none">• 3 ECTS, Method of grading: numerical grade• written examination (approx. 60 minutes) or oral examination of one candidate each (approx. 15 minutes)• Language of assessment: English			
<p>Assessment in module component 04-TCC2-1-122: Political Economy in Transformation</p> <ul style="list-style-type: none">• 3 ECTS, Method of grading: numerical grade• written examination (approx. 60 minutes) or oral examination of one candidate each (approx. 15 minutes)• Language of assessment: English			

Allocation of places
--
Additional information
--
Workload
--
Teaching cycle
--
Referred to in LPO I (examination regulations for teaching-degree programmes)
--
Module appears in
Master's degree (1 major) China Business and Economics (2014) Master's degree (1 major) China Business and Economics (2012) Master's degree (1 major) Chinese and Economics (2014) Master's degree (1 major) Chinese and Economics (2012)

Module title		Abbreviation
Transformation in Contemporary China 4		04-TCC4-122-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)
6	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	graduate	--
Contents		
<p>German contents available but not translated yet.</p> <p>Die spannungsreichen gesellschaftlichen Veränderungen seit den späten 1970er Jahren stehen im Mittelpunkt des Moduls. Dabei werden anhand vertiefender Analysen einzelner Aspekte des chinesischen Transformationsprozesses die komplexen Interaktionen verschiedener Faktoren und Felder herausgearbeitet, um die Studierenden in die aktuelle Forschung einzuführen. Im Einzelnen werden gesellschaftliche, politische und wirtschaftliche sowie kulturelle und kunstpolitische Perspektiven aufgegriffen. Im Sinne einer Intensivierung und Aktualisierung können durch ausländische Gastprofessoren/-innen aktuelle Ergänzungen erfolgen.</p>		
Intended learning outcomes		
<p>German intended learning outcomes available but not translated yet.</p> <p>Die Studierenden erwerben detailliertes Wissen über Chinas Veränderungen in den letzten Jahrzehnten. Theoretische Debatten zu Chinas Transformation werden dabei nachvollzogen und durchleuchtet. Die Studierenden erwerben durch wissenschaftliche Auswertung zeitgenössischer Primär- und Sekundärquellen die Fähigkeit zur kritischen und kompetenten Bewertung von Zusammenhängen des Themenbereichs. Der Umgang mit Quellenmaterial und die Abfassung wissenschaftlicher Arbeiten wird systematisch erarbeitet und erlernt. Dabei steht auch immer die methodische Frage nach Zugängen, Datenmaterial und Aussagefähigkeit verschiedener theoretischer Ansätze im Zentrum, um den Studierenden Stärken und Schwächen, aber auch die Möglichkeit interdisziplinärer Verbindungen zu verdeutlichen.</p>		
Courses (type, number of weekly contact hours, language — if other than German)		
<p>This module comprises 2 module components. Information on courses will be listed separately for each module component.</p> <ul style="list-style-type: none"> • 04-TCC1-2-122: S (no information on SWS (weekly contact hours) and course language available) • 04-TCC2-2-122: S (no information on SWS (weekly contact hours) and course language available) 		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)		
<p>Assessment in this module comprises the assessments in the individual module components as specified below. Unless stated otherwise, successful completion of the module will require successful completion of all individual assessments.</p> <p>Assessment in module component 04-TCC1-2-122: Contemporary Society in Transformation</p> <ul style="list-style-type: none"> • 3 ECTS, Method of grading: numerical grade • written examination (approx. 60 minutes) or oral examination of one candidate each (approx. 15 minutes) • Language of assessment: English <p>Assessment in module component 04-TCC2-2-122: Societal Modernism and the Transformation of Arts</p> <ul style="list-style-type: none"> • 3 ECTS, Method of grading: numerical grade • written examination (approx. 60 minutes) or oral examination of one candidate each (approx. 15 minutes) • Language of assessment: English 		
Allocation of places		
--		

Additional information
--
Workload
--
Teaching cycle
--
Referred to in LPO I (examination regulations for teaching-degree programmes)
--
Module appears in
Master's degree (1 major) China Business and Economics (2014) Master's degree (1 major) China Business and Economics (2012) Master's degree (1 major) Chinese and Economics (2014) Master's degree (1 major) Chinese and Economics (2012)

Module title			Abbreviation
Transformation in Contemporary China 5			04-TCC5-122-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)	
6	numerical grade	--	
Duration	Module level	Other prerequisites	
1 semester	graduate	--	
Contents			
German contents available but not translated yet.			
Die spannungsreichen politischen Veränderungen seit den 1970er Jahren stehen im Mittelpunkt des Moduls. Dabei werden anhand vertiefender Analysen einzelner Aspekte des chinesischen Transformationsprozesses die komplexen Interaktionen verschiedener Faktoren und Felder herausgearbeitet, um die Studierenden in die aktuelle Forschung einzuführen. Im Einzelnen werden gesellschaftliche, politische und wirtschaftliche sowie kulturelle und kunstpolitischen Perspektiven aufgegriffen. Im Sinne einer Intensivierung und Aktualisierung können durch ausländische Gastprofessoren/-innen aktuelle Ergänzungen erfolgen.			
Intended learning outcomes			
German intended learning outcomes available but not translated yet.			
Die Studierenden erwerben detailliertes Wissen über Chinas Veränderungen in den letzten Jahrzehnten. Theoretische Debatten zu Chinas Transformation werden dabei nachvollzogen und durchleuchtet. Die Studierenden erwerben durch wissenschaftliche Auswertung zeitgenössischer Primär- und Sekundärquellen die Fähigkeit zur kritischen und kompetenten Bewertung von Zusammenhängen des Themenbereichs. Der Umgang mit Quellenmaterial und die Abfassung wissenschaftlicher Arbeiten wird systematisch erarbeitet und erlernt. Dabei steht auch immer die methodische Frage nach Zugängen, Datenmaterial und Aussagefähigkeit verschiedener theoretischer Ansätze im Zentrum, um den Studierenden Stärken und Schwächen, aber auch die Möglichkeit interdisziplinärer Verbindungen zu verdeutlichen.			
Courses (type, number of weekly contact hours, language — if other than German)			
This module comprises 2 module components. Information on courses will be listed separately for each module component. <ul style="list-style-type: none">04-TCC1-1-122: S (no information on SWS (weekly contact hours) and course language available)04-TCC2-2-122: S (no information on SWS (weekly contact hours) and course language available)			
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)			
Assessment in this module comprises the assessments in the individual module components as specified below. Unless stated otherwise, successful completion of the module will require successful completion of all individual assessments.			
Assessment in module component 04-TCC1-1-122: Contemporary Politics in Transformation <ul style="list-style-type: none">3 ECTS, Method of grading: numerical gradewritten examination (approx. 60 minutes) or oral examination of one candidate each (approx. 15 minutes)Language of assessment: English			
Assessment in module component 04-TCC2-2-122: Societal Modernism and the Transformation of Arts <ul style="list-style-type: none">3 ECTS, Method of grading: numerical gradewritten examination (approx. 60 minutes) or oral examination of one candidate each (approx. 15 minutes)Language of assessment: English			
Allocation of places			
--			

Additional information
--
Workload
--
Teaching cycle
--
Referred to in LPO I (examination regulations for teaching-degree programmes)
--
Module appears in
Master's degree (1 major) China Business and Economics (2014) Master's degree (1 major) China Business and Economics (2012) Master's degree (1 major) Chinese and Economics (2014) Master's degree (1 major) Chinese and Economics (2012)

Module title		Abbreviation
Transformation in Contemporary China 6		04-TCC6-122-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)
6	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	graduate	--
Contents		
<p>German contents available but not translated yet.</p> <p>Die politischen, ökonomischen und sozialen Veränderungen seit den 1970er Jahren stehen im Mittelpunkt des Moduls. Dabei werden anhand vertiefender Analysen einzelner Aspekte des chinesischen Transformationsprozesses die komplexen Interaktionen verschiedener Faktoren und Felder herausgearbeitet, um die Studierenden in die aktuelle Forschung einzuführen. Im Einzelnen werden gesellschaftliche, politische und wirtschaftliche sowie kulturelle Perspektiven aufgegriffen. Im Sinne einer Intensivierung und Aktualisierung können durch ausländische Gastprofessoren/-innen aktuelle Ergänzungen erfolgen.</p>		
Intended learning outcomes		
<p>German intended learning outcomes available but not translated yet.</p> <p>Die Studierenden erwerben detailliertes Wissen über Chinas Veränderungen in den letzten Jahrzehnten. Theoretische Debatten zu Chinas Transformation werden dabei nachvollzogen und durchleuchtet. Die Studierenden erwerben durch wissenschaftliche Auswertung zeitgenössischer Primär- und Sekundärquellen die Fähigkeit zur kritischen und kompetenten Bewertung von Zusammenhängen des Themenbereichs. Der Umgang mit Quellenmaterial und die Abfassung wissenschaftlicher Arbeiten wird systematisch erarbeitet und erlernt. Dabei steht auch immer die methodische Frage nach Zugängen, Datenmaterial und Aussagefähigkeit verschiedener theoretischer Ansätze im Zentrum, um den Studierenden Stärken und Schwächen, aber auch die Möglichkeit interdisziplinärer Verbindungen zu verdeutlichen.</p>		
Courses (type, number of weekly contact hours, language — if other than German)		
<p>This module comprises 2 module components. Information on courses will be listed separately for each module component.</p> <ul style="list-style-type: none"> • 04-TCC1-2-122: S (no information on SWS (weekly contact hours) and course language available) • 04-TCC2-1-122: S (no information on SWS (weekly contact hours) and course language available) 		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)		
<p>Assessment in this module comprises the assessments in the individual module components as specified below. Unless stated otherwise, successful completion of the module will require successful completion of all individual assessments.</p> <p>Assessment in module component 04-TCC1-2-122: Contemporary Society in Transformation</p> <ul style="list-style-type: none"> • 3 ECTS, Method of grading: numerical grade • written examination (approx. 60 minutes) or oral examination of one candidate each (approx. 15 minutes) • Language of assessment: English <p>Assessment in module component 04-TCC2-1-122: Political Economy in Transformation</p> <ul style="list-style-type: none"> • 3 ECTS, Method of grading: numerical grade • written examination (approx. 60 minutes) or oral examination of one candidate each (approx. 15 minutes) • Language of assessment: English 		
Allocation of places		
--		

Additional information
--
Workload
--
Teaching cycle
--
Referred to in LPO I (examination regulations for teaching-degree programmes)
--
Module appears in
Master's degree (1 major) China Business and Economics (2014) Master's degree (1 major) China Business and Economics (2012) Master's degree (1 major) Chinese and Economics (2014) Master's degree (1 major) Chinese and Economics (2012)

Business Management and Economics

(5 ECTS credits)

Module title			Abbreviation
Strategic Marketing			12-M-SM-102-m01
Module coordinator		Module offered by	
holder of the Chair of Business Administration and Marketing		Faculty of Business Management and Economics	
ECTS	Method of grading	Only after succ. compl. of module(s)	
5	numerical grade	--	
Duration	Module level	Other prerequisites	
1 semester	graduate	--	
Contents			
Description: The module raises awareness in students of the relevance and necessity of strategic management in a competitive and dynamical competitive process.			
Content: Based on the marketing strategies as well as the stakeholder and entrepreneurship approaches, this module discusses the roots of the concept of strategy in marketing based on Drucker, Porter, Ansoff and Mintzberg. The focus of the module is on thinking in competitive advantages, which is directly related to responsible leadership.			
Outline of syllabus: 1. Competitive dynamics requires strategy and leadership 2. Marketing strategies, stakeholder management and entrepreneurship 3. Objectives and tasks of corporate governance in management practice 4. Competitive forces, strategies and benefits according to Michael Porter 5. Growth strategies and marketing myths 6. Future technologies, new businesses and dynamic capabilities 7. Nature and principles of responsible management			
Reading: Barnard, CI (1938): The Functions of the Executive, Harvard University Press, Cambridge, Massachusetts. Eschenbach, R.; Eschenbach, S.; Kunesch, H. (2008): Strategische Konzepte: Management-Ansätze von Ansoff bis Ulrich, 5th ed., Schäffer-Poeschel Stuttgart. Freeman, RE (2010): Strategic Management: A Stakeholder Approach, Cambridge University Press. Grant, R. M.; Nippa, M. (2006): Strategisches Management: Analyse, Entwicklung und Implementierung von Unternehmensstrategien, 5th ed., Pearson Munich. Hinterhuber, H. H. (2011): Strategische Unternehmensführung -- I. Strategisches Denken, 8th ed., Erich Schmidt Verlag, Berlin. Hungenberg, H. (2012): Strategisches Management in Unternehmen: Ziele -- Prozesse -- Verfahren, 7th ed., Gabler, Wiesbaden. Johnson, G.; Scholes, K.; Whittington, R. (2009): Fundamentals of Strategy, 1st ed., Financial Times and Prentice Hall Harlow. Kotler, P.; Berger, R.; Bickhoff, N. (2010): The Quintessence of Strategic Management, Springer, Heidelberg. Laasch, O.; Conaway RN (2014): The Principles of Responsible Management: Global Sustainability, Responsibility, and Ethics, Cengage Stamford. Meffert, H.; Burmann, C.; Kirchgeorg, M. (2012): Marketing -- Grundlagen marktorientierter Unternehmensführung, 11th ed., Gabler, Wiesbaden. Meyer, M. (1995): Ökonomische Organisation der Industrie: Netzwerkarrangements zwischen Markt und Unternehmung, Gabler, Wiesbaden. Müller-Stewens, G.; Lechner, C. (2011): Strategisches Management -- Wie strategische Initiativen zum Wandel führen, 4th ed., Schäffer-Poeschel Stuttgart. Porter, M. (1999): Wettbewerb und Strategie, Econ Munich. (Original: Porter, M.: On Competition, Boston, 1998.) Porter, M. (2014): Wettbewerbsvorteile -- Spitzenleistungen erreichen und behaupten, 8th ed., Campus Frankfurt / New York. (Original: Porter, M.: Competitive Advantage, New York, 1985)			
Master's with 1 major Chinese and Economics (2012)		JMU Würzburg • generated 26-Aug-2024 • exam. reg. data record Master (120 ECTS) Chinese and Economics - 2012	page 47 / 179

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

Intended learning outcomes

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

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

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

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

written examination (approx. 60 minutes)

Allocation of places

--

Additional information

--

Workload

--

Teaching cycle

--

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

--

Module appears in

Master's degree (1 major) Economathematics (2011)
Master's degree (1 major) Business Management (2011)
Master's degree (1 major) Business Management (2010)
Master's degree (1 major) Economics (2011)
Master's degree (1 major) Economics (2010)
Master's degree (1 major) China Business and Economics (2014)
Master's degree (1 major) China Business and Economics (2012)
Master's degree (1 major) Chinese and Economics (2014)
Master's degree (1 major) Chinese and Economics (2012)

Module title		Abbreviation
International Marketing		12-M-IMM-102-m01
Module coordinator		Module offered by
holder of the Chair of Business Administration and Marketing		Faculty of Business Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	graduate	--
Contents		
<p>Description:</p> <p>The module builds on the knowledge acquired during the Bachelor's degree programme or the <i>Grundstudium</i> (stage I studies). It provides a systematic introduction to strategic marketing decisions in global and international contexts. These are explained mainly by Porter's diamond and cluster models. Another focus is on internationalisation strategies, which require country analyses and decisions on the selection of national markets as well as a timing of the countries market development. In addition, the module discusses different strategies for market entry and market development.</p> <p>Outline of syllabus:</p> <ol style="list-style-type: none"> 1. Internationalisation of the economy and regional integration processes <ul style="list-style-type: none"> - Globalisation - Competitiveness of countries, industries and companies in an international context 2. International strategic marketing decisions <ul style="list-style-type: none"> - Market entry forms - Market development strategies - Timing strategies - International organisation structures 3. Theories and strategies of internationalisation <ul style="list-style-type: none"> - Foreign trade theory - Multinational enterprise - Internationalisation strategies <p>Reading:</p> <p>Meffert, H. / Burmann C. / Becker, C.: Internationales Marketing-Management, Stuttgart etc. (most recent edition).</p> <p>Berndt, R. / Fantapié-Altobelli C. / Sander M.: Internationales Marketing-Management, Berlin etc. (most recent edition).</p>		
Intended learning outcomes		
Students acquire in-depth skills in the field of strategic and operational management with particular attention to the international context. Students achieve particular expertise in the analysis, assessment and implementation of international business decisions and gain skills thus guiding the execution of marketing and management positions in globally-active companies.		
Courses (type, number of weekly contact hours, language — if other than German)		
V + Ü (no information on SWS (weekly contact hours) and course language available)		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)		
written examination (approx. 60 minutes)		
Allocation of places		
--		

Additional information
--
Workload
--
Teaching cycle
--
Referred to in LPO I (examination regulations for teaching-degree programmes)
--
Module appears in
Master's degree (1 major) Economathematics (2011) Master's degree (1 major) Business Information Systems (2011) Master's degree (1 major) Business Management (2011) Master's degree (1 major) Business Management (2010) Master's degree (1 major) Economics (2011) Master's degree (1 major) Economics (2010) Master's degree (1 major) China Business and Economics (2014) Master's degree (1 major) China Business and Economics (2012) Master's degree (1 major) Chinese and Economics (2014) Master's degree (1 major) Chinese and Economics (2012)

Module title		Abbreviation
Adaption and Continuous System Engineering		12-ACSE-111-m01
Module coordinator		Module offered by
holder of the Chair of Business Management and Business Information Systems		Faculty of Business Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	graduate	--
Contents		
<p>Business Suite: The constantly changing environment with its organisational and IT-oriented developments forces companies to adapt their standard business software solutions. With the help of dynamic adaptation (Continuous System Engineering), this process of change can be supported effectively and efficiently. This module discusses both the systematic implementation of adaptation steps (so-called customising) using the example of the mySAP Business Suite and the concept of Continuous System Engineering using various practical examples. Business Apps: The course combines theory and practice in the area of cloud computing and ERP. Participants gain an insight into the architecture of the ByDesign platform and are presented with an opportunity to gain practical experience working with the corresponding software development kit.</p> <p>Content:</p> <ul style="list-style-type: none"> - Fundamentals of cloud computing - Cloud business solutions - Architecture of the SAP Business ByDesign platform - Platform adaption and extensibility - Basics of software development in SAP Cloud Applications Studio - Hands-on SDK: independently designing and developing a demo app 		
Intended learning outcomes		
<p>Business Suite: Students learn about the various ways of adapting a standard business software solution to the special requirements of a company. They also develop a fundamental understanding of the dynamic adaptation of business software libraries. Based on selected examples from the SAP Business Suite that the acquired knowledge will be deepened by using case studies. Business Apps: The course imparts knowledge and delivers skills in cloud computing for businesses, ERP systems architecture and software development at the example of the SAP Business ByDesign platform. The independent planning, implementation and documentation of a business app trains important core competencies of technology-oriented Business Informatics.</p>		
Courses (type, number of weekly contact hours, language — if other than German)		
<p>This module has 2 components; information on courses listed separately for each component.</p> <ul style="list-style-type: none"> • 12-ACSE-1-111: V + Ü (no information on language and number of weekly contact hours available) • 12-ACSE-2-111: V + Ü (no information on language and number of weekly contact hours available) 		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)		
<p>This module has the following 2 assessment components. To pass the module as a whole students must pass one of the two assessment components.</p> <p>Assessment component to module component 12-ACSE-1-111: Adaption and Continuous System Engineering - Business Suite</p> <ul style="list-style-type: none"> • 5 ECTS credits, method of grading: numerical grade • a) written examination (approx. 60 minutes) or b) term paper (approx. 15 pages) <p>Assessment component to module component 12-ACSE-2-111: Adaption and Continuous System Engineering - Business Apps</p> <ul style="list-style-type: none"> • 5 ECTS credits, method of grading: numerical grade • a) written examination (approx. 60 minutes) or b) term paper (approx. 15 pages) 		
Master's with 1 major Chinese and Economics (2012)	JMU Würzburg • generated 26-Aug-2024 • exam. reg. data record Master (120 ECTS) Chinese and Economics - 2012	page 51 / 179

Allocation of places

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

- 12-ACSE-1-111: Number of places: 20. Should the number of applications exceed the number of available places, 15 places will be set aside for Master's students of Business Information Systems. Should the number of applications exceed the number of available places, places will be allocated in a standardised procedure among all applicants irrespective of their subjects according to the following quotas: Quota 1 (50% of places): total number of ECTS credits already achieved in the respective degree subject; among applicants with the same number of ECTS credits achieved, places will be allocated by lot. Quota 2 (25% of places): number of subject semesters of the respective applicant; among applicants with the same number of subject semesters, places will be allocated by lot. Quota 3 (25% of places): allocation by lot. In this procedure, applicants who already have successfully completed at least one module component of the respective module will be given preferential consideration. Places on all courses of the module component with a restricted number of places will be allocated in the same procedure. A waiting list will be maintained and places re-allocated as they become available.
- 12-ACSE-2-111: Number of places: 10. Should the number of applications exceed the number of available places, places will be allocated in a standardised procedure among all applicants irrespective of their subjects according to the following quotas: Quota 1 (50% of places): total number of ECTS credits already achieved in the respective degree subject; among applicants with the same number of ECTS credits achieved, places will be allocated by lot. Quota 2 (25% of places): number of subject semesters of the respective applicant; among applicants with the same number of subject semesters, places will be allocated by lot. Quota 3 (25% of places): allocation by lot. In this procedure, applicants who already have successfully completed at least one module component of the respective module will be given preferential consideration. Places on all courses of the module component with a restricted number of places will be allocated in the same procedure. A waiting list will be maintained and places re-allocated as they become available.

