

# Module Catalogue

for the Subject

# Management International

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

Examination regulations version: 2024  
Responsible: Faculty of Business Management and Economics

## Contents

The subject is divided into	4
Content and Objectives of the Programme	5
Abbreviations used, Conventions, Notes, In accordance with	6
Compulsory core electives 1: Core	7
Management	8
Financial Analysis	9
Marketing Research	10
Corporate Strategy	12
Advanced Operations & Logistics Management	14
Human Resource Management and Industrial Relations	16
Selected Topics in Management 1	18
Selected Topics in Management 2	19
Economics	20
Strategic Decisions and Competition	21
Behavioral Economics	23
Incentives in Organizations	25
Organizational Economics and Digital Transformation	27
International Trade and the Multinational Firm	28
Monetary Policy and the Financial System	30
Selected Topics in Economics	32
Data Analytics	33
Analytical Information Systems	34
Decision Support Systems	35
Applied Data Analysis and Machine Learning	36
Policy and Management Evaluation Methods	37
Econometrics 1	39
Selected Topics in Data Analytics	41
Research & Communication	42
Communication in Business and Economics	43
Research in Management	44
Selected Topics in Research & Communication	45
Compulsory core electives 2: Track	46
Track 1: Finance & Accounting	47
Core Electives	48
Group Accounting	49
Advanced Financial Accounting	50
Accounting and Capital Markets	51
Tax Planning	52
Portfolio and Capital Market Theory	53
Topics in Finance & Accounting 1	55
Topics in Finance & Accounting 2	56
Seminar	57
Advanced Seminar: Finance & Accounting	58
Track 2: Operations & Information