Additional information

--

Workload

--

Teaching cycle

--

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

--

Module appears in

Master's degree (1 major) Econometrics (2011)
Master's degree (1 major) Business Information Systems (2011)
Master's degree (1 major) Business Management (2011)
Master's degree (1 major) Economics (2011)
Master's degree (1 major) China Business and Economics (2014)
Master's degree (1 major) China Business and Economics (2012)
Master's degree (1 major) Chinese and Economics (2014)
Master's degree (1 major) Chinese and Economics (2012)

Module title		Abbreviation
Business Intelligence		12-BI-111-m01
Module coordinator		Module offered by
holder of the Chair of Information Systems Engineering		Faculty of Business Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	graduate	--
Contents		
The course provides an overview of the structure and applications of analytical information systems. A special focus is on individual quantitative methods of data analysis. A basic knowledge of statistics and data modelling is a prerequisite for participation in this module.		
Intended learning outcomes		
The module provides students with knowledge of: (i) Data Warehousing & OLAP (ii) Operational application areas and methods of data analysis		
Courses (type, number of weekly contact hours, language — if other than German)		
V + Ü (no information on SWS (weekly contact hours) and course language available)		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)		
a) written examination (approx. 60 minutes) or b) term paper (approx. 15 pages)		
Allocation of places		
Number of places: 20. Should the number of applications exceed the number of available places, 15 places will be set aside for Master's students of Business Information Systems. (1) Should the number of applications exceed the number of available places, places will be allocated in a standardised procedure among all applicants irrespective of their subjects according to the following quotas: Quota 1 (50% of places): total number of ECTS credits already achieved in the respective degree subject; among applicants with the same number of ECTS credits achieved, places will be allocated by lot. Quota 2 (25% of places): number of subject semesters of the respective applicant; among applicants with the same number of subject semesters, places will be allocated by lot. Quota 3 (25% of places): allocation by lot. In this procedure, applicants who already have successfully completed at least one module component of the respective module will be given preferential consideration. (2) Places on all courses of the module component with a restricted number of places will be allocated in the same procedure. (3) A waiting list will be maintained and places re-allocated as they become available.		
Additional information		
--		
Workload		
--		
Teaching cycle		
--		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
--		
Module appears in		
Master's degree (1 major) Economathematics (2011) Master's degree (1 major) Business Information Systems (2011) Master's degree (1 major) Business Management (2011) Master's degree (1 major) Economics (2011)		
Master's with 1 major Chinese and Economics (2012)	JMU Würzburg • generated 26-Aug-2024 • exam. reg. data record Master (120 ECTS) Chinese and Economics - 2012	page 53 / 179

Master's degree (1 major) China Business and Economics (2014)
Master's degree (1 major) China Business and Economics (2012)
Master's degree (1 major) Chinese and Economics (2014)
Master's degree (1 major) Chinese and Economics (2012)

Module title		Abbreviation
Adaptive Business Platforms 1		12-BSA-111-m01
Module coordinator		Module offered by
holder of the Chair of Business Management and Business Information Systems		Faculty of Business Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	graduate	--
Contents		
<p>A next generation of enterprise systems called business service platforms is emerging using new disruptive technologies such as cloud computing, big data and mobility. These business service platforms apply the concept of product platforms to software. They will</p> <ol style="list-style-type: none"> 1. be services based 2. be offered as a service in the cloud 3. address new classes of users and types of business especially in the service business 4. allow for a high degree of business adaptability and extensibility. 5. be supplemented by a broad offer of partner add-ons supporting accelerated innovation. <p>These new business service platforms will play a key role in the digital transformation of the software industry.</p>		
Intended learning outcomes		
<p>Be aware of the big business productivity progress enabled by BIS in the last 50 years. Understand the limitations of these systems in spite of the digital transformation of the software industry ahead. Be able to critically assess the business potential of new IC technologies. Understand the business demand for change. Understand the necessary organizational learning needed to leverage new technology for business change management.</p>		
Courses (type, number of weekly contact hours, language — if other than German)		
V (no information on SWS (weekly contact hours) and course language available)		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)		
a) written examination (approx. 60 to 70 minutes) or b) written examination (approx. 60 minutes) and management report (approx. 6 pages), weighted 2:1		
Allocation of places		
<p>Number of places: 40. Should the number of applications exceed the number of available places, places will be allocated in a standardised procedure among all applicants irrespective of their subjects according to the following quotas: Quota 1 (50% of places): total number of ECTS credits already achieved in the respective degree subject; among applicants with the same number of ECTS credits achieved, places will be allocated by lot. Quota 2 (25% of places): number of subject semesters of the respective applicant; among applicants with the same number of subject semesters, places will be allocated by lot. Quota 3 (25% of places): allocation by lot. In this procedure, applicants who already have successfully completed at least one module component of the respective module will be given preferential consideration. Places on all courses of the module component with a restricted number of places will be allocated in the same procedure. A waiting list will be maintained and places re-allocated as they become available.</p>		
Additional information		
--		
Workload		
--		
Teaching cycle		
--		

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

--

Module appears in

Master's degree (1 major) Economathematics (2011)
Master's degree (1 major) Business Information Systems (2011)
Master's degree (1 major) Business Management (2011)
Master's degree (1 major) Economics (2011)
Master's degree (1 major) China Business and Economics (2014)
Master's degree (1 major) China Business and Economics (2012)
Master's degree (1 major) Chinese and Economics (2014)
Master's degree (1 major) Chinese and Economics (2012)

Module title		Abbreviation
Introduction to Logistical Process Design		12-GLP-111-m01
Module coordinator		Module offered by
holder of the Chair of Business Management and Business Information Systems		Faculty of Business Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	graduate	--
Contents		
ERP systems have become key elements of successful companies. Business processes in companies can no longer be managed without using such ERP systems. In financial departments of companies, such systems have been used for a long time, but business processes e. g. for logistical tasks have so far not been supported by ERP solutions. This module explains how this issue could be resolved as well as what constraints and what dependencies have to be considered.		
Intended learning outcomes		
After completing this module, students should be able to (i) know about actual business processes in companies; (ii) understand selected problems in the organization and design of logistical business processes and work out solutions; (iii) know and design basic data structures and data flows of an ERP system; (iv) map business processes within an ERP system; (v) consider the specifics of a certain industry (e. g. the process industry) when organizing business processes; (vi) map the core business processes within an ERP system.		
Courses (type, number of weekly contact hours, language — if other than German)		
V + Ü (no information on SWS (weekly contact hours) and course language available)		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)		
a) written examination (approx. 60 minutes) or b) term paper (approx. 15 pages)		
Allocation of places		
Number of places: 20. Should the number of applications exceed the number of available places, 15 places will be set aside for Master's students of Business Information Systems. (1) Should the number of applications exceed the number of available places, places will be allocated in a standardised procedure among all applicants irrespective of their subjects according to the following quotas: Quota 1 (50% of places): total number of ECTS credits already achieved in the respective degree subject; among applicants with the same number of ECTS credits achieved, places will be allocated by lot. Quota 2 (25% of places): number of subject semesters of the respective applicant; among applicants with the same number of subject semesters, places will be allocated by lot. Quota 3 (25% of places): allocation by lot. In this procedure, applicants who already have successfully completed at least one module component of the respective module will be given preferential consideration. (2) Places on all courses of the module component with a restricted number of places will be allocated in the same procedure. (3) A waiting list will be maintained and places re-allocated as they become available.		
Additional information		
--		
Workload		
--		
Teaching cycle		
--		

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

--

Module appears in

Master's degree (1 major) Economathematics (2011)
Master's degree (1 major) Business Information Systems (2011)
Master's degree (1 major) Business Management (2011)
Master's degree (1 major) Economics (2011)
Master's degree (1 major) China Business and Economics (2014)
Master's degree (1 major) China Business and Economics (2012)
Master's degree (1 major) Chinese and Economics (2014)
Master's degree (1 major) Chinese and Economics (2012)

Module title			Abbreviation
Information Systems Analysis and Design			12-IS-111-m01
Module coordinator		Module offered by	
holder of the Chair of Business Management and Business Information Systems		Faculty of Business Management and Economics	
ECTS	Method of grading	Only after succ. compl. of module(s)	
5	numerical grade	--	
Duration	Module level	Other prerequisites	
1 semester	graduate	--	
Contents			
<p>(This course was discontinued and replaced by the course "IT-Management")</p> <p>Content:</p> <p>This course provides students with an in-depth overview of aims, tasks and appropriate methods of IT management.</p> <p>Outline of syllabus:</p> <ol style="list-style-type: none">1. Organisation and distinction2. IT strategy3. IT organisation4. Management of IT systems5. Enterprise Architecture Management6. IT project management7. IT security8. IT law9. IT controlling <p>Reading:</p> <ul style="list-style-type: none">- Hofmann/Schmidt: Masterkurs IT-Management, Wiesbaden.- Tiemeyer: Handbuch IT-Management, Munich.- Hanschke: Strategisches Management der IT-Landschaft, Munich.			
Intended learning outcomes			
<p>After completing the course "IT Management", students will be able to</p> <ol style="list-style-type: none">1. overview the different aspects to be considered regarding a purposeful IT management;2. understand and apply appropriate methods and tools;3. independently perform system search and selection in a team project (only after participation in the practice lessons).			
Courses (type, number of weekly contact hours, language — if other than German)			
V + Ü (no information on SWS (weekly contact hours) and course language available)			
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)			
a) written examination (approx. 60 minutes) or b) term paper (approx. 15 pages)			
Allocation of places			
--			
Additional information			
--			

Workload
--
Teaching cycle
--
Referred to in LPO I (examination regulations for teaching-degree programmes)
--
Module appears in
Master's degree (1 major) Economathematics (2011) Master's degree (1 major) Business Information Systems (2011) Master's degree (1 major) Business Management (2011) Master's degree (1 major) Economics (2011) Master's degree (1 major) China Business and Economics (2014) Master's degree (1 major) China Business and Economics (2012) Master's degree (1 major) Chinese and Economics (2014) Master's degree (1 major) Chinese and Economics (2012)

Module title			Abbreviation
Information Processing within Organizations			12-IU-111-m01
Module coordinator		Module offered by	
holder of the Chair of Business Management and Business Information Systems		Faculty of Business Management and Economics	
ECTS	Method of grading	Only after succ. compl. of module(s)	
5	numerical grade	--	
Duration	Module level	Other prerequisites	
1 semester	graduate	--	
Contents			
<p>Content:</p> <p>This course provides students with an in-depth overview of the structure and the application areas of business management information systems in enterprises and public institutions.</p> <p>Outline of syllabus:</p> <ol style="list-style-type: none">1. What is software: concepts, categories, application2. Software life cycle: duration, phases, steps3. As-is analysis: tasks, problems4. To-be concept: system design, data design, dialog design, function design5. Object orientation: paradigm shift6. Change management: meaning, methodologies, project management7. Office automation: tasks, areas of application			
Intended learning outcomes			
<p>After completing the course "Integrated Information Processing", students will be able to</p> <p>(i) understand the importance of integration in enterprises, especially in information systems;</p> <p>(ii) assess the progress of development of a software project, estimate cycle costs, know and consider requirements, which brings a software implementation with;</p> <p>(iii) select the correct procedures or practices in an as-is analysis and target conception and practically apply (with participation in the exercise);</p> <p>(iv) understand the importance of change management and project management and know the appropriate methods for specific applications.</p>			
Courses (type, number of weekly contact hours, language — if other than German)			
V + Ü (no information on SWS (weekly contact hours) and course language available)			
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)			
a) written examination (approx. 60 minutes) or b) term paper (approx. 15 pages)			
Allocation of places			
--			
Additional information			
--			
Workload			
--			
Teaching cycle			
--			
Referred to in LPO I (examination regulations for teaching-degree programmes)			
--			
Module appears in			
Master's with 1 major Chinese and Economics (2012)		JMU Würzburg • generated 26-Aug-2024 • exam. reg. data record Master (120 ECTS) Chinese and Economics - 2012	page 61 / 179

Master's degree (1 major) Econometrics (2011)
Master's degree (1 major) Business Information Systems (2011)
Master's degree (1 major) Business Management (2011)
Master's degree (1 major) Economics (2011)
Master's degree (1 major) China Business and Economics (2014)
Master's degree (1 major) China Business and Economics (2012)
Master's degree (1 major) Chinese and Economics (2014)
Master's degree (1 major) Chinese and Economics (2012)

Module title		Abbreviation
Logistic Concepts and Processes		12-LA-111-m01
Module coordinator		Module offered by
Business Integration Prof. Thome		Faculty of Business Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	graduate	--
Contents		
This module discusses fundamental aspects and contemporary concepts of logistical tasks and processes.		
Intended learning outcomes		
Students will learn about the fundamental aspects and contemporary concepts of logistical tasks and processes especially in the field of Operations Management. Additionally students will be able to evaluate the business impacts of a better performance of logistical issues within a company.		
Courses (type, number of weekly contact hours, language — if other than German)		
V + Ü (no information on SWS (weekly contact hours) and course language available)		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)		
a) written examination (approx. 60 minutes) or b) term paper (approx. 15 pages)		
Allocation of places		
--		
Additional information		
--		
Workload		
--		
Teaching cycle		
--		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
--		
Module appears in		
Master's degree (1 major) Economathematics (2011) Master's degree (1 major) Business Management (2011) Master's degree (1 major) Economics (2011) Master's degree (1 major) China Business and Economics (2014) Master's degree (1 major) China Business and Economics (2012) Master's degree (1 major) Chinese and Economics (2014) Master's degree (1 major) Chinese and Economics (2012)		

Module title		Abbreviation
Operations Research		12-LM-111-m01
Module coordinator		Module offered by
holder of the Chair of Business Management and Business Information Systems		Faculty of Business Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	graduate	--
Contents		
<p>Content:</p> <p>The module familiarises students with essential fundamentals, concepts and methods of logistics applications.</p> <ul style="list-style-type: none"> - Modelling - Graph theory - Network technology - Flows in networks - Touring / route planning - From heuristics to optimisation - Simulation 		
Intended learning outcomes		
<p>The students</p> <p>(i) have significant knowledge of the fundamentals, concepts and methods of logistical applications and</p> <p>(ii) can recognize their economic importance and consequences.</p>		
Courses (type, number of weekly contact hours, language — if other than German)		
V + Ü (no information on SWS (weekly contact hours) and course language available)		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)		
a) written examination (approx. 60 minutes) or b) term paper (approx. 15 pages)		
Allocation of places		
--		
Additional information		
--		
Workload		
--		
Teaching cycle		
--		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
--		
Module appears in		
<p>Master's degree (1 major) Economathematics (2011)</p> <p>Master's degree (1 major) Business Management (2011)</p> <p>Master's degree (1 major) Economics (2011)</p> <p>Master's degree (1 major) China Business and Economics (2014)</p> <p>Master's degree (1 major) China Business and Economics (2012)</p> <p>Master's degree (1 major) Chinese and Economics (2014)</p> <p>Master's degree (1 major) Chinese and Economics (2012)</p>		
Master's with 1 major Chinese and Economics (2012)	JMU Würzburg • generated 26-Aug-2024 • exam. reg. data record Master (120 ECTS) Chinese and Economics - 2012	page 64 / 179

Module title			Abbreviation
Advanced International Trade			12-M-AIT-111-mo1
Module coordinator		Module offered by	
holder of the Chair of International Economics		Faculty of Business Management and Economics	
ECTS	Method of grading	Only after succ. compl. of module(s)	
5	numerical grade	--	
Duration	Module level	Other prerequisites	
1 semester	graduate	--	
Contents			
This module will be discontinued, no courses are offered currently or will be offered in future.			
This may be due to one of the following reasons:			
<ul style="list-style-type: none">the module belongs to a version of the examination regulations that no longer has any enrolled studentsthe lecturer who offered the course is no longer employed at the University of Würzburgthe contents are no longer taught and were substituted with comparable offers			
For more information, please contact the Office of the Dean of Studies of the Faculty of Business Management and Economics.			
Intended learning outcomes			
Due to the lack of relevance, no learning outcomes description is available because no courses are held for this module.			
Courses (type, number of weekly contact hours, language — if other than German)			
V (no information on SWS (weekly contact hours) and course language available)			
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)			
a) written examination (approx. 180 minutes) or b) term paper (approx. 15 pages) Language of assessment: English Assessment offered: once a year, winter semester			
Allocation of places			
--			
Additional information			
--			
Workload			
--			
Teaching cycle			
--			
Referred to in LPO I (examination regulations for teaching-degree programmes)			
--			
Module appears in			
Master's degree (1 major) Economathematics (2011) Master's degree (1 major) Business Management (2011) Master's degree (1 major) Economics (2011) Master's degree (1 major) China Business and Economics (2014) Master's degree (1 major) China Business and Economics (2012)			
Master's with 1 major Chinese and Economics (2012)		JMU Würzburg • generated 26-Aug-2024 • exam. reg. data record Master (120 ECTS) Chinese and Economics - 2012	
		page 65 / 179	

Master's degree (1 major) Chinese and Economics (2014)
Master's degree (1 major) Chinese and Economics (2012)

Module title		Abbreviation
Advanced Microeconomics		12-M-AM-111-m01
Module coordinator		Module offered by
holder of the Chair for Economics, Contract Theory and Information Economics		Faculty of Business Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	graduate	--
Contents		
<p>This course deals with essential microeconomic methods and problems at an advanced level (e. g. Mas-Colell, Whinston, Green: Microeconomic Theory). As this is a huge field, the course will concentrate on two or three topics such as</p> <ol style="list-style-type: none"> 1. Game theory 2. Principal-agent models 3. Theory of auctions 4. General equilibrium theory 5. Mechanism design 		
Intended learning outcomes		
<p>After completing the course students are able to</p> <ol style="list-style-type: none"> 1. explain essential findings of microeconomic theory, 2. apply the involved methods to given simple examples on their own, 3. recognize, in which real life situations and how the results can be applied. 		
Courses (type, number of weekly contact hours, language — if other than German)		
V + Ü (no information on SWS (weekly contact hours) and course language available)		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)		
a) written examination (approx. 60 to 90 minutes) or b) written examination (questions concerning mathematical methodology; approx. 120 minutes) or c) term paper (approx. 15 pages) or d) case studies, project report or similar (approx. 10 pages) and presentation (approx. 15 minutes), weighted 2:1 or e) presentation (approx. 30 to 45 minutes), presentations can be held by one candidate each or in groups		
Allocation of places		
--		
Additional information		
--		
Workload		
--		
Teaching cycle		
--		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
--		
Module appears in		
Master's degree (1 major) Economathematics (2011)		
Master's degree (1 major) Business Information Systems (2011)		
Master's with 1 major Chinese and Economics (2012)	JMU Würzburg • generated 26-Aug-2024 • exam. reg. data record Master (120 ECTS) Chinese and Economics - 2012	page 67 / 179

Master's degree (1 major) Business Management (2011)
Master's degree (1 major) Economics (2011)
Master's degree (1 major) China Business and Economics (2014)
Master's degree (1 major) China Business and Economics (2012)
Master's degree (1 major) Chinese and Economics (2014)
Master's degree (1 major) Chinese and Economics (2012)

Module title		Abbreviation
Advanced Macroeconomics		12-M-AME-111-mo1
Module coordinator		Module offered by
holder of the Chair of International Economics		Faculty of Business Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	graduate	--
Contents		
<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 and on endogenous growth theory. Applications of this framework involving urban and regional growth, resources and the environment will be discussed, time permitting.</p> <p>Outline of syllabus I Facts and the Solow growth model II Infinite-horizon Ramsey-Cass-Koopmans model III Endogenous growth IV Human capital, social infrastructure and beyond V Applications (urban and regional growth; growth, resources and the environment)</p> <p>Reading: The course draws strongly on the following textbook: David Romer, Advanced Macroeconomics, 4th ed., McGraw-Hill Irwin. We will also use journal articles and research papers at several points of the lecture.</p>		
Intended learning outcomes		
<p>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.</p>		
Courses (type, number of weekly contact hours, language — if other than German)		
V (no information on SWS (weekly contact hours) and course language available)		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)		
<p>written examination (approx. 60 minutes) Language of assessment: English Assessment offered: once a year, summer semester</p>		
Allocation of places		
--		
Additional information		
--		
Workload		
--		
Teaching cycle		
--		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
--		

Module appears in

Master's degree (1 major) Economathematics (2011)
 Master's degree (1 major) Business Management (2011)
 Master's degree (1 major) Economics (2011)
 Master's degree (1 major) China Business and Economics (2014)
 Master's degree (1 major) China Business and Economics (2012)
 Master's degree (1 major) Chinese and Economics (2014)
 Master's degree (1 major) Chinese and Economics (2012)

Module title		Abbreviation
Incentives in Organizations		12-M-AO-111-m01
Module coordinator		Module offered by
holder of the Chair for Human Resource Management and Organisation		Faculty of Business Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	graduate	--
Contents		
The lecture "Anreize in Organisationen" ("Incentives in Organisations") is based on the principal agent theory. This theory will be used to develop financial and economic solutions to help overcome the conflict of interests between employers and employees. In addition to the most widely used theories, estimation techniques and empirical results are also introduced and discussed. Reading list to be provided in class.		
Intended learning outcomes		
The aim of the lectures is to enable students to understand and apply advanced theories, estimation techniques and empirical results in the area incentives in organisation on the basis of scientific literature.		
Courses (type, number of weekly contact hours, language — if other than German)		
V + Ü (no information on SWS (weekly contact hours) and course language available)		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)		
a) written examination (approx. 60 minutes) or b) term paper (approx. 15 pages)		
Allocation of places		
--		
Additional information		
--		
Workload		
--		
Teaching cycle		
--		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
--		
Module appears in		
Master's degree (1 major) Economathematics (2011) Master's degree (1 major) Business Information Systems (2011) Master's degree (1 major) Business Management (2011) Master's degree (1 major) Economics (2011) Master's degree (1 major) China Business and Economics (2014) Master's degree (1 major) China Business and Economics (2012) Master's degree (1 major) Chinese and Economics (2014) Master's degree (1 major) Chinese and Economics (2012)		

Module title		Abbreviation
Portfolio Selection and Capital Market Theory		12-M-B1a-111-m01
Module coordinator		Module offered by
holder of the Chair of Business Management, Banking and Finance		Faculty of Business Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	graduate	--
Contents		
<p>Content:</p> <p>This course deals with the fundamentals of individual investment decisions (portfolio selection), the capital market equilibrium and the resulting CAPM.</p> <p>Outline of syllabus:</p> <ol style="list-style-type: none"> 1. Fundamentals of decision theory 2. Portfolio selection 3. CAPM 4. Information efficiency and event analysis 		
Intended learning outcomes		
<p>After completing the course "Portfolio Selection and Capital Market Theory", the students will be able</p> <p>(i) to explain the optimal capital market position of an investor given the different investment opportunities and its individual utility function in theory and calculate it;</p> <p>(ii) to understand the central propositions made by the CAPM and use the CAPM for valuating assets and firms.</p>		
Courses (type, number of weekly contact hours, language — if other than German)		
V + Ü (no information on SWS (weekly contact hours) and course language available)		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)		
written examination (approx. 60 minutes)		
Allocation of places		
--		
Additional information		
--		
Workload		
--		
Teaching cycle		
--		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
--		
Module appears in		
<p>Master's degree (1 major) Economathematics (2011)</p> <p>Master's degree (1 major) Business Information Systems (2011)</p> <p>Master's degree (1 major) Business Management (2011)</p> <p>Master's degree (1 major) Economics (2011)</p> <p>Master's degree (1 major) China Business and Economics (2014)</p> <p>Master's degree (1 major) China Business and Economics (2012)</p> <p>Master's degree (1 major) Chinese and Economics (2014)</p>		
Master's with 1 major Chinese and Economics (2012)	JMU Würzburg • generated 26-Aug-2024 • exam. reg. data record Master (120 ECTS) Chinese and Economics - 2012	page 72 / 179

Master's degree (1 major) Chinese and Economics (2012)

Module title		Abbreviation
Agency Theory		12-M-B1b-111-m01
Module coordinator		Module offered by
holder of the Chair of Business Management, Banking and Finance		Faculty of Business Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	graduate	--
Contents		
<p>Content: This course deals with the fundamentals of agency theory and financial contracting with information symmetric and information asymmetric.</p> <p>Outline of syllabus: 1. Agency theory 2. Financial contracting</p>		
Intended learning outcomes		
<p>After completing the course "Agency Theory and Financial contracting", the students will be able</p> <p>(i) to understand the fundamentals of agency theory and solve problems concerning optimal financial contracting given e.g. different capital endowments; (ii) to understand the central problems of controlling work assignments in theory and solve basic case studies; (iii) to generate and evaluate financial contracting given a non-trivial risk allocation and the resulting agency problems.</p>		
Courses (type, number of weekly contact hours, language — if other than German)		
V + Ü (no information on SWS (weekly contact hours) and course language available)		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)		
written examination (approx. 60 minutes)		
Allocation of places		
--		
Additional information		
--		
Workload		
--		
Teaching cycle		
--		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
--		
Module appears in		
<p>Master's degree (1 major) Economathematics (2011) Master's degree (1 major) Business Information Systems (2011) Master's degree (1 major) Business Management (2011) Master's degree (1 major) Economics (2011) Master's degree (1 major) China Business and Economics (2014) Master's degree (1 major) China Business and Economics (2012) Master's degree (1 major) Chinese and Economics (2014)</p>		
Master's with 1 major Chinese and Economics (2012)	JMU Würzburg • generated 26-Aug-2024 • exam. reg. data record Master (120 ECTS) Chinese and Economics - 2012	page 74 / 179

Master's degree (1 major) Chinese and Economics (2012)

Module title		Abbreviation
Option Pricing Theory		12-M-B2-111-m01
Module coordinator		Module offered by
holder of the Chair of Business Management, Banking and Finance		Faculty of Business Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
10	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	graduate	--
Contents		
<p>Content: The module deals with the nature of stock options using the Black Scholes and Binominal models. It assesses companies as well as shares as derivative financial instruments and discusses delta hedging to hedge equity portfolios.</p> <p>Outline of syllabus: 1. Share options 2. Other financial derivatives 3. Immunising portfolios against interest rate changes</p>		
Intended learning outcomes		
<p>After completing the course "Option pricing", the students will be able (i) to price options using the Black-Scholes formula and the binominal model; (ii) to understand the use of options as a part of compensation and for share hedging.</p>		
Courses (type, number of weekly contact hours, language — if other than German)		
V + Ü (no information on SWS (weekly contact hours) and course language available)		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)		
written examination (approx. 120 minutes)		
Allocation of places		
--		
Additional information		
--		
Workload		
--		
Teaching cycle		
--		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
--		
Module appears in		
<p>Master's degree (1 major) Economathematics (2011) Master's degree (1 major) Business Management (2011) Master's degree (1 major) Economics (2011) Master's degree (1 major) China Business and Economics (2014) Master's degree (1 major) China Business and Economics (2012) Master's degree (1 major) Chinese and Economics (2014) Master's degree (1 major) Chinese and Economics (2012)</p>		

Module title		Abbreviation
Financial Markets: Institutions and Regulation		12-M-B3-111-m01
Module coordinator		Module offered by
holder of the Chair of Business Management, Banking and Finance		Faculty of Business Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
10	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	graduate	--
Contents		
<p>Content:</p> <p>This course deals with the fundamentals of the organisation and functioning of the German commerical banking system, the aims and restrictions of operating decisions in commercial banks, the special characteristics of bank regulation and of balance sheets of commercial banks as well as the construction and function of financial innovations.</p> <p>Outline of syllabus:</p> <ol style="list-style-type: none"> 1. The German commerical banking system 2. Aims and restrictions of operating decisions 3. Equity and balance sheet analysis of commercial banks 4. Financial innovations <p>Reading:</p> <p>Hartmann-Wendels, Pfingsten, Weber: Bankbetriebslehre, Berlin [etc.], Springer, 2007, 4th revised ed. Hull: Riskmanagement and Financial Institutions, Boston, Mass. ; Munich [etc.], Pearson, 2010, 2nd ed., internat. ed.</p>		
Intended learning outcomes		
<p>After completing the course "Finanzmarktinstitutionen und Finanzmarktregulierung", the students will provide fundamental and advanced knowledge of</p> <ol style="list-style-type: none"> (i) the organisation and function of the german commerical banking system; (ii) the aims and restrictions of operating decisions in commercial banks; (iii) the special characteristics of bank regulation and of the balance sheet of commercial banks; (iv) the construction and function of financial innovations. 		
Courses (type, number of weekly contact hours, language — if other than German)		
V + Ü (no information on SWS (weekly contact hours) and course language available)		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)		
written examination (approx. 120 minutes)		
Allocation of places		
--		
Additional information		
--		
Workload		
--		
Teaching cycle		
--		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
--		
Master's with 1 major Chinese and Economics (2012)	JMU Würzburg • generated 26-Aug-2024 • exam. reg. data record Master (120 ECTS) Chinese and Economics - 2012	page 77 / 179

Module appears in

Master's degree (1 major) Econometrics (2011)
Master's degree (1 major) Business Management (2011)
Master's degree (1 major) Economics (2011)
Master's degree (1 major) China Business and Economics (2014)
Master's degree (1 major) China Business and Economics (2012)
Master's degree (1 major) Chinese and Economics (2014)
Master's degree (1 major) Chinese and Economics (2012)

Module title		Abbreviation
Electronic Procurement		12-M-BE-111-m01
Module coordinator		Module offered by
holder of the Chair of Business Management and Industrial Management		Faculty of Business Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	graduate	Admission prerequisite to assessment: successful completion of exercises as specified at the beginning of the course.
Contents		
This course will develop the objectives, principles and structure of electronically supported procurement processes with a special focus on catalogue-based procurement systems, electronic tendering systems, electronic (reverse) auctions, e-marketplaces, supplier relationship management systems and eSupply chain management systems.		
Intended learning outcomes		
The students will be able to describe and evaluate both the potentials and goals of electronic supported procurement systems and will be able to design appropriate systems for real-life applications. Students will get insight into the essentials of operational procurement management, especially e-procurement with a focus on catalogue-based procurement systems, electronic tendering systems, electronic (reverse) auctions, e-marketplaces, supplier relationship management systems and eSupply chain management systems. After completing this module, students can define and analyze the related tasks and processes and show or develop theory-based and application-oriented possible solutions at a high professional level.		
Courses (type, number of weekly contact hours, language — if other than German)		
S (no information on SWS (weekly contact hours) and course language available)		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)		
a) written examination (approx. 60 minutes) or b) written examination (approx. 40 minutes) and presentation (approx. 20 minutes), weighted 2:1 or c) written examination (approx. 40 minutes) with written elaboration (approx. 15 to 20 pages), weighted 2:1 or d) presentation (approx. 20 minutes) with written elaboration (approx. 15 to 20 pages), weighted 1:1		
Allocation of places		
Number of places: 20. Should the number of applications exceed the number of available places, 15 places will be set aside for Master's students of Business Management and Economics and 5 places will be set aside for Master's students of Business Information Systems. (1) Should the number of applications exceed the number of available places, places will be allocated in a standardised procedure among all applicants irrespective of their subjects according to the following quotas: Quota 1 (50% of places): total number of ECTS credits already achieved in the respective degree subject; among applicants with the same number of ECTS credits achieved, places will be allocated by lot. Quota 2 (25% of places): number of subject semesters of the respective applicant; among applicants with the same number of subject semesters, places will be allocated by lot. Quota 3 (25% of places): allocation by lot. In this procedure, applicants who already have successfully completed at least one module component of the respective module will be given preferential consideration. (2) Places on all courses of the module component with a restricted number of places will be allocated in the same procedure. (3) A waiting list will be maintained and places re-allocated as they become available.		
Additional information		
--		
Workload		
--		

Teaching cycle
--
Referred to in LPO I (examination regulations for teaching-degree programmes)
--
Module appears in
Master's degree (1 major) Economathematics (2011) Master's degree (1 major) Business Information Systems (2011) Master's degree (1 major) Business Management (2011) Master's degree (1 major) Economics (2011) Master's degree (1 major) China Business and Economics (2014) Master's degree (1 major) China Business and Economics (2012) Master's degree (1 major) Chinese and Economics (2014) Master's degree (1 major) Chinese and Economics (2012)

Module title		Abbreviation
DSGE Modelling		12-M-DMM-111-mo1
Module coordinator		Module offered by
holder of the Chair of Monetary Policy and International Economics		Faculty of Business Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	graduate	--
Contents		
<p>The course offers an introduction to "Dynamic Stochastic General Equilibrium Modelling" (DSGE). These models are designed to describe the business cycle at the macro level. In a first step, we analyse the behaviour of a representative household. In particular, we describe how consumption, asset allocation and labour supply plans are formulated. In a second step, we focus on the firm sector and address how firms solve for optimal production plans. In a third step, we explain what role the central bank plays in stabilising the business cycle. Thereby, we show how changes in interest rates interact with optimal decisions taken by households and firms. We also discuss hot topics such as CAPM models and monetary policy in the euro area.</p>		
Intended learning outcomes		
<p>The course offers analytical tools designed to solve DSGE models. These analytical skills encompass:</p> <ul style="list-style-type: none"> -- Solving of intertemporal optimization problems (e.g., consumption Euler-equations). -- Linearization methods (e.g., Taylor-expansions). -- Solving linear difference expectations by minimum state variabel techniques (MSV-solution). -- Basic time series concepts such as impulse response functions, variance decompositions. -- Basic insights in MATLAB/ Dynare programming: specifying, solving and estimating DSGE models. 		
Courses (type, number of weekly contact hours, language — if other than German)		
V + Ü (no information on SWS (weekly contact hours) and course language available)		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)		
a) written examination (approx. 60 minutes) or b) term paper (approx. 15 pages)		
Allocation of places		
--		
Additional information		
--		
Workload		
--		
Teaching cycle		
--		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
--		
Module appears in		
<p>Master's degree (1 major) Economathematics (2011) Master's degree (1 major) Business Management (2011) Master's degree (1 major) Economics (2011) Master's degree (1 major) China Business and Economics (2014) Master's degree (1 major) China Business and Economics (2012) Master's degree (1 major) Chinese and Economics (2014)</p>		
Master's with 1 major Chinese and Economics (2012)	JMU Würzburg • generated 26-Aug-2024 • exam. reg. data record Master (120 ECTS) Chinese and Economics - 2012	page 81 / 179

Master's degree (1 major) Chinese and Economics (2012)

Module title		Abbreviation
Economic Dynamics		12-M-DWT-111-mo1
Module coordinator		Module offered by
holder of the Chair of Econometrics		Faculty of Business Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	graduate	--
Contents		
Outline of syllabus: 1. Dynamic systems and models in economic theory 2. Differential equations 3. Difference equations 4. Dynamic optimisation 5. Selected models in business cycle theory 6. Selected models in growth theory		
Intended learning outcomes		
Students acquire comprehension on the key methods of dynamic economic theory. They will be able to analyze linear and some basic non-linear difference and differential equations and apply those to economic applications.		
Courses (type, number of weekly contact hours, language — if other than German)		
V + Ü (no information on SWS (weekly contact hours) and course language available)		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)		
a) written examination (approx. 60 minutes) or b) term paper (approx. 15 pages)		
Allocation of places		
--		
Additional information		
--		
Workload		
--		
Teaching cycle		
--		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
--		
Module appears in		
Master's degree (1 major) Economathematics (2011) Master's degree (1 major) Business Management (2011) Master's degree (1 major) Economics (2011) Master's degree (1 major) China Business and Economics (2014) Master's degree (1 major) China Business and Economics (2012) Master's degree (1 major) Chinese and Economics (2014) Master's degree (1 major) Chinese and Economics (2012)		

Module title		Abbreviation
European Public Finance		12-M-EFP-111-m01
Module coordinator		Module offered by
holder of the Chair of Public Finance		Faculty of Business Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	graduate	--
Contents		
<p>Description:</p> <p>In this course, students will acquire a basic understanding of the financial system of the European Union as well as selected aspects of European agricultural, tax and climate policy.</p> <p>Reading: lecture notes provided by Chair.</p> <p>Outline of syllabus:</p> <ol style="list-style-type: none"> 1. The budget of the European Union 2. The Common Agricultural Policy (CAP) 3. The Stability and Growth Pact (SGP) 4. Tax competition or tax coordination in Europe? 5. Emissions trading and European climate policy 		
Intended learning outcomes		
After completing the course "Europäische Finanzpolitik" students know the central revenues and expenditures of the budget of the European Union. They also know the most important instruments of the agricultural policy and the debt problem within the European currency union. Finally they will be able to discuss international tax policy and climate issues using simple partial equilibrium models.		
Courses (type, number of weekly contact hours, language — if other than German)		
V + Ü (no information on SWS (weekly contact hours) and course language available)		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)		
a) written examination (approx. 60 minutes) or b) term paper (approx. 15 pages)		
Allocation of places		
Business Management Master's and Economics Master's: no restrictions. Applied Human Geography Master's and Political and Social Sciences Master's: 10 places. Places will be allocated by lot.		
Additional information		
--		
Workload		
--		
Teaching cycle		
--		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
--		
Module appears in		
Master's degree (1 major) Econometrics (2011) Master's degree (1 major) Business Information Systems (2011) Master's degree (1 major) Business Management (2011) Master's degree (1 major) Economics (2011) Master's degree (1 major) China Business and Economics (2014)		
Master's with 1 major Chinese and Economics (2012)	JMU Würzburg • generated 26-Aug-2024 • exam. reg. data record Master (120 ECTS) Chinese and Economics - 2012	page 84 / 179

Master's degree (1 major) China Business and Economics (2012)
Master's degree (1 major) Chinese and Economics (2014)
Master's degree (1 major) Chinese and Economics (2012)
Master's degree (1 major) Political and Social Sciences (2012)

Module title			Abbreviation
European Monetary Policy - Closed Economy			12-M-EG1-111-m01
Module coordinator		Module offered by	
holder of the Chair of Monetary Policy and International Economics		Faculty of Business Management and Economics	
ECTS	Method of grading	Only after succ. compl. of module(s)	
5	numerical grade	--	
Duration	Module level	Other prerequisites	
1 semester	graduate	--	
Contents			
<p>The course deals with the following topics:</p> <p>1. Intertemporal allocation -- How do households and firms take an optimal decision regarding investments and savings? Why are financial markets efficient? What is the meaning of financial accounting?</p> <p>2. Banking, financial markets and crisis -- What are the main functions of banks? What are the roles of banks in an economy? What are the reasons and solutions for liquidity and solvency problems of banks?</p> <p>3. Macroeconomic analysis of banks -- Banks as intermediaries vs. originators of saving deposits. Macro models of banking -- The role of banks during the financial crisis.</p> <p>4. Money demand -- What are the key determinants of money demand?</p> <p>5. The monetary transmission channel -- Connection between monetary policy and the real economy in the BMW model. Description of the basic model. Extension of the basic model of fiscal policy.</p> <p>6. Deflation -- Consequences of deflation on macro variables on the basis of different models.</p>			
Intended learning outcomes			
By completing this course, students receive a profound understanding of theory and practice of the monetary policy and the financial system. Next to a profound knowledge of banking in general, students learn the monetary transmission channel. Students will be able to analyze these issues based on theoretical models as well as the international historical experience.			
Courses (type, number of weekly contact hours, language — if other than German)			
V + Ü (no information on SWS (weekly contact hours) and course language available)			
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)			
a) written examination (approx. 60 minutes) or b) term paper (approx. 15 pages)			
Allocation of places			
Number of places: 30. Should the number of applications exceed the number of available places, places will be allocated in a standardised procedure among all applicants irrespective of their subjects according to the following quotas: Quota 1 (50% of places): total number of ECTS credits already achieved in the respective degree subject; among applicants with the same number of ECTS credits achieved, places will be allocated by lot. Quota 2 (25% of places): number of subject semesters of the respective applicant; among applicants with the same number of subject semesters, places will be allocated by lot. Quota 3 (25% of places): allocation by lot. In this procedure, applicants who already have successfully completed at least one module component of the respective module will be given preferential consideration. Places on all courses of the module component with a restricted number of places will be allocated in the same procedure. A waiting list will be maintained and places re-allocated as they become available.			
Additional information			
--			
Workload			
--			
Teaching cycle			
--			

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

--

Module appears in

Master's degree (1 major) Economathematics (2011)
Master's degree (1 major) Business Management (2011)
Master's degree (1 major) Economics (2011)
Master's degree (1 major) China Business and Economics (2014)
Master's degree (1 major) China Business and Economics (2012)
Master's degree (1 major) Chinese and Economics (2014)
Master's degree (1 major) Chinese and Economics (2012)

Module title		Abbreviation
European Monetary Policy - Open Economy		12-M-EG2-111-m01
Module coordinator		Module offered by
holder of the Chair of Monetary Policy and International Economics		Faculty of Business Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	graduate	--
Contents		
<p>The course deals with the following topics:</p> <p>The foreign exchange market: Functioning of foreign exchange markets; market structure, players and evolution; FX transactions; hedging and speculation with FX.</p> <p>Exchange rate economics: Theoretical background and empirical validity of covered interest parity (CIP), uncovered interest rate parity (UIP) and purchasing power parity (PPP); Monetary approach: Flexible price monetary model and sticky price (Dornbusch-) overshooting model; Balassa-Samuelson effect; FX valuation via the PPP and the macroeconomic balance approach; Real effective exchange rates; Empirical validity of the exchange rate theories; Exchange rates and the current account.</p> <p>Exchange rate regimes and monetary policy in open economies: Classification of exchange rate regimes; the policy trilemma in open economies; historical development of the international monetary system; central bank interventions on the FX market.</p> <p>Modelling open economy macroeconomics at the intermediate level: Implications of the Mundell-Fleming model for monetary and fiscal policy under fixed and flexible exchange rates. The BMW (IS-MP-PC) model of the open economy and its implication for monetary and fiscal policy under fixed and flexible exchange rates; optimum currency areas in the BMW model and in practice.</p> <p>Currency crises: International experience with currency crises since the 1970s; modelling currency crises within the Mundell-Fleming framework.</p> <p>Managed-floating as a solution for the policy trilemma.</p>		
Intended learning outcomes		
<p>By completing this course, students receive a profound understanding of the functioning of foreign exchange markets, the drivers of exchange rate movements and some exchange rate valuation methods used in practice. Next to a profound knowledge of exchange rate theory the course highlights its practical applicability, e.g. as an investment strategy. In the second part of the course students learn the principles of monetary policy in open economies, including its trade-offs and risks like currency crises. Students will be able to analyze these issues based on theoretical models as well as the international historical experience.</p>		
Courses (type, number of weekly contact hours, language — if other than German)		
V + Ü (no information on SWS (weekly contact hours) and course language available)		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)		
a) written examination (approx. 60 minutes) or b) term paper (approx. 15 pages)		

Allocation of places
Number of places: 30. Should the number of applications exceed the number of available places, places will be allocated in a standardised procedure among all applicants irrespective of their subjects according to the following quotas: Quota 1 (50% of places): total number of ECTS credits already achieved in the respective degree subject; among applicants with the same number of ECTS credits achieved, places will be allocated by lot. Quota 2 (25% of places): number of subject semesters of the respective applicant; among applicants with the same number of subject semesters, places will be allocated by lot. Quota 3 (25% of places): allocation by lot. In this procedure, applicants who already have successfully completed at least one module component of the respective module will be given preferential consideration. Places on all courses of the module component with a restricted number of places will be allocated in the same procedure. A waiting list will be maintained and places re-allocated as they become available.
Additional information
--
Workload
--
Teaching cycle
--
Referred to in LPO I (examination regulations for teaching-degree programmes)
--
Module appears in
Master's degree (1 major) Economathematics (2011) Master's degree (1 major) Business Management (2011) Master's degree (1 major) Economics (2011) Master's degree (1 major) China Business and Economics (2014) Master's degree (1 major) China Business and Economics (2012) Master's degree (1 major) Chinese and Economics (2014) Master's degree (1 major) Chinese and Economics (2012)

Module title			Abbreviation
Empirical Research in Entrepreneurship and Management			12-M-EGF-111-m01
Module coordinator		Module offered by	
holder of the Chair of Entrepreneurship and Strategy		Faculty of Business Management and Economics	
ECTS	Method of grading	Only after succ. compl. of module(s)	
5	numerical grade	--	
Duration	Module level	Other prerequisites	
1 semester	graduate	--	
Contents			
<p>Description:</p> <p>The module will introduce students to qualitative / quantitative research paradigms, using, among others, the example of empirical studies in the area of founding and management research. During the course, participants will be required to present significant substantive and methodological findings of a recent empirical essay. In their presentations, students will address the following key questions: What contribution does the paper make? How are empirically testable hypotheses derived? What method of empirical data collection is used? What evaluation methodology is used? What are the implications for science and practice, what are the strengths and weaknesses of the paper?</p> <p>Content (subject to change):</p> <ol style="list-style-type: none">1. Introduction2. Philosophy of science3. Study design4. Correlations5. Methods of data collection6. Simple linear regression7. Specification problems and distributions8. Time series analysis9. Logistic regression10. Factor and cluster analysis			
Intended learning outcomes			
Students acquire the ability to work purposefully in complex situations with empirical expertise on a practice-oriented solution.			
Courses (type, number of weekly contact hours, language — if other than German)			
S + Ü (no information on SWS (weekly contact hours) and course language available)			
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)			
term paper (approx. 10 pages) and presentation of term paper (approx. 15 minutes) and presentation of an empirical working paper (approx. 30 minutes) and contributions to the discussion, weighted 9:2:6:1 Language of assessment: English or German Assessment offered: once a year, summer semester			
Allocation of places			
Number of places: 30. Should the number of applications exceed the number of available places, places will be allocated in a standardised procedure among all applicants irrespective of their subjects according to the following quotas: Quota 1 (50% of places): total number of ECTS credits already achieved in the respective degree subject; among applicants with the same number of ECTS credits achieved, places will be allocated by lot. Quota 2 (25% of places): number of subject semesters of the respective applicant; among applicants with the same number of subject semesters, places will be allocated by lot. Quota 3 (25% of places): allocation by lot. In this procedure, applicants who already have successfully completed at least one module component of the respective module will be given preferential consideration. Places on all courses of the module component with a restriction			

ted number of places will be allocated in the same procedure. A waiting list will be maintained and places re-allocated as they become available.

Additional information

--

Workload

--

Teaching cycle

--

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

--

Module appears in

Master's degree (1 major) Economathematics (2011)
Master's degree (1 major) Business Management (2011)
Master's degree (1 major) Economics (2011)
Master's degree (1 major) China Business and Economics (2014)
Master's degree (1 major) China Business and Economics (2012)
Master's degree (1 major) Chinese and Economics (2014)
Master's degree (1 major) Chinese and Economics (2012)

Module title			Abbreviation
European Macroeconomic Policy			12-M-EMP-111-m01
Module coordinator		Module offered by	
holder of the Chair of Monetary Policy and International Economics		Faculty of Business Management and Economics	
ECTS	Method of grading	Only after succ. compl. of module(s)	
5	numerical grade	--	
Duration	Module level	Other prerequisites	
1 semester	graduate	--	
Contents			
<p>Description:</p> <p>The course provides students with an overview of the macroeconomic conditions and consequences of European integration and monetary union. The course thus helps students gain a deeper understanding of the current crisis in the euro area as well as the debate on the future of European economic integration.</p> <p>Content:</p> <p>The first part of the course provides students with an overview of the history of European integration with a focus on economic and monetary integration. We then discuss the institutional framework of the European Monetary System, the predecessor of the euro area in the period from 1979 to 1998. Next, the criteria for admission to the European Monetary Union (EMU) and the monetary policy strategy of the European Central Bank will be presented and discussed. Building on the traditional Mundell-Fleming model, the course will make students familiar with the theory of the optimum monetary area and will then provide them with deeper insights into this theory on the basis of a simple New Keynesian model. Students will thus be able to make a well-founded assessment of the advantages and disadvantages of monetary union as well as the conditions under which monetary union can be successful. In the final part of the course, we analyse the coordination and incentive problems that arise for fiscal policy in a monetary union. In particular, we deal with the question of how these issues are addressed within the European Monetary Union. Current macroeconomic developments within the euro area as well as the causes and consequences of the euro crisis are discussed at various points in the course.</p>			
Intended learning outcomes			
After completing this course students will have gained a profound understanding of the costs and benefits of monetary integration in general and specifically in the EMU. Thus, they will enhance their general macroeconomic understanding by applying it to real world problems. In addition, students will have knowledge of the institutions of common fiscal and monetary policy in Europe.			
Courses (type, number of weekly contact hours, language — if other than German)			
V + Ü (no information on SWS (weekly contact hours) and course language available)			
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)			
a) written examination (approx. 60 minutes) or b) term paper (approx. 15 pages)			
Allocation of places			
Number of places: 30, thereof 10 places for Master's students of Business Management and Master's students of Economics assigned as described below and 10 places each for Master's students of Applied Human Geography and Master's students of Political and Social Sciences, assigned by lot. (1) Should the number of applications exceed the number of available places, places will be allocated in a standardised procedure among all applicants irrespective of their subjects according to the following quotas: Quota 1 (50% of places): total number of ECTS credits already achieved in the respective degree subject; among applicants with the same number of ECTS credits achieved, places will be allocated by lot. Quota 2 (25% of places): number of subject semesters of the respective applicant; among applicants with the same number of subject semesters, places will be allocated by lot. Quota 3 (25% of places): allocation by lot. In this procedure, applicants who already have successfully completed at least one module component of the respective module will be given preferential consideration. (2) Pla-			

ces on all courses of the module component with a restricted number of places will be allocated in the same procedure. (3) A waiting list will be maintained and places re-allocated as they become available.

Additional information

--

Workload

--

Teaching cycle

--

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

--

Module appears in

Master's degree (1 major) Economathematics (2011)
Master's degree (1 major) Business Information Systems (2011)
Master's degree (1 major) Business Management (2011)
Master's degree (1 major) Economics (2011)
Master's degree (1 major) China Business and Economics (2014)
Master's degree (1 major) China Business and Economics (2012)
Master's degree (1 major) Chinese and Economics (2014)
Master's degree (1 major) Chinese and Economics (2012)
Master's degree (1 major) Political and Social Sciences (2012)

Module title		Abbreviation
Empirical HR Research		12-M-EPF-111-m01
Module coordinator		Module offered by
holder of the Chair for Human Resource Management and Organisation		Faculty of Business Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	graduate	--
Contents		
<p>The seminar "Empirische Personalforschung" ("Empirical Personnel Economics") introduces and discusses the most important estimation problems and their application in the software package STATA. In addition, students learn, with the help of basic problems of personnel economics, how estimation programs are programmed in STATA.</p> <p>Reading list to be provided in class.</p>		
Intended learning outcomes		
<p>The aim of the seminar is to enable students to understand and apply the most important estimation programmes and their application in STATA with a focus on problems in personnel economics.</p>		
Courses (type, number of weekly contact hours, language — if other than German)		
Ü (no information on SWS (weekly contact hours) and course language available)		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)		
<p>term paper (approx. 10 pages) and presentation (approx. 30 minutes), weighted 2:1</p> <p>Assessment offered: once a year, summer semester</p>		
Allocation of places		
<p>Number of places: 18. Should the number of applications exceed the number of available places, places will be allocated in a standardised procedure among all applicants irrespective of their subjects according to the following quotas: Quota 1 (50% of places): total number of ECTS credits already achieved in the respective degree subject; among applicants with the same number of ECTS credits achieved, places will be allocated by lot. Quota 2 (25% of places): number of subject semesters of the respective applicant; among applicants with the same number of subject semesters, places will be allocated by lot. Quota 3 (25% of places): allocation by lot. In this procedure, applicants who already have successfully completed at least one module component of the respective module will be given preferential consideration. Places on all courses of the module component with a restricted number of places will be allocated in the same procedure. A waiting list will be maintained and places re-allocated as they become available.</p>		
Additional information		
--		
Workload		
--		
Teaching cycle		
--		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
--		
Module appears in		
<p>Master's degree (1 major) Economathematics (2011)</p> <p>Master's degree (1 major) Business Management (2011)</p> <p>Master's degree (1 major) Economics (2011)</p>		
Master's with 1 major Chinese and Economics (2012)	JMU Würzburg • generated 26-Aug-2024 • exam. reg. data record Master (120 ECTS) Chinese and Economics - 2012	page 94 / 179

Master's degree (1 major) China Business and Economics (2014)
Master's degree (1 major) China Business and Economics (2012)
Master's degree (1 major) Chinese and Economics (2014)
Master's degree (1 major) Chinese and Economics (2012)

Module title			Abbreviation
Advanced Financial Accounting (German GAAP, IFRS)			12-M-ER-111-mo1
Module coordinator		Module offered by	
holder of the Chair of Business Management and Accounting		Faculty of Business Management and Economics	
ECTS	Method of grading	Only after succ. compl. of module(s)	
5	numerical grade	--	
Duration	Module level	Other prerequisites	
1 semester	graduate	--	
Contents			
Content: This course deals with selected complex financial accounting problems according to national German GAPP (German Commercial Code, Handelsgesetzbuch).			
Outline of syllabus: Theoretical and empirical foundations of financial accounting; selected topics of advanced financial accounting, e. g. pension accounting, fair value accounting (financial instruments, biological assets, hedge accounting; purchase price allocation and impairment test; leasing; deferred taxes in individual and group financial statements; capital consolidation in multilevel corporate groups; presentation of equity changes; statement of cash flow and segment reporting; notes and management report.			
Reading list to be provided during course.			
Intended learning outcomes			
After completing this course, students will be able to			
1. analyze complex financial accounting problems according to national and international financial reporting standards and develop predominantly self-directed solutions for these problems;			
2. evaluate independently selected research contribution to the theory of financial accounting and design research- or application-oriented projects.			
Courses (type, number of weekly contact hours, language — if other than German)			
V + Ü (no information on SWS (weekly contact hours) and course language available)			
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)			
a) written examination (approx. 60 to 90 minutes) or b) term paper (approx. 15 pages) and presentation (approx. 20 minutes), weighted 2:1			
Allocation of places			
--			
Additional information			
--			
Workload			
--			
Teaching cycle			
--			
Referred to in LPO I (examination regulations for teaching-degree programmes)			
--			
Module appears in			
Master's degree (1 major) Economathematics (2011)			
Master's degree (1 major) Business Management (2011)			
Master's degree (1 major) Economics (2011)			
Master's degree (1 major) China Business and Economics (2014)			
Master's with 1 major Chinese and Economics (2012)		JMU Würzburg • generated 26-Aug-2024 • exam. reg. data record Master (120 ECTS) Chinese and Economics - 2012	
		page 96 / 179	

Master's degree (1 major) China Business and Economics (2012)
Master's degree (1 major) Chinese and Economics (2014)
Master's degree (1 major) Chinese and Economics (2012)

Module title			Abbreviation
Common European Labor Market			12-M-EW-111-m01
Module coordinator		Module offered by	
holder of the Chair of Economic Order and Social Policy		Faculty of Business Management and Economics	
ECTS	Method of grading	Only after succ. compl. of module(s)	
5	numerical grade	--	
Duration	Module level	Other prerequisites	
1 semester	graduate	--	
Contents			
<p>Description:</p> <p>This course provides an overview of the current situation on the European labour markets, their institutions as well as common and country-specific regulations in the area of structural and social policy. In addition, students are introduced to economic theories that can explain the concentration of economic activity.</p> <p>Outline of syllabus:</p> <ol style="list-style-type: none">1. European integration - an introduction2. European labour markets - overview and explanations3. The common European labour market - European regulations4. The impact of European structural funds5. Public cluster policy - a new miracle solution? <p>Basic reading:</p> <p>BALDWIN, R./WYPLOSZ, CH. (2009): The Economics of European Integration, 3rd ed., McGraw-Hill, London.</p> <p>KRUGMAN, P.R./OBSTFELD, M. (2009): Internationale Wirtschaft, 8th ed., Pearson Studium, Munich.</p> <p>PELKMANS, J. (2007): European Integration -- Methods and Economic Analysis, Prentice Hall, 3rd ed., Harlow.</p> <p>RIBHEGGE, H. (2007): Europäische Wirtschafts- und Sozialpolitik, Springer-Verlag, Heidelberg.</p> <p>ROOS, M. (2003): Internationale Integration und die Neue Ökonomische Geographie. <i>Perspektiven der Wirtschaftspolitik</i>, 4 (1), p. 107-121.</p> <p>VAUBEL, R./SCHUSTER, R. (1996): Europäische Strukturpolitik. R. Ohr (Ed.), <i>Europäische Integration</i>, Kohlhammer, Stuttgart.</p>			
Intended learning outcomes			
The students gain knowledge about the impact of the process of the European Integration on the national labour markets. They receive an overview of the possible labour market measures and they can discuss approaches aimed to reduce income disparities within the European Union. Additionally the students will be enabled to understand the emergence of geographically and economically concentrated areas. Subsequently possible public policies to intervene in the process of concentration are evaluated.			
Courses (type, number of weekly contact hours, language — if other than German)			
V + Ü (no information on SWS (weekly contact hours) and course language available)			
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)			
a) written examination (approx. 60 minutes) or b) term paper (approx. 15 pages)			
Allocation of places			
--			
Additional information			
--			
Workload			
--			

Teaching cycle
--
Referred to in LPO I (examination regulations for teaching-degree programmes)
--
Module appears in
<p>Master's degree (1 major) Economathematics (2011)</p> <p>Master's degree (1 major) Business Management (2011)</p> <p>Master's degree (1 major) Economics (2011)</p> <p>Master's degree (1 major) China Business and Economics (2014)</p> <p>Master's degree (1 major) China Business and Economics (2012)</p> <p>Master's degree (1 major) Chinese and Economics (2014)</p> <p>Master's degree (1 major) Chinese and Economics (2012)</p> <p>Master's degree (1 major) Political and Social Sciences (2012)</p>

Module title		Abbreviation
European Economic Statistics		12-M-EWS-111-m01
Module coordinator		Module offered by
holder of the Chair of Econometrics		Faculty of Business Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	graduate	--
Contents		
Outline of syllabus: 1. Subject and tasks of business and economic statistics 2. The European system of national accounting 3. The harmonised consumer price index 4. Structural indicators 5. Money and loans in the European monetary union 6. Data bases of EuroStat		
Intended learning outcomes		
Students acquire comprehension on the most important indicators and accounting systems of the European and German business and economic statistics. They will be able to use these reporting systems for different macroeconomic questions.		
Courses (type, number of weekly contact hours, language — if other than German)		
V + Ü (no information on SWS (weekly contact hours) and course language available)		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)		
a) written examination (approx. 60 minutes) or b) term paper (approx. 15 pages)		
Allocation of places		
--		
Additional information		
--		
Workload		
--		
Teaching cycle		
--		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
--		
Module appears in		
Master's degree (1 major) Econometrics (2011) Master's degree (1 major) Business Information Systems (2011) Master's degree (1 major) Business Management (2011) Master's degree (1 major) Economics (2011) Master's degree (1 major) China Business and Economics (2014) Master's degree (1 major) China Business and Economics (2012) Master's degree (1 major) Chinese and Economics (2014) Master's degree (1 major) Chinese and Economics (2012)		

Module title		Abbreviation
Policy of Taxation		12-M-F1-111-m01
Module coordinator		Module offered by
holder of the Chair of Public Finance		Faculty of Business Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	graduate	--
Contents		
<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.</p> <p>Reading: lecture notes provided by Chair.</p> <p>Contents:</p> <ol style="list-style-type: none"> 1. Fiscal harmonisation system in Germany 2. Mechanics and problems of the VAT system 3. Tax incidence analysis 4. Income tax code 5. Taxation of married couples and families 6. Progressive taxation and income leveling 7. Taxation and household decisions 		
Intended learning outcomes		
After completing the course "Tax Policy" students know the most important tax revenues in Germany and how they are divided between the Federation and the federal provinces. They are able to explain the incidence of specific taxes using simple case studies. Finally they can discuss tax induced distortions of individual decisions using simple partial equilibrium models.		
Courses (type, number of weekly contact hours, language — if other than German)		
V + Ü (no information on SWS (weekly contact hours) and course language available)		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)		
a) written examination (approx. 60 minutes) or b) term paper (approx. 15 pages)		
Allocation of places		
--		
Additional information		
--		
Workload		
--		
Teaching cycle		
--		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
--		
Module appears in		
Master's degree (1 major) Economathematics (2011) Master's degree (1 major) Business Information Systems (2011) Master's degree (1 major) Business Management (2011) Master's degree (1 major) Economics (2011)		
Master's with 1 major Chinese and Economics (2012)	JMU Würzburg • generated 26-Aug-2024 • exam. reg. data record Master (120 ECTS) Chinese and Economics - 2012	page 101 / 179

Master's degree (1 major) China Business and Economics (2014)
Master's degree (1 major) China Business and Economics (2012)
Master's degree (1 major) Chinese and Economics (2014)
Master's degree (1 major) Chinese and Economics (2012)

Module title		Abbreviation
Public Debt		12-M-F2-111-m01
Module coordinator		Module offered by
holder of the Chair of Public Finance		Faculty of Business Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	graduate	--
Contents		
<p>Description:</p> <p>The module provides an introduction to some specific issues of public debt that are in the focus of the public and scientific debate.</p> <p>Reading: lecture notes provided by Chair.</p> <p>Outline of syllabus:</p> <ol style="list-style-type: none"> 1. Measurement of public debt 2. Growth effects of public debt 3. Intergenerational effects of public debt 4. Public debt in open economies 5. Neutrality of public debt 6. Political economy of public debt 7. Theory of sovereign debtors 		
Intended learning outcomes		
<p>After completing the course "National Debt" students are able to distinguish and discuss the most important measurement concepts and problems of public debt. They can discuss the growth and distributional consequences using simple equilibrium models of closed and open economies. They can evaluate the relevance of Ricardian neutrality and know the political economy explanations of rising debt levels and debt overhangs in specific countries.</p>		
Courses (type, number of weekly contact hours, language — if other than German)		
V + Ü (no information on SWS (weekly contact hours) and course language available)		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)		
a) written examination (approx. 60 minutes) or b) term paper (approx. 15 pages)		
Allocation of places		
--		
Additional information		
--		
Workload		
--		
Teaching cycle		
--		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
--		
Module appears in		
<p>Master's degree (1 major) Economathematics (2011)</p> <p>Master's degree (1 major) Business Information Systems (2011)</p> <p>Master's degree (1 major) Business Management (2011)</p>		
Master's with 1 major Chinese and Economics (2012)	JMU Würzburg • generated 26-Aug-2024 • exam. reg. data record Master (120 ECTS) Chinese and Economics - 2012	page 103 / 179

Master's degree (1 major) Economics (2011)
Master's degree (1 major) China Business and Economics (2014)
Master's degree (1 major) China Business and Economics (2012)
Master's degree (1 major) Chinese and Economics (2014)
Master's degree (1 major) Chinese and Economics (2012)

Module title			Abbreviation
Social Insurance and the Welfare State			12-M-F3-111-m01
Module coordinator		Module offered by	
holder of the Chair of Public Finance		Faculty of Business Management and Economics	
ECTS	Method of grading	Only after succ. compl. of module(s)	
5	numerical grade	--	
Duration	Module level	Other prerequisites	
1 semester	graduate	--	
Contents			
<p>Description:</p> <p>This module discusses the economic justification for implementing social security systems in a market economy and provides students with deeper insights into this topic with the help of specific issues of public health and retirement policy.</p> <p>Reading: lecture notes provided by Chair.</p> <p>Contents:</p> <ol style="list-style-type: none">1. Public intervention in insurance markets2. The insurance function of social security3. Social security and social morale4. The optimal health insurance contract5. Alternative financing schemes for public health in Germany6. Why do we need a public pension system?7. Funding vs pay-as-you-go financing of public pensions			
Intended learning outcomes			
After completing the module "Theorie der Sozialversicherung" students are able to explain the theoretical foundation of the social security system in a market economy. Using simple partial equilibrium models they can discuss the financing and contract structure of the public health and pension system. Finally they are able to analyze the consequences of policy reforms.			
Courses (type, number of weekly contact hours, language — if other than German)			
V + Ü (no information on SWS (weekly contact hours) and course language available)			
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)			
a) written examination (approx. 60 minutes) or b) term paper (approx. 15 pages)			
Allocation of places			
--			
Additional information			
--			
Workload			
--			
Teaching cycle			
--			
Referred to in LPO I (examination regulations for teaching-degree programmes)			
--			
Module appears in			
Master's degree (1 major) Economathematics (2011)			
Master's degree (1 major) Business Information Systems (2011)			
Master's degree (1 major) Business Management (2011)			
Master's with 1 major Chinese and Economics (2012)		JMU Würzburg • generated 26-Aug-2024 • exam. reg. data record Master (120 ECTS) Chinese and Economics - 2012	
		page 105 / 179	

Master's degree (1 major) Economics (2011)
Master's degree (1 major) China Business and Economics (2014)
Master's degree (1 major) China Business and Economics (2012)
Master's degree (1 major) Chinese and Economics (2014)
Master's degree (1 major) Chinese and Economics (2012)

Module title			Abbreviation
Analysis of Financial Market Data			12-M-FMO-111-mo1
Module coordinator		Module offered by	
holder of the Chair of Econometrics		Faculty of Business Management and Economics	
ECTS	Method of grading	Only after succ. compl. of module(s)	
5	numerical grade	--	
Duration	Module level	Other prerequisites	
1 semester	graduate	--	
Contents			
<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, the CAPM is discussed and examined, in particular, with regard to its empirical applicability.</p> <p>Outline of syllabus:</p> <ol style="list-style-type: none">1. Information efficiency2. Random walk3. Theoretical market models4. Event studies5. Univariate modelling of time series data6. Models to explain volatility (ARCH and GARCH)7. Estimation of the capital asset pricing model <p>Reading:</p> <p>Alexander, C.: A Guide to Financial Data Analysis, Wiley.</p> <p>Campbell, JY, Lo, AW, MacKinley, AC: The Econometrics of Financial Markets, Princeton University Press.</p> <p>Geyer, A.: Information, Erwartung und Risiko. Aspekte der Verteilung, Abhängigkeit und Varianz von finanzwirtschaftlichen Zeitreihen, Verlag V. Florentz.</p> <p>Hamilton, JD: Time Series Analysis, Princeton University Press.</p> <p>Mills, T.: Econometric Modelling of Financial Time Series, Cambridge University Press.</p> <p>Taylor, S.: Modelling Financial Time Series, Wiley.</p>			
Intended learning outcomes			
Students have significant knowledge of the fundamentals, methods and concepts that are needed for the empirical analysis of financial market data. They can autonomously perform statistical test decisions with statistics programs such as EViews or Gretl and critically analyze in terms of their economic importance. In addition, the students learn the independent handling of empirical capital market data and have at the end of the course the ability to develop also own functions and routines, for example for EViews.			
Courses (type, number of weekly contact hours, language — if other than German)			
V + Ü (no information on SWS (weekly contact hours) and course language available)			
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)			
a) written examination (approx. 60 minutes) or b) term paper (approx. 15 pages)			
Allocation of places			
--			

Additional information
--
Workload
--
Teaching cycle
--
Referred to in LPO I (examination regulations for teaching-degree programmes)
--
Module appears in
Master's degree (1 major) Economathematics (2011) Master's degree (1 major) Business Management (2011) Master's degree (1 major) Economics (2011) Master's degree (1 major) China Business and Economics (2014) Master's degree (1 major) China Business and Economics (2012) Master's degree (1 major) Chinese and Economics (2014) Master's degree (1 major) Chinese and Economics (2012)

Module title			Abbreviation
Human Resource Management and Industrial Relations			12-M-HRM-111-m01
Module coordinator		Module offered by	
holder of the Chair for Human Resource Management and Organisation		Faculty of Business Management and Economics	
ECTS	Method of grading	Only after succ. compl. of module(s)	
5	numerical grade	--	
Duration	Module level	Other prerequisites	
1 semester	graduate	--	
Contents			
The lecture "Human Resource Management und Industrielle Beziehungen" ("Human Resource Management and Industrial Relations") introduces advanced theories, estimation techniques and empirical results from the areas of human resources and institutional frameworks such as industrial relations. Reading list to be provided in class.			
Intended learning outcomes			
The aim of the lectures is to enable students to understand and apply advanced theories, estimation techniques and empirical results in the area human resource management and industrial relations on the basis of scientific literature.			
Courses (type, number of weekly contact hours, language — if other than German)			
V + Ü (no information on SWS (weekly contact hours) and course language available)			
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)			
a) written examination (approx. 60 minutes) or b) term paper (approx. 15 pages)			
Allocation of places			
Business Management Master's and Economics Master's: no restrictions. Political and Social Sciences Master's: 10 places. Places will be allocated by lot.			
Additional information			
--			
Workload			
--			
Teaching cycle			
--			
Referred to in LPO I (examination regulations for teaching-degree programmes)			
--			
Module appears in			
Master's degree (1 major) Economathematics (2011) Master's degree (1 major) Business Management (2011) Master's degree (1 major) Economics (2011) Master's degree (1 major) China Business and Economics (2014) Master's degree (1 major) China Business and Economics (2012) Master's degree (1 major) Chinese and Economics (2014) Master's degree (1 major) Chinese and Economics (2012) Master's degree (1 major) Political and Social Sciences (2012)			

Module title		Abbreviation
Instruments of Strategic Controlling		12-M-INST-111-m01
Module coordinator		Module offered by
holder of the Chair of Business Management, Controlling and Accounting		Faculty of Business Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	graduate	--
Contents		
The module focuses on controlling instruments, which are applied in the context of the strategic management of enterprises. The module covers analytical and heuristic techniques of planning and control. In the context of these techniques, instruments of target costing, life cycle analysis, value chain analysis and various portfolio techniques are discussed with regard to their theoretical foundation and fields of application.		
Intended learning outcomes		
Initially, knowledge about fundamental requirements concerning instruments of decision-making and behavior control within enterprises is acquired. What is more, the module conveys obtaining knowledge about the strengths and weaknesses and therewith fields of application and limits of prevalent instruments of strategic corporate management used by practitioners.		
Courses (type, number of weekly contact hours, language — if other than German)		
V + Ü (no information on SWS (weekly contact hours) and course language available)		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)		
a) written examination (approx. 60 minutes) or b) term paper (approx. 15 pages)		
Allocation of places		
--		
Additional information		
--		
Workload		
--		
Teaching cycle		
--		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
--		
Module appears in		
Master's degree (1 major) Economathematics (2011) Master's degree (1 major) Business Management (2011) Master's degree (1 major) Economics (2011) Master's degree (1 major) China Business and Economics (2014) Master's degree (1 major) China Business and Economics (2012) Master's degree (1 major) Chinese and Economics (2014) Master's degree (1 major) Chinese and Economics (2012)		

Module title		Abbreviation
Coordination, Budgeting and Incentives in Enterprises		12-M-KOBO-111-mo1
Module coordinator		Module offered by
holder of the Chair of Business Management, Controlling and Accounting		Faculty of Business Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	graduate	--
Contents		
This module focuses on accounting-based instruments to control behaviour in decentralised enterprises. The course first discusses the role of accounting in the context of decision making and behavioural controlling as well as informational analyses. Afterwards, the most common instruments of behavioural controlling (budgeting, value-oriented management, transfer prices) are discussed with regard to theory and practice.		
Intended learning outcomes		
This module aims to provide knowledge in the context of behavioral controlling in enterprises. Knowledge about Requirements on instruments used for behavioral controlling are discussed and competencies for deployment, structure and development of coordination tools are provided.		
Courses (type, number of weekly contact hours, language — if other than German)		
V + Ü (no information on SWS (weekly contact hours) and course language available)		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)		
a) written examination (approx. 60 minutes) or b) term paper (approx. 15 pages)		
Allocation of places		
--		
Additional information		
--		
Workload		
--		
Teaching cycle		
--		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
--		
Module appears in		
Master's degree (1 major) Economathematics (2011) Master's degree (1 major) Business Information Systems (2011) Master's degree (1 major) Business Management (2011) Master's degree (1 major) Economics (2011) Master's degree (1 major) China Business and Economics (2014) Master's degree (1 major) China Business and Economics (2012) Master's degree (1 major) Chinese and Economics (2014) Master's degree (1 major) Chinese and Economics (2012)		

Module title		Abbreviation
Lot Sizing and Scheduling		12-M-LA-111-m01
Module coordinator		Module offered by
holder of the Chair of Business Management and Industrial Management		Faculty of Business Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	graduate	Successful completion of exercises as specified at the beginning of the course is an admission prerequisite to assessment.
Contents		
This module analyses and classifies approaches of production planning and control. In addition, it develops methods and models of lot sizing and scheduling. The focus is on the determination of optimal production and transport volumes as well as the planning of orders and manufacturing orders.		
Intended learning outcomes		
Students learn essential concepts, principles and methods of production planning and control with emphasis on the determination of optimal production and transport volumes as well as the planning of production and order sequences. Then, based on this expertise related knowledge broadening and deepening, essential competencies are conveyed, which allow the imaging of realistic situations and problems using mathematical and quantitative models for the derivation and assessment of alternative courses of action. After completion of the module students can answer, analyze and structure questions of production planning and control, goal-oriented. They can also arrange the planning areas in the overall business context and have an in-depth overview of the production planning and control.		
Courses (type, number of weekly contact hours, language — if other than German)		
S (no information on SWS (weekly contact hours) and course language available)		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)		
a) written examination (approx. 60 minutes) or b) written examination (approx. 40 minutes) and presentation (approx. 20 minutes), weighted 2:1 or c) written examination (approx. 40 minutes) and written elaboration (approx. 15 to 20 pages), weighted 2:1 or d) presentation (approx. 20 minutes) and written elaboration (approx. 15 to 20 pages), weighted 1:1		
Allocation of places		
Number of places: 20. Should the number of applications exceed the number of available places, places will be allocated in a standardised procedure among all applicants irrespective of their subjects according to the following quotas: Quota 1 (50% of places): total number of ECTS credits already achieved in the respective degree subject; among applicants with the same number of ECTS credits achieved, places will be allocated by lot. Quota 2 (25% of places): number of subject semesters of the respective applicant; among applicants with the same number of subject semesters, places will be allocated by lot. Quota 3 (25% of places): allocation by lot. In this procedure, applicants who already have successfully completed at least one module component of the respective module will be given preferential consideration. Places on all courses of the module component with a restricted number of places will be allocated in the same procedure. A waiting list will be maintained and places re-allocated as they become available.		
Additional information		
--		
Workload		
--		
Teaching cycle		
--		

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

--

Module appears in

Master's degree (1 major) Economathematics (2011)
Master's degree (1 major) Business Management (2011)
Master's degree (1 major) Economics (2011)
Master's degree (1 major) China Business and Economics (2014)
Master's degree (1 major) China Business and Economics (2012)
Master's degree (1 major) Chinese and Economics (2014)
Master's degree (1 major) Chinese and Economics (2012)

Module title		Abbreviation
Management Methods		12-MM-111-m01
Module coordinator		Module offered by
holder of the Chair of Business Management and Business Information Systems		Faculty of Business Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	graduate	--
Contents		
<p>Description:</p> <p>The module familiarises students with relevant management methods.</p> <p>Content:</p> <ul style="list-style-type: none"> - Principles of Management - Corporate strategy and processes - Determination of strategy - Performance tasks within the company 		
Intended learning outcomes		
<p>After completing the course "Managementmethoden", students</p> <ul style="list-style-type: none"> (i) have substantial knowledge in the application of relevant management methods and (ii) recognize their economic importance and consequences; (iii) succumbed to an idea of the scope of managers' activities; (iv) recognize the challenges businesses to deal with and (v) understand processes of an industrial company. 		
Courses (type, number of weekly contact hours, language — if other than German)		
V + Ü (no information on SWS (weekly contact hours) and course language available)		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)		
a) written examination (approx. 60 minutes) or b) term paper (approx. 15 pages)		
Allocation of places		
<p>Number of places: 20. Should the number of applications exceed the number of available places, 15 places will be set aside for Master's students of Business Information Systems. (1) Should the number of applications exceed the number of available places, places will be allocated in a standardised procedure among all applicants irrespective of their subjects according to the following quotas: Quota 1 (50% of places): total number of ECTS credits already achieved in the respective degree subject; among applicants with the same number of ECTS credits achieved, places will be allocated by lot. Quota 2 (25% of places): number of subject semesters of the respective applicant; among applicants with the same number of subject semesters, places will be allocated by lot. Quota 3 (25% of places): allocation by lot. In this procedure, applicants who already have successfully completed at least one module component of the respective module will be given preferential consideration. (2) Places on all courses of the module component with a restricted number of places will be allocated in the same procedure. (3) A waiting list will be maintained and places re-allocated as they become available.</p>		
Additional information		
--		
Workload		
--		
Teaching cycle		
--		

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

--

Module appears in

Master's degree (1 major) Economathematics (2011)
Master's degree (1 major) Business Information Systems (2011)
Master's degree (1 major) Business Management (2011)
Master's degree (1 major) Economics (2011)
Master's degree (1 major) China Business and Economics (2014)
Master's degree (1 major) China Business and Economics (2012)
Master's degree (1 major) Chinese and Economics (2014)
Master's degree (1 major) Chinese and Economics (2012)

Module title			Abbreviation
Microeconometrics			12-M-MIK-111-mo1
Module coordinator		Module offered by	
holder of the Chair of Econometrics		Faculty of Business Management and Economics	
ECTS	Method of grading	Only after succ. compl. of module(s)	
5	numerical grade	--	
Duration	Module level	Other prerequisites	
1 semester	graduate	--	
Contents			
<p>Description:</p> <p>This course builds on the Master's courses "Ökonometrie 1" ("Econometrics 1") and "Ökonometrie 2" ("Econometrics 2") and introduces students to different microeconomic models. In the first part of the course, the maximum likelihood estimation procedure is introduced, its importance for estimating microeconomic models and properties of the estimators are explained and derived. Subsequently, a wide variety of microeconomic models is motivated and explained and the advantages of these models over the linear regression model are pointed out. In addition, these models are estimated with different estimation methods and the results are interpreted.</p> <p>Outline of syllabus:</p> <ol style="list-style-type: none">1. Maximum likelihood estimator and its properties2. Logit and probit models for unordered categories3. Logit and probit models for ordered categories4. Tobit model5. Models for count data6. Duration analysis7. Hazard rate models <p>Reading:</p> <p>Ronning: Mikroökonomie, Springer-Verlag.</p> <p>Cameron / Trivedi: Microeconometrics - Methods and Applications, Cambridge University Press.</p> <p>Greene: Econometric Analysis, Pearson.</p> <p>(most recent editions)</p>			
Intended learning outcomes			
<p>After finishing this course students are able to</p> <p>(i) understand the maximum likelihood method;</p> <p>(ii) apply, assess, and interpret the above introduced models and check for possible violation of the assumptions;</p> <p>(iii) get to know other possibilities, next to the maximum likelihood method, to estimate these models;</p> <p>(iv) gain a general understanding how to treat discrete, censored, or truncated dependent variables;</p> <p>(v) know how to estimate the introduced models in EViews.</p>			
Courses (type, number of weekly contact hours, language — if other than German)			
D (no information on SWS (weekly contact hours) and course language available)			
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)			
a) written examination (approx. 60 minutes) or b) term paper (approx. 15 pages)			
Allocation of places			
--			
Additional information			
--			

Workload
--
Teaching cycle
--
Referred to in LPO I (examination regulations for teaching-degree programmes)
--
Module appears in
Master's degree (1 major) Economathematics (2011) Master's degree (1 major) Business Management (2011) Master's degree (1 major) Economics (2011) Master's degree (1 major) China Business and Economics (2014) Master's degree (1 major) China Business and Economics (2012) Master's degree (1 major) Chinese and Economics (2014) Master's degree (1 major) Chinese and Economics (2012)

Module title			Abbreviation
Marketing & Brand Management			12-M-MM-111-m01
Module coordinator		Module offered by	
holder of the Chair of Business Administration and Marketing		Faculty of Business Management and Economics	
ECTS	Method of grading	Only after succ. compl. of module(s)	
5	numerical grade	--	
Duration	Module level	Other prerequisites	
1 semester	graduate	--	
Contents			
<p>Description:</p> <p>At the beginning of the 21st century, marketing - until then interpreted as a market-oriented corporate management approach - was further developed to be seen as the entrepreneurial task of creating "shared value" for the organisation on the one hand and - broadly speaking - for society on the other hand. This idea leads to high requirements regarding the strategic sustainable positioning of the brand as well as brand management itself.</p> <p>Outline of syllabus:</p> <ol style="list-style-type: none">1. Brand leadership and brand assessment2. Brand leadership, identity and relevance according to David Aaker's approach3. Brand strategies4. Consumer behaviour5. Market research methods and the development of brand strategies6. Market research methods			
Intended learning outcomes			
Based on the theories of Meffert and Aaker, students will gain a profound understanding for brand leadership, which will be deepened by many practical implications and examples. Provided by cases studies and market research tools, it's the defined goal of this lecture to convey an in-depth knowledge for consumer behavior and sustainable brand management.			
Courses (type, number of weekly contact hours, language — if other than German)			
V + Ü (no information on SWS (weekly contact hours) and course language available)			
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)			
written examination (approx. 40 minutes) and group presentation (approx. 20 minutes), weighted 2:1			
Allocation of places			
Number of places: 35. Should the number of applications exceed the number of available places, places will be allocated in a standardised procedure among all applicants irrespective of their subjects according to the following quotas: Quota 1 (50% of places): total number of ECTS credits already achieved in the respective degree subject; among applicants with the same number of ECTS credits achieved, places will be allocated by lot. Quota 2 (25% of places): number of subject semesters of the respective applicant; among applicants with the same number of subject semesters, places will be allocated by lot. Quota 3 (25% of places): allocation by lot. In this procedure, applicants who already have successfully completed at least one module component of the respective module will be given preferential consideration. Places on all courses of the module component with a restricted number of places will be allocated in the same procedure. A waiting list will be maintained and places re-allocated as they become available.			
Additional information			
--			
Workload			
--			

Teaching cycle
--
Referred to in LPO I (examination regulations for teaching-degree programmes)
--
Module appears in
Master's degree (1 major) Economathematics (2011) Master's degree (1 major) Business Information Systems (2011) Master's degree (1 major) Business Management (2011) Master's degree (1 major) Economics (2011) Master's degree (1 major) China Business and Economics (2014) Master's degree (1 major) China Business and Economics (2012) Master's degree (1 major) Chinese and Economics (2014) Master's degree (1 major) Chinese and Economics (2012)

Module title		Abbreviation
Multinational Enterprises		12-M-MNE-111-m01
Module coordinator		Module offered by
holder of the Chair of Public Finance		Faculty of Business Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	graduate	--
Contents		
<p>This module will be discontinued, no courses are offered currently or will be offered in future.</p> <p>This may be due to one of the following reasons:</p> <ul style="list-style-type: none"> the module belongs to a version of the examination regulations that no longer has any enrolled students the lecturer who offered the course is no longer employed at the University of Würzburg the contents are no longer taught and were substituted with comparable offers <p>For more information, please contact the Office of the Dean of Studies of the Faculty of Business Management and Economics.</p>		
Intended learning outcomes		
Due to the lack of relevance, no learning outcomes description is available because no courses are held for this module.		
Courses (type, number of weekly contact hours, language — if other than German)		
V (no information on SWS (weekly contact hours) and course language available)		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)		
<p>a) written examination (approx. 120 minutes) or</p> <p>b) oral examination (approx. 15 minutes)</p> <p>Language of assessment: English</p> <p>Assessment offered: once a year, summer semester</p>		
Allocation of places		
Business Management Master's and Economics Master's: no restrictions. Applied Human Geography Master's: 10 places. Places will be allocated by lot.		
Additional information		
--		
Workload		
--		
Teaching cycle		
--		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
--		
Module appears in		
<p>Master's degree (1 major) Economathematics (2011)</p> <p>Master's degree (1 major) Business Information Systems (2011)</p> <p>Master's degree (1 major) Business Management (2011)</p> <p>Master's degree (1 major) Economics (2011)</p> <p>Master's degree (1 major) China Business and Economics (2014)</p>		
Master's with 1 major Chinese and Economics (2012)	JMU Würzburg • generated 26-Aug-2024 • exam. reg. data record Master (120 ECTS) Chinese and Economics - 2012	page 120 / 179

Master's degree (1 major) China Business and Economics (2012)
Master's degree (1 major) Chinese and Economics (2014)
Master's degree (1 major) Chinese and Economics (2012)

Module title			Abbreviation
Strategic Networks in Industry			12-M-MS-111-m01
Module coordinator		Module offered by	
holder of the Chair of Business Administration and Marketing		Faculty of Business Management and Economics	
ECTS	Method of grading	Only after succ. compl. of module(s)	
5	numerical grade	--	
Duration	Module level	Other prerequisites	
1 semester	graduate	--	
Contents			
<p>The primary object of this course is to gain a detailed understanding of strategic networks and of the phenomenon of clustering in the industrial industry. The example of the international automotive industry is used for clarification of the theoretical contents.</p> <p>The focus is on marketing in industrial companies and also on CSR - CSR is considered the "driver" of sustainable innovations - as well as the different strategy types of sustainable innovations.</p> <p>Outline of syllabus:</p> <ol style="list-style-type: none">1. Strategic networks and clusters in industrial industries such as the automotive industry2. Transaction types of Williamson as well as strategic cooperation between automobile manufacturers and suppliers3. Management of business types, in particular the business of suppliers in the automotive industry4. Cluster and entrepreneurship activities5. Sustainable innovation strategies			
Intended learning outcomes			
By the end of the course, students gain a profound understanding above the basics of network research. Furthermore students will acquire sectoral knowledge of the automotive industry as well as detailed cluster skills.			
Courses (type, number of weekly contact hours, language — if other than German)			
V + Ü (no information on SWS (weekly contact hours) and course language available)			
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)			
written examination (approx. 40 minutes) and group presentation (approx. 20 minutes), weighted 2:1			
Allocation of places			
Number of places: 30. Should the number of applications exceed the number of available places, places will be allocated in a standardised procedure among all applicants irrespective of their subjects according to the following quotas: Quota 1 (50% of places): total number of ECTS credits already achieved in the respective degree subject; among applicants with the same number of ECTS credits achieved, places will be allocated by lot. Quota 2 (25% of places): number of subject semesters of the respective applicant; among applicants with the same number of subject semesters, places will be allocated by lot. Quota 3 (25% of places): allocation by lot. In this procedure, applicants who already have successfully completed at least one module component of the respective module will be given preferential consideration. Places on all courses of the module component with a restricted number of places will be allocated in the same procedure. A waiting list will be maintained and places re-allocated as they become available.			
Additional information			
--			
Workload			
--			
Teaching cycle			
--			

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

--

Module appears in

Master's degree (1 major) Economathematics (2011)
Master's degree (1 major) Business Management (2011)
Master's degree (1 major) Economics (2011)
Master's degree (1 major) China Business and Economics (2014)
Master's degree (1 major) China Business and Economics (2012)
Master's degree (1 major) Chinese and Economics (2014)
Master's degree (1 major) Chinese and Economics (2012)

Module title		Abbreviation
Strategic Management of Innovation and Growth		12-M-MWT-111-m01
Module coordinator		Module offered by
holder of the Chair of Entrepreneurship and Strategy		Faculty of Business Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	graduate	--
Contents		
<p>In this course, students will acquire an overview of the strategic aspects of innovation management. They will acquire the knowledge necessary to understand the range, scope and complexity of the issues and problems related to the strategic management of innovations. The lecture will focus on innovation teams and the different roles in the innovation process. It will also discuss how users can be involved in the innovation process. In addition, the course will address the concepts of open innovation, lean innovation and crowdsourcing and will discuss how platform strategies can be used for the new product development process as well as what market entry strategies and patent management strategies are currently used. Practical examples and case studies will be used to provide students with a better understanding of the theoretical concepts.</p>		
Intended learning outcomes		
<p>At the end of the module students are able to understand:</p> <ul style="list-style-type: none"> • The tasks of the strategic innovation management • The state of the art and importance of innovations • The current trends in strategic innovation management • The importance of patent strategies • The market entry strategies • Concepts of the marketing mix 		
Courses (type, number of weekly contact hours, language — if other than German)		
V + Ü (no information on SWS (weekly contact hours) and course language available)		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)		
<p>a) one assessment during lecture period (e. g. take-home case, term paper or presentation with slides (approx. 10 pages), term paper or talk (10 minutes)) and written examination (approx. 50 minutes), weighted 4:1 or b) written examination (approx. 60 minutes) Language of assessment: English or German Assessment offered: once a year, summer semester</p>		
Allocation of places		
--		
Additional information		
--		
Workload		
--		
Teaching cycle		
--		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
--		
Module appears in		
Master's with 1 major Chinese and Economics (2012)	JMU Würzburg • generated 26-Aug-2024 • exam. reg. data record Master (120 ECTS) Chinese and Economics - 2012	page 124 / 179

Master's degree (1 major) Econometrics (2011)
Master's degree (1 major) Business Information Systems (2011)
Master's degree (1 major) Business Management (2011)
Master's degree (1 major) Economics (2011)
Master's degree (1 major) China Business and Economics (2014)
Master's degree (1 major) China Business and Economics (2012)
Master's degree (1 major) Chinese and Economics (2014)
Master's degree (1 major) Chinese and Economics (2012)

Module title		Abbreviation
Applied General Equilibrium Models		12-M-NGM-111-m01
Module coordinator		Module offered by
holder of the Chair of Public Finance		Faculty of Business Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	graduate	--
Contents		
<p>Description:</p> <p>This course will mostly be concerned with the analysis of public policy (in areas such as taxation, social security etc.). Providing students with state-of-the-art techniques for quantitative macroeconomic research in this very field and familiarising them with the relevant literature, this course will teach students how such policies redistribute between different generations and also within generations, how they may improve risk sharing when markets are incomplete and how they can trigger distortions and therefore hurt the aggregate economy.</p> <p>Outline of syllabus:</p> <ol style="list-style-type: none"> 1. Programming with FORTRAN and application of numerical methods 2. Solution techniques for dynamic programming problems 3. The overlapping generations model (OLG) with uninsurable income risk 3. Policy analysis in the stochastic OLG model <p>Reading:</p> <p>Lecture notes will be provided.</p>		
Intended learning outcomes		
<p>After completing the course "Computational Economics - Advanced Level" 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)		
V + Ü (no information on SWS (weekly contact hours) and course language available)		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)		
a) written examination (approx. 60 minutes) or b) term paper (approx. 15 pages)		
Allocation of places		
--		
Additional information		
--		
Workload		
--		
Teaching cycle		
--		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
--		
Module appears in		
<p>Master's degree (1 major) Economathematics (2011)</p> <p>Master's degree (1 major) Business Management (2011)</p>		
Master's with 1 major Chinese and Economics (2012)	JMU Würzburg • generated 26-Aug-2024 • exam. reg. data record Master (120 ECTS) Chinese and Economics - 2012	page 126 / 179

Master's degree (1 major) Economics (2011)
Master's degree (1 major) China Business and Economics (2014)
Master's degree (1 major) China Business and Economics (2012)
Master's degree (1 major) Chinese and Economics (2014)
Master's degree (1 major) Chinese and Economics (2012)

Module title		Abbreviation
Management of Corporate Sustainability		12-M-NUF-111-m01
Module coordinator		Module offered by
holder of the Chair of Entrepreneurship and Strategy		Faculty of Business Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	graduate	--
Contents		
<p>Description:</p> <p>This module introduces students to sustainability management. First, essential concepts such as sustainability and corporate social responsibility are explained, the role of businesses within society is discussed. Afterwards, the module addresses different aspects of corporate sustainability as well as environmental and social management with particular regard to the dimensions of corporate and economic performance and competitiveness.</p> <p>Content:</p> <ol style="list-style-type: none"> 1. Basic overview of sustainability and (legal) frameworks 2. Business and society 3. System theory 4. Sustainable as well as eco-innovation 5. Operational sustainability management (sustainable strategies, environmental performance indicators) 6. The impact of environmental and social management on corporate performance and competitiveness 		
Intended learning outcomes		
<p>After successfully completing the module "Sustainability Management", students will be able to</p> <p>(i) explain and define the basic principles and concepts of Sustainability Management as well as to deal with the contributions and aspects of sustainable development in a critical way;</p> <p>(ii) assess and analyse the complex problems and implementation strategies of Sustainability Management based on the gained knowledge and experiences of this course;</p> <p>(iii) evaluate different strategic and operational approaches of Sustainability Management as well as to transfer these approaches onto various case studies.</p>		
Courses (type, number of weekly contact hours, language — if other than German)		
V + Ü (no information on SWS (weekly contact hours) and course language available)		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)		
<p>a) written examination (approx. 60 minutes) or b) term paper (approx. 15 pages)</p> <p>Language of assessment: English or German</p>		
Allocation of places		
--		
Additional information		
--		
Workload		
--		
Teaching cycle		
--		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
--		

Module appears in

Master's degree (1 major) Economathematics (2011)
 Master's degree (1 major) Business Management (2011)
 Master's degree (1 major) Economics (2011)
 Master's degree (1 major) China Business and Economics (2014)
 Master's degree (1 major) China Business and Economics (2012)
 Master's degree (1 major) Chinese and Economics (2014)
 Master's degree (1 major) Chinese and Economics (2012)

Module title			Abbreviation
Econometrics 1			12-M-OE1-111-m01
Module coordinator		Module offered by	
holder of the Chair of Econometrics		Faculty of Business Management and Economics	
ECTS	Method of grading	Only after succ. compl. of module(s)	
5	numerical grade	--	
Duration	Module level	Other prerequisites	
1 semester	graduate	--	
Contents			
<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 models explanatory variables as well as dummy variables and introduces tests to verify simple and multiple linear restrictions.</p> <p>Linear algebra is used as formal aid.</p> <p>Outline of syllabus:</p> <ol style="list-style-type: none">1. Random variables2. Important distributions3. Point estimates4. Simple linear regression model5. Model assumptions6. Model properties7. Simple hypothesis tests8. Multiple linear regression model9. Linear restrictions10. Dummy variables11. Multiple hypothesis tests			
Intended learning outcomes			
<p>The students acquire knowledge of the basics, concepts and methods used in the classical linear regression model and understand the role of econometrics in science and data analysis. In particular, they learn how to analytically derive, calculate and interpret the coefficients, standard errors and p-values of a classic regression output of the multiple regression model. Furthermore, they are able to state and motivate formally the assumptions and properties of OLS and know how to deal with transformed and dummy variables. Additionally, students are able to test multiple linear restrictions on the parameters and are able to apply these tests to real economic, business and social science questions.</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 + Ü (no information on SWS (weekly contact hours) and course language available)			
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)			
a) written examination (approx. 60 minutes) or b) term paper (approx. 15 pages)			
Allocation of places			
--			
Additional information			
--			

Workload
--
Teaching cycle
--
Referred to in LPO I (examination regulations for teaching-degree programmes)
--
Module appears in
Master's degree (1 major) Economathematics (2011) Master's degree (1 major) Business Information Systems (2011) Master's degree (1 major) Business Management (2011) Master's degree (1 major) Economics (2011) Master's degree (1 major) China Business and Economics (2014) Master's degree (1 major) China Business and Economics (2012) Master's degree (1 major) Chinese and Economics (2014) Master's degree (1 major) Chinese and Economics (2012)

Module title		Abbreviation
Econometrics 2		12-M-OE2-111-m01
Module coordinator		Module offered by
holder of the Chair of Econometrics		Faculty of Business Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	graduate	--
Contents		
<p>Description:</p> <p>This module deals with the basics, concepts and methods of the generalised least squares (GLS) framework. Partly as a motivation for the GLS model and partly for its own right, different specification and data problems as well as violations of model assumptions of the OLS estimator (as introduced in "Ökonometrie I" ("Econometrics I")) are discussed. This includes multicollinearity, a test for structural breaks, heteroskedasticity and autocorrelation. Linear algebra is used as formal aid.</p> <p>Outline of syllabus:</p> <ol style="list-style-type: none"> 1. Specification analysis 2. Multicollinearity 3. Heteroskedasticity 4. Autocorrelated disruptive terms 5. Generalised least squares (GLS) 		
Intended learning outcomes		
<p>Students acquire essential knowledge of the fundamentals, methods and concepts for estimating the generalized linear regression model (GLS) and can apply and interpret it. They are sensitized for specification problems, data problems and violations of the assumptions of the classical linear model (OLS) so that they are able to recognize, to assess and therefore adequately deal with these problems in theory and practice. This enables them to critically assess the use of the Estimation methods in scientific work and to work independently on adequate implementation of empirical analyzes to answer selected (economic) scientific issues if available data with the above-mentioned involve problems. The competences acquired in this course serve as a prerequisite for "Econometrics III", "Microeconometrics" und "Financial Econometrics".</p>		
Courses (type, number of weekly contact hours, language — if other than German)		
V + Ü (no information on SWS (weekly contact hours) and course language available)		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)		
a) written examination (approx. 60 minutes) or b) term paper (approx. 15 pages)		
Allocation of places		
--		
Additional information		
--		
Workload		
--		
Teaching cycle		
--		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
--		

Module appears in

Master's degree (1 major) Economathematics (2011)
 Master's degree (1 major) Business Management (2011)
 Master's degree (1 major) Economics (2011)
 Master's degree (1 major) China Business and Economics (2014)
 Master's degree (1 major) China Business and Economics (2012)
 Master's degree (1 major) Chinese and Economics (2014)
 Master's degree (1 major) Chinese and Economics (2012)

Module title			Abbreviation
Econometrics 3			12-M-OE3-111-m01
Module coordinator		Module offered by	
holder of the Chair of Econometrics		Faculty of Business Management and Economics	
ECTS	Method of grading	Only after succ. compl. of module(s)	
5	numerical grade	--	
Duration	Module level	Other prerequisites	
1 semester	graduate	--	
Contents			
<p>Description:</p> <p>This module deals with advanced econometric methods and concepts based on the classical and the generalised least squares estimator discussed in Ökonometrie I and II (Econometrics I and II). In particular, this includes the instrumental variable (IV) estimator, the generalised method of moments (GMM) estimator, distributed lag models as well as basic methods and concepts used in uni and multivariate econometric times series analysis, including (non)stationarity, integration, cointegration.</p> <p>Linear algebra is used as formal aid.</p> <p>Outline of syllabus:</p> <ol style="list-style-type: none">1. Error-in-variables2. IV estimation3. Generalised least squares estimation4. Distributed lag models5. Stationary uni and multivariate processes6. Deterministic and stochastic trends7. Integrated and cointegrated processes			
Intended learning outcomes			
<p>The students acquire thorough understanding of advanced methods and concepts in econometrics. They are familiarized with diverse error-in-variables issues and capable of handling them appropriately. After the course, students understand the generalized methods of moment (GMM) and the instrumental variable (IV) estimator to an extent that they can discuss their pros and cons, apply these to selected questions in quantitative economics, and understand scientific papers using these methods. Furthermore, they become acquainted with selected time series issues, such as distributed lag models, non-stationarity, spurious correlation, and cointegrated processes, enabling them to conduct a comprehensive time series analysis. In brief, the course enables students to apply the above mentioned methods and concepts to real life questions, assess their appropriateness, and address their theoretical and practical benefits and shortcomings.</p>			
Courses (type, number of weekly contact hours, language — if other than German)			
V + Ü (no information on SWS (weekly contact hours) and course language available)			
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)			
a) written examination (approx. 60 minutes) or b) term paper (approx. 15 pages)			
Allocation of places			
--			
Additional information			
--			
Workload			
--			
Teaching cycle			
--			

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

--

Module appears in

Master's degree (1 major) Economathematics (2011)
Master's degree (1 major) Business Management (2011)
Master's degree (1 major) Economics (2011)
Master's degree (1 major) China Business and Economics (2014)
Master's degree (1 major) China Business and Economics (2012)
Master's degree (1 major) Chinese and Economics (2014)
Master's degree (1 major) Chinese and Economics (2012)

Module title		Abbreviation
Labor Market Economics		12-M-OEA-111-mo1
Module coordinator		Module offered by
holder of the Chair of Economic Order and Social Policy		Faculty of Business Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	graduate	--
Contents		
<p>Description:</p> <p>In this course, students will acquire an in-depth understanding of the problems of the German national labour market. The course will discuss economic as well as political-economic theories that can explain the phenomenon of unemployment.</p> <p>Outline of syllabus:</p> <ol style="list-style-type: none"> 1. Labour market empirics 2. Why has Germany not been able, for more than two decades, to clear the labour markets? 3. What policy is best suited to tackle labour market problems? 4. How can we break through the rigid political-economic structures in our society? <p>Basic reading:</p> <p>BORJAS, G. J. (2010): Labor Economics. 5th ed., Boston etc.</p> <p>EHRENBERG, R.G./SMITH, R.S. (1996): Modern Labor Economics, 6th ed., Addison-Wesley, Amsterdam.</p> <p>FRANZ, W. (2009): Arbeitsmarktökonomik. 7th ed., Berlin etc.</p> <p>JAHN, E. J./ WAGNER, T. (2004): Neue Arbeitsmarkttheorien, 2nd ed., Lucius & Lucius, Stuttgart.</p> <p>LANDMANN, O./ JERGER, J. (1999): Beschäftigungstheorie, 1st ed., Springer, Berlin.</p> <p>LAYARD, R. / NICKELL, S. / JACKMAN, R. (2005): Unemployment; Macroeconomic Performance and the Labour Market, 2nd ed., Oxford University Press Inc., New York.</p>		
Intended learning outcomes		
The students receive an understanding of the functioning of the labour market and its institutions. They will also be enabled to identify and to evaluate common approaches to mitigate unemployment.		
Courses (type, number of weekly contact hours, language — if other than German)		
V + Ü (no information on SWS (weekly contact hours) and course language available)		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)		
a) written examination (approx. 60 minutes) or b) term paper (approx. 15 pages)		
Allocation of places		
--		
Additional information		
--		
Workload		
--		
Teaching cycle		
--		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
--		
Module appears in		

Master's degree (1 major) Econometrics (2011)
Master's degree (1 major) Business Management (2011)
Master's degree (1 major) Economics (2011)
Master's degree (1 major) China Business and Economics (2014)
Master's degree (1 major) China Business and Economics (2012)
Master's degree (1 major) Chinese and Economics (2014)
Master's degree (1 major) Chinese and Economics (2012)

Module title		Abbreviation
Principles of European Regulation		12-M-PRE-111-m01
Module coordinator		Module offered by
holder of the Chair of Industrial Economics		Faculty of Business Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	graduate	--
Contents		
<p>Description:</p> <p>This module examines the regulation of traditional network industries (railroads, electricity, telecommunications) in Europe: theory and practice</p> <p>Outline of syllabus:</p> <ol style="list-style-type: none"> 1. Overview of the regulation of railroads in Germany and Europe in practice 2. Overview of the regulation of the electricity industry in Germany and Europe in practice 3. Overview of the regulation of the telecommunications industry in Germany and Europe in practice 4. Political economy of regulation 5. Natural monopoly and price regulation under ideal conditions 6. Price regulation under realistic circumstances 7. Procurement: advantages and disadvantages 8. Network access regulation 		
Intended learning outcomes		
<p>After successfully completing this module, students will be able to</p> <p>(i) describe central problems in regulation of the traditional network industries;</p> <p>(ii) identify and apply the appropriate results from Industrial Organization;</p> <p>(iii) assess the advantages and disadvantages of existing regulatory mechanisms by using results from the industrial organization theory.</p>		
Courses (type, number of weekly contact hours, language — if other than German)		
V (no information on SWS (weekly contact hours) and course language available)		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)		
a) written examination (approx. 60 to 90 minutes) or b) written examination (questions concerning mathematical methodology; approx. 120 minutes) or c) term paper (approx. 15 pages) or d) case studies, project report or similar (approx. 10 pages) and presentation (approx. 15 minutes), weighted 2:1 or e) presentation (approx. 30 to 45 minutes), presentations can be held by one candidate each or in groups		
Allocation of places		
--		
Additional information		
--		
Workload		
--		
Teaching cycle		
--		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
--		
Module appears in		

Master's degree (1 major) Econometrics (2011)
Master's degree (1 major) Business Information Systems (2011)
Master's degree (1 major) Business Management (2011)
Master's degree (1 major) Economics (2011)
Master's degree (1 major) China Business and Economics (2014)
Master's degree (1 major) China Business and Economics (2012)
Master's degree (1 major) Chinese and Economics (2014)
Master's degree (1 major) Chinese and Economics (2012)

Module title		Abbreviation
Project Management and Controlling		12-M-PROM-111-m01
Module coordinator		Module offered by
holder of the Chair of Business Management, Controlling and Accounting		Faculty of Business Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	graduate	--
Contents		
The module focuses on the discussion and critical examination of instruments and methods used in the context of project management and controlling within enterprises. It covers characteristic features and structures of projects, their possible success factors, methods and instruments of the controlling and management of projects in various project phases as well as approaches to multi-project management. The theoretical basis as well as potential applications of these instruments are discussed.		
Intended learning outcomes		
Initially knowledge about fundamental requirements concerning instruments of project management and controlling is acquired. What is more the module conveys knowledge about strengths and weaknesses and therefore fields of application and limits of commonly used instruments and methods of practitioners. Competences within the configuration and development of the project management and -controlling are obtained as well as skills within the practical use of the project management software MS Project.		
Courses (type, number of weekly contact hours, language — if other than German)		
V + Ü (no information on SWS (weekly contact hours) and course language available)		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)		
a) written examination (approx. 60 minutes) or b) term paper (approx. 15 pages)		
Allocation of places		
--		
Additional information		
--		
Workload		
--		
Teaching cycle		
--		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
--		
Module appears in		
Master's degree (1 major) Economathematics (2011) Master's degree (1 major) Business Information Systems (2011) Master's degree (1 major) Business Management (2011) Master's degree (1 major) Economics (2011) Master's degree (1 major) China Business and Economics (2014) Master's degree (1 major) China Business and Economics (2012) Master's degree (1 major) Chinese and Economics (2014) Master's degree (1 major) Chinese and Economics (2012)		

Module title			Abbreviation
Quantitative Economic Policy			12-M-QWP-111-mo1
Module coordinator		Module offered by	
holder of the Chair of Econometrics		Faculty of Business Management and Economics	
ECTS	Method of grading	Only after succ. compl. of module(s)	
5	numerical grade	--	
Duration	Module level	Other prerequisites	
1 semester	graduate	--	
Contents			
Outline of syllabus: 1. Subject and tasks of quantitative economic policy 2. Quantitative economic policy in the static model 3. Fundamentals of systems and control theory 4. Econometric models 5. Stabilisation theory and policy in dynamic models 6. Optimal quantitative economic policy			
Intended learning outcomes			
Students have an understanding of the importance of most methods of quantitative economic policy. They are able to analyze static and dynamic economic policy models and apply them to concrete economic problems.			
Courses (type, number of weekly contact hours, language — if other than German)			
V (no information on SWS (weekly contact hours) and course language available)			
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)			
a) written examination (approx. 60 minutes) or b) term paper (approx. 15 pages)			
Allocation of places			
--			
Additional information			
--			
Workload			
--			
Teaching cycle			
--			
Referred to in LPO I (examination regulations for teaching-degree programmes)			
--			
Module appears in			
Master's degree (1 major) Economathematics (2011) Master's degree (1 major) Business Management (2013) Master's degree (1 major) Business Management (2011) Master's degree (1 major) Economics (2011) Master's degree (1 major) China Business and Economics (2014) Master's degree (1 major) China Business and Economics (2012) Master's degree (1 major) Chinese and Economics (2014) Master's degree (1 major) Chinese and Economics (2012)			

Module title		Abbreviation
Accounting and Capital Markets		12-M-REKA-111-m01
Module coordinator		Module offered by
holder of the Chair of Business Management, Controlling and Accounting		Faculty of Business Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	graduate	--
Contents		
The module focuses on financial and management accounting, their functions, possible configurations as well as their impact on internal and external recipients under consideration of the institutional setting. In this context, an economic perspective has priority over detailed legal arrangements and regulations by the standard setters. Based on the theoretical foundations of information economics as well as decision-making and balance sheet theories, typical issues concerning cost accounting and controlling as well as financial accounting and publicity are discussed.		
Intended learning outcomes		
Initially, a fundamental knowledge about the conception and impact of management and financial accounting as information systems is acquired. In the following, the module mainly sharpens the understanding of the economic impacts of the configuration of management and financial accounting. What is more, extensive knowledge about possible impacts of changes in institutional general frameworks is covered. For example, changes in valuation standards, publicity rules or regulations about the distribution of profits in enterprises and on capital markets are considered.		
Courses (type, number of weekly contact hours, language — if other than German)		
V + Ü (no information on SWS (weekly contact hours) and course language available)		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)		
a) written examination (approx. 60 minutes) or b) term paper (approx. 15 pages)		
Allocation of places		
--		
Additional information		
--		
Workload		
--		
Teaching cycle		
--		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
--		
Module appears in		
Master's degree (1 major) Economathematics (2011) Master's degree (1 major) Business Management (2011) Master's degree (1 major) Economics (2011) Master's degree (1 major) China Business and Economics (2014) Master's degree (1 major) China Business and Economics (2012) Master's degree (1 major) Chinese and Economics (2014) Master's degree (1 major) Chinese and Economics (2012)		

Module title		Abbreviation
Strategic Supply Management		12-M-SBM-111-m01
Module coordinator		Module offered by
holder of the Chair of Business Management and Industrial Management		Faculty of Business Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	graduate	Admission prerequisite to assessment: successful completion of exercises as specified at the beginning of the course.
Contents		
The course addresses central issues of strategic supply management. The supply function of the company (purchasing, materials management, procurement logistics) and its strategic importance is analysed and basic methods are developed that are relevant in this area.		
Intended learning outcomes		
Students learn the principles of performance-oriented optimization of all procurement activities to develop long-term, competitively sensitive potential for success. After completion of the module students are able to prepare structured, to goal-oriented analyze and to respond to performance-oriented issues of strategic procurement based on key instruments. Students are able to accurately classify the tasks of the procurement and to describe and discuss their strategic importance and dominate essential methods and procedures used in this area to apply.		
Courses (type, number of weekly contact hours, language — if other than German)		
S (no information on SWS (weekly contact hours) and course language available)		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)		
a) written examination (approx. 60 minutes) or b) written examination (approx. 40 minutes) and presentation (approx. 20 minutes), weighted 2:1 or c) written examination (approx. 40 minutes) with written elaboration (approx. 15 to 20 pages), weighted 2:1 or d) presentation (approx. 20 minutes) with written elaboration (approx. 15 to 20 pages), weighted 1:1		
Allocation of places		
--		
Additional information		
--		
Workload		
--		
Teaching cycle		
--		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
--		
Module appears in		
Master's degree (1 major) Economathematics (2011) Master's degree (1 major) Business Information Systems (2011) Master's degree (1 major) Business Management (2011) Master's degree (1 major) Economics (2011) Master's degree (1 major) China Business and Economics (2014) Master's degree (1 major) China Business and Economics (2012) Master's degree (1 major) Chinese and Economics (2014)		
Master's with 1 major Chinese and Economics (2012)	JMU Würzburg • generated 26-Aug-2024 • exam. reg. data record Master (120 ECTS) Chinese and Economics - 2012	page 143 / 179

Master's degree (1 major) Chinese and Economics (2012)

Module title		Abbreviation
Economics of Tax Planning		12-M-SP-111-m01
Module coordinator		Module offered by
holder of the Chair of Business Management and Business Taxation		Faculty of Business Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	graduate	--
Contents		
<p>This course deals with tax effects on fundamental economic decisions. Taxes are integrated into standard models for investment decisions, financing decisions, firm valuation, dividend policy and remuneration of employees. Therefore, the interaction of corporate and personal income taxes is analysed.</p> <p>A reading list in English is available on request.</p>		
Intended learning outcomes		
<p>This course enables students to</p> <ul style="list-style-type: none"> (i) combine their knowledge of tax law with microeconomic analyses in the areas of corporate and personal finance; (ii) understand the effect of taxes on fundamental economic decisions, e.g. investment and financing decisions, evaluation of investment, financial assets, forms of remuneration for employees including managing and assessing; (iii) read and discuss primary scientific literature. 		
Courses (type, number of weekly contact hours, language — if other than German)		
V + Ü (no information on SWS (weekly contact hours) and course language available)		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)		
<p>written examination (approx. 60 minutes)</p> <p>Language of assessment: German, English</p>		
Allocation of places		
--		
Additional information		
--		
Workload		
--		
Teaching cycle		
--		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
--		
Module appears in		
<p>Master's degree (1 major) Economathematics (2011)</p> <p>Master's degree (1 major) Business Information Systems (2011)</p> <p>Master's degree (1 major) Business Management (2011)</p> <p>Master's degree (1 major) Economics (2011)</p> <p>Master's degree (1 major) China Business and Economics (2014)</p> <p>Master's degree (1 major) China Business and Economics (2012)</p> <p>Master's degree (1 major) Chinese and Economics (2014)</p> <p>Master's degree (1 major) Chinese and Economics (2012)</p>		
Master's with 1 major Chinese and Economics (2012)	JMU Würzburg • generated 26-Aug-2024 • exam. reg. data record Master (120 ECTS) Chinese and Economics - 2012	page 145 / 179

Module title		Abbreviation
Strategic Production Management		12-M-SPM-111-m01
Module coordinator		Module offered by
holder of the Chair of Business Management and Industrial Management		Faculty of Business Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	graduate	Admission prerequisite to assessment: successful completion of exercises as specified at the beginning of the course.
Contents		
<p>This module will discuss contents and procedures of strategic production management and, in particular, planning and control concepts.</p> <p>Students will become familiar with the essentials of strategic production management. Theoretical and analytical models will be used for analysing both economic and ecological issues. In addition, the module will discuss principles of value structure optimisation and will develop competences regarding the development of integrated mathematical models.</p>		
Intended learning outcomes		
<p>After completion of the module students are able to process, to analyze and answer questions of operations strategy structured and goal-oriented in a global context using appropriate methods. Furthermore, they know the main strategic tasks and objectives in production management and evaluate and apply planning and control concepts for the production in realistic application situations.</p>		
Courses (type, number of weekly contact hours, language — if other than German)		
S (no information on SWS (weekly contact hours) and course language available)		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)		
a) written examination (approx. 60 minutes) or b) written examination (approx. 40 minutes) and presentation (approx. 20 minutes), weighted 2:1 or c) written examination (approx. 40 minutes) with written elaboration (approx. 15 to 20 pages), weighted 2:1 or d) presentation (approx. 20 minutes) with written elaboration (approx. 15 to 20 pages), weighted 1:1		
Allocation of places		
<p>Number of places: 20. Should the number of applications exceed the number of available places, places will be allocated in a standardised procedure among all applicants irrespective of their subjects according to the following quotas: Quota 1 (50% of places): total number of ECTS credits already achieved in the respective degree subject; among applicants with the same number of ECTS credits achieved, places will be allocated by lot. Quota 2 (25% of places): number of subject semesters of the respective applicant; among applicants with the same number of subject semesters, places will be allocated by lot. Quota 3 (25% of places): allocation by lot. In this procedure, applicants who already have successfully completed at least one module component of the respective module will be given preferential consideration. Places on all courses of the module component with a restricted number of places will be allocated in the same procedure. A waiting list will be maintained and places re-allocated as they become available.</p>		
Additional information		
--		
Workload		
--		
Teaching cycle		
--		

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

--

Module appears in

Master's degree (1 major) Economathematics (2011)
Master's degree (1 major) Business Information Systems (2011)
Master's degree (1 major) Business Management (2011)
Master's degree (1 major) Economics (2011)
Master's degree (1 major) China Business and Economics (2014)
Master's degree (1 major) China Business and Economics (2012)
Master's degree (1 major) Chinese and Economics (2014)
Master's degree (1 major) Chinese and Economics (2012)

Module title		Abbreviation
Topics in Labor Market Economics and Social Policy		12-M-SPÜ-111-m01
Module coordinator		Module offered by
holder of the Chair of Economic Order and Social Policy		Faculty of Business Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	graduate	--
Contents		
The module "Sozialpolitische Übungen" ("Advanced Topics in Economic Policy") deals with current economic policy issues and intends to launch an open discussion with the students.		
Intended learning outcomes		
The discussion of current economic policy issues enables the students to gain a profound understanding of how economic and political markets function. Furthermore, autonomous use of research results in economic policy is fostered		
Courses (type, number of weekly contact hours, language — if other than German)		
Ü (no information on SWS (weekly contact hours) and course language available)		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)		
a) written examination (approx. 60 to 90 minutes) or b) written examination (questions concerning mathematical methodology; approx. 120 minutes) or c) term paper (approx. 15 pages) or d) case studies, project report or similar (approx. 10 pages) and presentation (approx. 15 minutes), weighted 2:1 or e) presentation (approx. 30 to 45 minutes), presentations can be held by one candidate each or in groups		
Allocation of places		
--		
Additional information		
--		
Workload		
--		
Teaching cycle		
--		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
--		
Module appears in		
Master's degree (1 major) Economathematics (2011) Master's degree (1 major) Business Management (2011) Master's degree (1 major) Economics (2011) Master's degree (1 major) China Business and Economics (2014) Master's degree (1 major) China Business and Economics (2012) Master's degree (1 major) Chinese and Economics (2014) Master's degree (1 major) Chinese and Economics (2012)		

Module title		Abbreviation
Theory of Industrial Organization 1		12-M-TI1-111-m01
Module coordinator		Module offered by
holder of the Chair of Industrial Economics		Faculty of Business Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	graduate	--
Contents		
<p>Theory of industrial organisation:</p> <ol style="list-style-type: none"> Monopoly pricing <ul style="list-style-type: none"> - Nonlinear pricing and mechanism design - Dynamic pricing: experience goods, durable goods Oligopoly pricing <ul style="list-style-type: none"> - Static price and quantity competition in homogeneous and differentiated goods markets - Comparative statics - Equilibrium market structure Dynamic competition in oligopoly markets <ul style="list-style-type: none"> - Repeated games and collusion - Markov perfect equilibrium and models of dynamic competition Strategic behaviour by incumbent firms <ul style="list-style-type: none"> - Entry deterrence and predation - Signalling and reputation Auctions <ul style="list-style-type: none"> - Second price auctions - First price auctions Advertising and product design <p>The course will be taught in English.</p>		
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 and auction theory, for studying interactions between firms in markets. By means of comprehensive exercises, they will apply the methods they learn in class to practically relevant problems. They will be in a position to read academic papers on related topics, assess the strengths and weaknesses of approach, summarize and comment on these papers and suggest possible extensions.</p>		
Courses (type, number of weekly contact hours, language — if other than German)		
V + Ü (no information on SWS (weekly contact hours) and course language available)		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)		
a) written examination (approx. 60 to 90 minutes) or b) written examination (questions concerning mathematical methodology; approx. 120 minutes) or c) term paper (approx. 15 pages) or d) case studies, project report or similar (approx. 10 pages) and presentation (approx. 15 minutes), weighted 2:1 or e) presentation (approx. 30 to 45 minutes), presentations can be held by one candidate each or in groups		
Allocation of places		
--		
Additional information		
--		
Master's with 1 major Chinese and Economics (2012)	JMU Würzburg • generated 26-Aug-2024 • exam. reg. data record Master (120 ECTS) Chinese and Economics - 2012	page 149 / 179

Workload
--
Teaching cycle
--
Referred to in LPO I (examination regulations for teaching-degree programmes)
--
Module appears in
<p>Master's degree (1 major) Economathematics (2011)</p> <p>Master's degree (1 major) Business Information Systems (2011)</p> <p>Master's degree (1 major) Business Management (2011)</p> <p>Master's degree (1 major) Economics (2011)</p> <p>Master's degree (1 major) China Business and Economics (2014)</p> <p>Master's degree (1 major) China Business and Economics (2012)</p> <p>Master's degree (1 major) Chinese and Economics (2014)</p> <p>Master's degree (1 major) Chinese and Economics (2012)</p>

Module title		Abbreviation
Theory of Industrial Organization 2		12-M-TI2-111-m01
Module coordinator		Module offered by
holder of the Chair of Industrial Economics		Faculty of Business Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	graduate	--
Contents		
<p>Description:</p> <p>This course discusses vertical contracts in supply chains and their impact on competition.</p> <p>Outline of syllabus:</p> <ol style="list-style-type: none"> 1. The classic problem of double marginalisation and its solution by nonstandard contracts (resale price maintenance, nonlinear pricing (rebates), exclusive territories, exclusive dealing etc.) 2. Contracts for service 3. Common agency 4. The delegation principle 5. The commitment problem 6. Interlocking relationships 7. Foreclosure by vertical contracts or mergers 		
Intended learning outcomes		
<p>After completing the course students are able to</p> <p>(i) explain the results of theoretical industrial economics on vertical contracts;</p> <p>(ii) apply the involved methods to given simple examples on their own;</p> <p>(iii) recognize, in which real life situations (and how) the results can be applied;</p> <p>(iv) analyze the impact of certain vertical contracts on competition.</p>		
Courses (type, number of weekly contact hours, language — if other than German)		
V (no information on SWS (weekly contact hours) and course language available)		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)		
written examination (approx. 60 minutes) or term paper (approx. 20 pages)		
Allocation of places		
--		
Additional information		
--		
Workload		
--		
Teaching cycle		
--		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
--		
Module appears in		
<p>Master's degree (1 major) Economathematics (2011)</p> <p>Master's degree (1 major) Business Management (2011)</p> <p>Master's degree (1 major) Economics (2011)</p> <p>Master's degree (1 major) China Business and Economics (2014)</p>		
Master's with 1 major Chinese and Economics (2012)	JMU Würzburg • generated 26-Aug-2024 • exam. reg. data record Master (120 ECTS) Chinese and Economics - 2012	page 151 / 179

Master's degree (1 major) China Business and Economics (2012)
Master's degree (1 major) Chinese and Economics (2014)
Master's degree (1 major) Chinese and Economics (2012)

Module title			Abbreviation
Topics in International Trade			12-M-TIT-111-m01
Module coordinator		Module offered by	
holder of the Chair of International Economics		Faculty of Business Management and Economics	
ECTS	Method of grading	Only after succ. compl. of module(s)	
5	numerical grade	--	
Duration	Module level	Other prerequisites	
1 semester	graduate	--	
Contents			
This module will be discontinued, no courses are offered currently or will be offered in future.			
This may be due to one of the following reasons:			
<ul style="list-style-type: none">the module belongs to a version of the examination regulations that no longer has any enrolled studentsthe lecturer who offered the course is no longer employed at the University of Würzburgthe contents are no longer taught and were substituted with comparable offers			
For more information, please contact the Office of the Dean of Studies of the Faculty of Business Management and Economics.			
Intended learning outcomes			
Due to the lack of relevance, no learning outcomes description is available because no courses are held for this module.			
Courses (type, number of weekly contact hours, language — if other than German)			
V (no information on SWS (weekly contact hours) and course language available)			
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)			
presentation (approx. 60 minutes) and oral examination (approx. 20 minutes), weighted 2:1 Language of assessment: English Assessment offered: once a year, winter semester			
Allocation of places			
--			
Additional information			
--			
Workload			
--			
Teaching cycle			
--			
Referred to in LPO I (examination regulations for teaching-degree programmes)			
--			
Module appears in			
Master's degree (1 major) Economathematics (2011) Master's degree (1 major) Business Management (2011) Master's degree (1 major) Economics (2011) Master's degree (1 major) China Business and Economics (2014) Master's degree (1 major) China Business and Economics (2012) Master's degree (1 major) Chinese and Economics (2014)			
Master's with 1 major Chinese and Economics (2012)		JMU Würzburg • generated 26-Aug-2024 • exam. reg. data record Master (120 ECTS) Chinese and Economics - 2012	
		page 153 / 179	

Master's degree (1 major) Chinese and Economics (2012)

Module title			Abbreviation
Theory of Social Policy			12-M-TSP-111-m01
Module coordinator		Module offered by	
holder of the Chair of Economic Order and Social Policy		Faculty of Business Management and Economics	
ECTS	Method of grading	Only after succ. compl. of module(s)	
5	numerical grade	--	
Duration	Module level	Other prerequisites	
1 semester	graduate	--	
Contents			
<p>The lecture "Theorie der Sozialpolitik" ("Theory of Social Policy") discusses the concept of social security and the concept of social justice. In the first part of the course, which will deal with social security, students will acquire a general overview of possible market failures in an insurance market. One chapter will then each be devoted to the introduction and characterisation of the three main branches of social insurance (pension, health and unemployment insurance). Subsequently, different options for a reform of the individual branches of social insurance will be introduced and evaluated in terms of efficiency. In the second part of the course, which will deal with social justice, different definitions of the concept of justice will be discussed in more detail. Here, the main focus will be on identifying and critically examining different criteria for the measurement of inequality in a society. In addition, efficiency-oriented justifications for redistributive policies by the government will be addressed and discussed with students.</p>			
Intended learning outcomes			
<p>The graduate student has acquired following skills and abilities after completion of the module:</p> <p>(i) Detailed knowledge of institutional foundations of the German social security system</p> <p>(ii) Mechanics of an insurance market</p> <p>(iii) Emergence and problems of adverse selection and moral hazard in the context of social insurances</p> <p>(iv) Measurement and interpretation of inequality measures, particularly of income inequality</p> <p>(v) Mechanics and welfare effects of state redistribution</p> <p>(vi) The impact of state redistribution on macroeconomic variables</p>			
Courses (type, number of weekly contact hours, language — if other than German)			
V + Ü (no information on SWS (weekly contact hours) and course language available)			
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)			
<p>a) written examination (approx. 60 to 90 minutes) or b) written examination (questions concerning mathematical methodology; approx. 120 minutes) or c) term paper (approx. 15 pages) or d) case studies, project report or similar (approx. 10 pages) and presentation (approx. 15 minutes), weighted 2:1 or e) presentation (approx. 30 to 45 minutes), presentations can be held by one candidate each or in groups</p>			
Allocation of places			
--			
Additional information			
--			
Workload			
--			
Teaching cycle			
--			
Referred to in LPO I (examination regulations for teaching-degree programmes)			
--			
Module appears in			
Master's degree (1 major) Economathematics (2011)			
Master's with 1 major Chinese and Economics (2012)		JMU Würzburg • generated 26-Aug-2024 • exam. reg. data record Master (120 ECTS) Chinese and Economics - 2012	page 155 / 179

Master's degree (1 major) Business Management (2011)
Master's degree (1 major) Economics (2011)
Master's degree (1 major) China Business and Economics (2014)
Master's degree (1 major) China Business and Economics (2012)
Master's degree (1 major) Chinese and Economics (2014)
Master's degree (1 major) Chinese and Economics (2012)

Module title		Abbreviation
European Competition Policy		12-M-WPE-111-mo1
Module coordinator		Module offered by
holder of the Chair of Industrial Economics		Faculty of Business Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	graduate	--
Contents		
<p>Outline of syllabus:</p> <p>1. Legal environment, competition laws</p> <p>2. Market definition</p> <ul style="list-style-type: none">- Qualitative methods- Simple quantitative methods- Hypothetical monopoly test <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">- Economic theory- Efficiency effects- Coordinated effects <p>5. Vertical relations and contracts</p> <ul style="list-style-type: none">- Economic analysis of contracts- "More economic approach" <p>6. Abuse of dominant position</p> <ul style="list-style-type: none">- Classification of abusive conduct- Economic analysis of abusive conduct and theory of harm <p>The course will be taught in English.</p>		
Intended learning outcomes		
<p>After completion of the module students can use the advanced concepts introduced in the lecture of competition policy, including the legal framework, the trace models and methods for the study of competition policy issues, as well as understand the approach of European competition policy in high profile cases. When they are confronted with practical problems, they can refer to these cases, and the same logic to practical examples apply by draining the relevant economic theories that identify variables to be measured and methodologies for assessing and based on that adequate conclusions for appropriate cases. They will sufficiently understand the subject in order to open up that build upon literature in journals and being able to think critically.</p>		
Courses (type, number of weekly contact hours, language — if other than German)		
V (no information on SWS (weekly contact hours) and course language available)		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)		
<p>a) written examination (approx. 60 to 90 minutes) or b) written examination (questions concerning mathematical methodology; approx. 120 minutes) or c) term paper (approx. 15 pages) or d) case studies, project report or similar (approx. 10 pages) and presentation (approx. 15 minutes), weighted 2:1 or e) presentation (approx. 30 to 45 minutes), presentations can be held by one candidate each or in groups</p>		
Allocation of places		
<p>Business Management Master's and Economics Master's: no restrictions. Applied Human Geography Master's and Political and Social Sciences Master's: 10 places. Places will be allocated by lot.</p>		
Additional information		
--		

Workload
--
Teaching cycle
--
Referred to in LPO I (examination regulations for teaching-degree programmes)
--
Module appears in
<p>Master's degree (1 major) Economathematics (2011)</p> <p>Master's degree (1 major) Business Information Systems (2011)</p> <p>Master's degree (1 major) Business Management (2011)</p> <p>Master's degree (1 major) Economics (2011)</p> <p>Master's degree (1 major) China Business and Economics (2014)</p> <p>Master's degree (1 major) China Business and Economics (2012)</p> <p>Master's degree (1 major) Chinese and Economics (2014)</p> <p>Master's degree (1 major) Chinese and Economics (2012)</p> <p>Master's degree (1 major) Political and Social Sciences (2012)</p>

Module title			Abbreviation
Advanced Auditing			12-M-WPF-111-mo1
Module coordinator		Module offered by	
holder of the Chair of Business Management and Accounting		Faculty of Business Management and Economics	
ECTS	Method of grading	Only after succ. compl. of module(s)	
5	numerical grade	--	
Duration	Module level	Other prerequisites	
1 semester	graduate	--	
Contents			
<p>Content:</p> <p>The course discusses business-risk oriented financial statement audits according to International Standards on Auditing (IASs). Selected topics of testing theory are also addressed.</p> <p>Outline of syllabus:</p> <p>1. Review process</p> <ul style="list-style-type: none">- Conditions, order taking, audit planning, risk model-based testing methods- Development of the risk-based audit approach- Fraud and going concern- Judgment, reporting and documentation <p>2. Testing theory</p> <ul style="list-style-type: none">- Overview of the state of research- The auditor's independence- Audit fees, concentration, competition <p>Reading:</p> <p>Marten, K.-U. / Quick, R. / Ruhnke, K.: Wirtschaftsprüfung, Stuttgart (most recent edition).</p> <p>Other reading to be specified in class.</p>			
Intended learning outcomes			
<p>After completion of the module "Auditing for advanced" students can</p> <p>(i) represent the risk-based audit approach, establish and analyze critical;</p> <p>(ii) analyze selected complex audit issues on the basis of national and international audit standards and, based largely develop self-directed solutions;</p> <p>(iii) judge selected research papers examining theory independently and, building design research or application-oriented projects.</p>			
Courses (type, number of weekly contact hours, language — if other than German)			
V + Ü (no information on SWS (weekly contact hours) and course language available)			
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)			
a) written examination (approx. 60 to 90 minutes) or b) term paper (approx. 15 pages) and presentation (approx. 20 minutes), weighted 2:1			
Allocation of places			
--			
Additional information			
--			
Workload			
--			

Teaching cycle
--
Referred to in LPO I (examination regulations for teaching-degree programmes)
--
Module appears in
Master's degree (1 major) Economathematics (2011) Master's degree (1 major) Business Management (2011) Master's degree (1 major) Economics (2011) Master's degree (1 major) China Business and Economics (2014) Master's degree (1 major) China Business and Economics (2012) Master's degree (1 major) Chinese and Economics (2014) Master's degree (1 major) Chinese and Economics (2012)

Module title		Abbreviation
Process and System Modelling		12-PSM-111-m01
Module coordinator		Module offered by
holder of the Chair of Business Management and Business Information Systems		Faculty of Business Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	graduate	--
Contents		
<p>The course familiarises students with relevant principles, concepts and methods of process and system modelling. It is divided up into two parts:</p> <p>Part A: Introduction to business process management</p> <p>Contents Part A:</p> <ul style="list-style-type: none"> • Purpose of business process management • How are business processes modelled? • What is business process management? • Strategic Management <p>Part B: Simulation</p> <p>Contents Part B:</p> <ul style="list-style-type: none"> • Simulation • Theoretical foundations • Petri nets • Smalltalk inscription language 		
Intended learning outcomes		
<p>The students have</p> <ol style="list-style-type: none"> 1. substantial knowledge of the basic principles, concepts and methods of process and system modeling and 2. recognize their economic importance and consequences. 		
Courses (type, number of weekly contact hours, language — if other than German)		
V + Ü (no information on SWS (weekly contact hours) and course language available)		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)		
a) written examination (approx. 60 minutes) or b) term paper (approx. 15 pages)		
Allocation of places		
<p>Number of places: 20. Should the number of applications exceed the number of available places, 15 places will be set aside for Master's students of Business Information Systems. (1) Should the number of applications exceed the number of available places, places will be allocated in a standardised procedure among all applicants irrespective of their subjects according to the following quotas: Quota 1 (50% of places): total number of ECTS credits already achieved in the respective degree subject; among applicants with the same number of ECTS cre-</p>		
Master's with 1 major Chinese and Economics (2012)	JMU Würzburg • generated 26-Aug-2024 • exam. reg. data record Master (120 ECTS) Chinese and Economics - 2012	page 161 / 179

redits achieved, places will be allocated by lot. Quota 2 (25% of places): number of subject semesters of the respective applicant; among applicants with the same number of subject semesters, places will be allocated by lot. Quota 3 (25% of places): allocation by lot. In this procedure, applicants who already have successfully completed at least one module component of the respective module will be given preferential consideration. (2) Places on all courses of the module component with a restricted number of places will be allocated in the same procedure. (3) A waiting list will be maintained and places re-allocated as they become available.

Additional information

--

Workload

--

Teaching cycle

--

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

--

Module appears in

Master's degree (1 major) Economathematics (2011)
Master's degree (1 major) Business Information Systems (2011)
Master's degree (1 major) Business Management (2011)
Master's degree (1 major) Economics (2011)
Master's degree (1 major) China Business and Economics (2014)
Master's degree (1 major) China Business and Economics (2012)
Master's degree (1 major) Chinese and Economics (2014)
Master's degree (1 major) Chinese and Economics (2012)

Module title			Abbreviation
Risk Management - Concepts and Systems			12-RM-KS-111-mo1
Module coordinator		Module offered by	
holder of the Chair of Business Management and Accounting		Faculty of Business Management and Economics	
ECTS	Method of grading	Only after succ. compl. of module(s)	
5	numerical grade	--	
Duration	Module level	Other prerequisites	
1 semester	graduate	--	
Contents			
Concepts: The course will provide students with an overview of the main goals, contents, methods and instruments of opportunity and risk management in industrial and commercial enterprises. Systems: The course will provide students with an overview of the design and functionality of essential information systems for risk management.			
Intended learning outcomes			
Concepts: After completion of the module students have a sound understanding of basic concepts, processes, methods and tools of risk management. They are able to justify the duties and functions of risk management in the company in theory and practice. They can also evaluate proposed solutions for the design of a risk management system, analyze selected issues of risk management and building on that, develop their own solutions. Systems: After completing this module, students can (i) judge legal, organizational and methodological requirements for the implementation of risk management processes in a risk management information system (RMIS); (ii) understand the technical basis for RMIS; (iii) estimate the different characteristics of various information systems for the RM; (iv) understand the workings of RMIS.			
Courses (type, number of weekly contact hours, language — if other than German)			
This module comprises 2 module components. Information on courses will be listed separately for each module component. <ul style="list-style-type: none">12-RM-KS-1-111: V (no information on SWS (weekly contact hours) and course language available)12-RM-KS-2-111: V (no information on SWS (weekly contact hours) and course language available)			
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)			
Assessment in this module comprises the assessments in the individual module components as specified below. Unless stated otherwise, successful completion of the module will require successful completion of all individual assessments.			
Assessment in module component 12-RM-KS-1-111: Risk Management Concepts <ul style="list-style-type: none">3 ECTS, Method of grading: numerical gradea) written examination (approx. 60 minutes) or b) term paper (approx. 15 pages)			
Assessment in module component 12-RM-KS-2-111: Risk Managements Systems <ul style="list-style-type: none">2 ECTS, Method of grading: numerical gradea) written examination (approx. 60 minutes) or b) term paper (approx. 15 pages)			
Allocation of places			
Number of places: 25. Should the number of applications exceed the number of available places, places will be allocated in a standardised procedure among all applicants irrespective of their subjects according to the following quotas: Quota 1 (50% of places): total number of ECTS credits already achieved in the respective degree subject; among applicants with the same number of ECTS credits achieved, places will be allocated by lot. Quota 2 (25% of places): number of subject semesters of the respective applicant; among applicants with the same number of subject semesters, places will be allocated by lot. Quota 3 (25% of places): allocation by lot. In this procedure, applicants who already have successfully completed at least one module component of the respecti-			
Master's with 1 major Chinese and Economics (2012)		JMU Würzburg • generated 26-Aug-2024 • exam. reg. data record Master (120 ECTS) Chinese and Economics - 2012	page 163 / 179

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

Additional information

--

Workload

--

Teaching cycle

--

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

--

Module appears in

Master's degree (1 major) Economathematics (2011)
Master's degree (1 major) Business Information Systems (2011)
Master's degree (1 major) Business Management (2011)
Master's degree (1 major) Economics (2011)
Master's degree (1 major) China Business and Economics (2014)
Master's degree (1 major) China Business and Economics (2012)
Master's degree (1 major) Chinese and Economics (2014)
Master's degree (1 major) Chinese and Economics (2012)

Module title		Abbreviation
Optimal Tax Theory		12-M-F4-111-m01
Module coordinator		Module offered by
holder of the Chair of Public Finance		Faculty of Business Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	graduate	--
Contents		
<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 of international enterprises, students will then gain more in-depth insights into these rules.</p> <p>Reading: Lecture notes will be provided.</p> <p>Outline of syllabus:</p> <ol style="list-style-type: none"> 1. Optimal commodity taxation 2. Optimal income taxation 3. Optimal taxation of families 4. International tax competition 		
Intended learning outcomes		
<p>After completing this module students have a basic understanding of what is meant with "optimal taxation". They are able to apply this concept to specific normative questions of tax policy in practice. Students also learn to prepare and present short papers, where they discuss specific normative policy issues in groups.</p>		
Courses (type, number of weekly contact hours, language — if other than German)		
V + Ü (no information on SWS (weekly contact hours) and course language available)		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)		
written examination (approx. 60 minutes) or term paper (approx. 15 pages)		
Allocation of places		
--		
Additional information		
--		
Workload		
--		
Teaching cycle		
--		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
--		
Module appears in		
<p>Master's degree (1 major) Economathematics (2011)</p> <p>Master's degree (1 major) Business Management (2011)</p> <p>Master's degree (1 major) Economics (2011)</p> <p>Master's degree (1 major) China Business and Economics (2014)</p> <p>Master's degree (1 major) China Business and Economics (2012)</p>		
Master's with 1 major Chinese and Economics (2012)	JMU Würzburg • generated 26-Aug-2024 • exam. reg. data record Master (120 ECTS) Chinese and Economics - 2012	page 165 / 179

Master's degree (1 major) Chinese and Economics (2014)
Master's degree (1 major) Chinese and Economics (2012)

Module title		Abbreviation
Tax Accounting		12-M-STB-111-m01
Module coordinator		Module offered by
holder of the Chair of Business Management and Business Taxation		Faculty of Business Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	graduate	--
Contents		
This module introduces the various methods of income recognition in the German Income Tax Code (<i>Einkommensteuergesetz</i> , EStG). It discusses the main reporting and valuation provisions as well as the specific problems and techniques of income calculation for partnerships.		
Intended learning outcomes		
Students have in-depth knowledge of tax accounting of companies and are able to solve moderate to complex problems of tax accounting in particular of sole proprietorships and partnerships using legal source.		
Courses (type, number of weekly contact hours, language — if other than German)		
V + Ü (no information on SWS (weekly contact hours) and course language available)		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)		
written examination (approx. 60 minutes)		
Allocation of places		
--		
Additional information		
--		
Workload		
--		
Teaching cycle		
--		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
--		
Module appears in		
Master's degree (1 major) Economathematics (2011) Master's degree (1 major) Business Management (2011) Master's degree (1 major) Economics (2011) Master's degree (1 major) China Business and Economics (2014) Master's degree (1 major) China Business and Economics (2012) Master's degree (1 major) Chinese and Economics (2014) Master's degree (1 major) Chinese and Economics (2012)		

Module title			Abbreviation
Management and Leadership in Organizations			12-MFO-111-mo1
Module coordinator		Module offered by	
holder of the Chair of Business Management and Business Information Systems		Faculty of Business Management and Economics	
ECTS	Method of grading	Only after succ. compl. of module(s)	
5	numerical grade	--	
Duration	Module level	Other prerequisites	
1 semester	graduate	--	
Contents			
Part I: The complexity of the modern work environment and the constantly changing organisational structures of companies lead to a demand for young managers with a high diversity of expertise that are able to play their part in managing the organisational world. The lecture will provide students with an insight into the characteristics, tasks and instruments as well as the challenges of management in organisations and situations that are becoming ever more complex. Outline of syllabus: - Introduction -- Power in the daily management routine - Fundamentals of management in complex organisations - Tasks and instruments of management - Leadership in an intercultural context - Assurance of employability - Conclusion -- Management of supervisors and colleagues Part II: Today's world of work is characterised by continuous change in a global context. Mergers, integrations and acquisitions - these are key terms in this context. The majority of change processes does not have the desired effect or even fails. This is not least due to the fact that not enough attention is paid to the complexity of these processes and to employees. The support and integration of successful change processes is a central responsibility of managers as well as a complex and central task that requires sound preparation. Outline of syllabus: - Introduction - typical change scenarios - Psychological basics and concepts - Approaches and control in change projects - Measures and instruments of change management - The role of management - Conclusion - example of application acquisitions and cases			
Intended learning outcomes			
Part I: Course objectives: - Provide a widespread insight into the current status of theory and practice regarding management in complex organizations - Introduction of essential tasks and instruments of managers and their apply to authentic cases. - To illustrate and reflect the tensions of management in complex situations and international context Part II: Course objectives: - Provide a widespread insight into the current status of theory and practice regarding changes - Introduction, suitability of daily use and critical reflection of essential concepts, models and methods - Foster the understanding for the necessity, complexity of changes as well as their constraints and barriers.			
Courses (type, number of weekly contact hours, language — if other than German)			
This module comprises 2 module components. Information on courses will be listed separately for each module component. <ul style="list-style-type: none">12-MFO-1-111: V (no information on SWS (weekly contact hours) and course language available)12-MFO-2-111: V (no information on SWS (weekly contact hours) and course language available)			
Master's with 1 major Chinese and Economics (2012)		JMU Würzburg • generated 26-Aug-2024 • exam. reg. data record Master (120 ECTS) Chinese and Economics - 2012	page 168 / 179

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

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

Assessment in module component 12-MFO-1-111: General Management - Key Skills for Young Professionals

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

Assessment in module component 12-MFO-2-111: Managing Change

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

Allocation of places

--

Additional information

--

Workload

--

Teaching cycle

--

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

--

Module appears in

Master's degree (1 major) Economathematics (2011)
Master's degree (1 major) Business Information Systems (2011)
Master's degree (1 major) Business Management (2011)
Master's degree (1 major) Economics (2011)
Master's degree (1 major) China Business and Economics (2014)
Master's degree (1 major) China Business and Economics (2012)
Master's degree (1 major) Chinese and Economics (2014)
Master's degree (1 major) Chinese and Economics (2012)

Module title			Abbreviation
Business Processes in different Lines of Business			12-GPU-072-m01
Module coordinator		Module offered by	
holder of the Chair of Business Management and Business Information Systems		Faculty of Business Management and Economics	
ECTS	Method of grading	Only after succ. compl. of module(s)	
5	numerical grade	--	
Duration	Module level	Other prerequisites	
1 semester	graduate	--	
Contents			
<p>Content:</p> <p>This module provides students with an overview of the structure of a business information system (SAP Business ByDesign) in depth.</p> <p>Outline of syllabus:</p> <p>1. Integrated information systems: integration, standard software, system architecture</p> <p>2. Working with standard business software</p> <p>3. Consulting in integrated information systems: project management, project organisation, presentation skills</p> <p>Description:</p> <p>The lecture will be accompanied by an exercise that will present students with an opportunity to access, in small groups, the enterprise resource planning system operated by the Chair in its ERP laboratory and to work with the software, dealing with a wide variety of business processes.</p> <p>If you would like to register for this course, please submit an application to the consultants (cover letter, CV, certificates; please also specify your degree programme and student ID number).</p>			
Intended learning outcomes			
<p>After completing the course "Business Software 1", students will be able to</p> <p>(i) understand an ERP system in its depth;</p> <p>(ii) understand the interaction of business processes;</p> <p>(iii) execute business tasks and processes in an ERP system independently (after participation in the practice lessons).</p>			
Courses (type, number of weekly contact hours, language — if other than German)			
V + Ü (no information on SWS (weekly contact hours) and course language available)			
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)			
term paper (approx. 20 pages) and presentation (approx. 20 minutes), weighted 2:1			
Allocation of places			
--			
Additional information			
--			
Workload			
--			
Teaching cycle			
--			
Referred to in LPO I (examination regulations for teaching-degree programmes)			
--			
Module appears in			

Master's degree (1 major) Econometrics (2011)
 Master's degree (1 major) Business Information Systems (2011)
 Master's degree (1 major) Business Information Systems (2007)
 Master's degree (1 major) Business Information Systems (2010)
 Master's degree (1 major) Business Management (2011)
 Master's degree (1 major) Business Management (2010)
 Master's degree (1 major) Economics (2011)
 Master's degree (1 major) Economics (2010)
 Master's degree (1 major) China Business and Economics (2014)
 Master's degree (1 major) China Business and Economics (2012)
 Master's degree (1 major) Chinese and Economics (2014)
 Master's degree (1 major) Chinese and Economics (2012)

Module title		Abbreviation
Decision Support Systems		12-M-DSS-102-m01
Module coordinator		Module offered by
holder of the Chair of Information Systems Engineering		Faculty of Business Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	graduate	--
Contents		
The course discusses advanced approaches for modelling and solving decision problems in business settings. The acquired insights are used to design and implement decision support systems using standard software tools.		
Intended learning outcomes		
<p>After successfully completing the course, students should be able to:</p> <ul style="list-style-type: none"> • Understand the structure of classic business decision problems • Isolate key elements from general problem descriptions and convert them to quantitative decision models • Solve different classes of optimization problems (linear, network, integer, multi-objective, non-linear, stochastic) • Implement spreadsheet-based decision support systems 		
Courses (type, number of weekly contact hours, language — if other than German)		
V + Ü (no information on SWS (weekly contact hours) and course language available)		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)		
The method of assessment will be specified at the beginning of each exercise. a) written examination (approx. 60 minutes) or b) presentation (approx. 20 minutes) with written elaboration (approx. 15 to 20 pages), weighted 1:2 or c) oral examination (one candidate each: approx. 10 to 15 minutes; groups of 2: approx. 20 minutes; groups of 3: approx. 30 minutes) or c) completion of programming exercises (as specified)		
Allocation of places		
--		
Additional information		
--		
Workload		
--		
Teaching cycle		
--		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
--		
Module appears in		
<p>Master's degree (1 major) Economathematics (2011) Master's degree (1 major) Business Information Systems (2011) Master's degree (1 major) Business Information Systems (2010) Master's degree (1 major) Business Management (2011) Master's degree (1 major) Business Management (2010) Master's degree (1 major) Economics (2011) Master's degree (1 major) Economics (2010) Master's degree (1 major) China Business and Economics (2014) Master's degree (1 major) China Business and Economics (2012)</p>		
Master's with 1 major Chinese and Economics (2012)	JMU Würzburg • generated 26-Aug-2024 • exam. reg. data record Master (120 ECTS) Chinese and Economics - 2012	page 172 / 179

Master's degree (1 major) Chinese and Economics (2014)
Master's degree (1 major) Chinese and Economics (2012)

Module title		Abbreviation
Internet-Based Systems		12-M-IBS-102-m01
Module coordinator		Module offered by
holder of the Chair of Information Systems Engineering		Faculty of Business Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	graduate	--
Contents		
The lecture provides an overview of the relationships between the advent of web-based platforms (electronic markets, Web 2.0 etc.) and the strategic management of a company.		
Intended learning outcomes		
The module provides students with knowledge of: (i) Theoretical concepts of strategy development and implementation in e-business context; (ii) The strengths and weaknesses of different frameworks and approaches as well as the conditions for their meaningful application; (iii) Transfer of concepts to other situations of entrepreneurial studies or work.		
Courses (type, number of weekly contact hours, language — if other than German)		
V + Ü (no information on SWS (weekly contact hours) and course language available)		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)		
The method of assessment will be specified at the beginning of each exercise. a) written examination (approx. 60 minutes) or b) presentation (approx. 20 minutes) with written elaboration (approx. 15 to 20 pages), weighted 1:2 or c) oral examination (one candidate each: approx. 10 to 15 minutes; groups of 2: approx. 20 minutes; groups of 3: approx. 30 minutes) or c) completion of programming exercises (as specified)		
Allocation of places		
--		
Additional information		
--		
Workload		
--		
Teaching cycle		
--		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
--		
Module appears in		
Master's degree (1 major) Economathematics (2011) Master's degree (1 major) Business Information Systems (2011) Master's degree (1 major) Business Information Systems (2010) Master's degree (1 major) Business Management (2011) Master's degree (1 major) Business Management (2010) Master's degree (1 major) Economics (2011) Master's degree (1 major) Economics (2010) Master's degree (1 major) China Business and Economics (2014) Master's degree (1 major) China Business and Economics (2012) Master's degree (1 major) Chinese and Economics (2014)		
Master's with 1 major Chinese and Economics (2012)	JMU Würzburg • generated 26-Aug-2024 • exam. reg. data record Master (120 ECTS) Chinese and Economics - 2012	page 174 / 179

Master's degree (1 major) Chinese and Economics (2012)

Module title		Abbreviation
Information Systems Research		12-M-ISR-102-m01
Module coordinator		Module offered by
holder of the Chair of Information Systems Engineering		Faculty of Business Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	graduate	--
Contents		
The course provides an overview of theoretical scientific foundations, theories, research topics and methods of international research in business informatics.		
Intended learning outcomes		
The module provides students with knowledge of: (i) Exploration of classical themes of WI / IS research; (ii) Getting to know the relevant paradigms, theories and methods; (iii) Recognition of the interfaces to other areas of business administration and management practice; (iv) Gain experience in finding and evaluation of scientific literature.		
Courses (type, number of weekly contact hours, language — if other than German)		
V + Ü (no information on SWS (weekly contact hours) and course language available)		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)		
The method of assessment will be specified at the beginning of each exercise. a) written examination (approx. 60 minutes) or b) presentation (approx. 20 minutes) with written elaboration (approx. 15 to 20 pages), weighted 1:2 or c) oral examination (one candidate each: approx. 10 to 15 minutes; groups of 2: approx. 20 minutes; groups of 3: approx. 30 minutes) or c) completion of programming exercises (as specified)		
Allocation of places		
--		
Additional information		
--		
Workload		
--		
Teaching cycle		
--		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
--		
Module appears in		
Master's degree (1 major) Economathematics (2011) Master's degree (1 major) Business Information Systems (2011) Master's degree (1 major) Business Information Systems (2010) Master's degree (1 major) Business Management (2011) Master's degree (1 major) Business Management (2010) Master's degree (1 major) Economics (2011) Master's degree (1 major) Economics (2010) Master's degree (1 major) China Business and Economics (2014) Master's degree (1 major) China Business and Economics (2012) Master's degree (1 major) Chinese and Economics (2014)		
Master's with 1 major Chinese and Economics (2012)	JMU Würzburg • generated 26-Aug-2024 • exam. reg. data record Master (120 ECTS) Chinese and Economics - 2012	page 176 / 179

Master's degree (1 major) Chinese and Economics (2012)

Thesis

(30 ECTS credits)

Module title		Abbreviation
Master-Thesis Chinese and Economics		04-CE-MA-o82-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	--
Contents		
German contents available but not translated yet.		
Eigenständige Bearbeitung einer wissenschaftlichen Fragestellung, Anfertigung einer Master-Arbeit.		
Intended learning outcomes		
German intended learning outcomes available but not translated yet.		
Die Studierenden verfügen über die Fähigkeit, eine wissenschaftliche Arbeit in einem gesetzten Zeitrahmen selbstständig zu verfassen (Beschreibung und Analyse der Fragestellung unter Einbeziehung geeigneter Theorien und Methoden einschließlich zugehöriger Literaturrecherche).		
Courses (type, number of weekly contact hours, language — if other than German)		
C (no information on SWS (weekly contact hours) and course language available)		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)		
written thesis (approx. 80 pages, approx. 30,000 words)		
Allocation of places		
--		
Additional information		
--		
Workload		
--		
Teaching cycle		
--		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
--		
Module appears in		
Master's degree (1 major) Chinese and Economics (2014)		
Master's degree (1 major) Chinese and Economics (2012)		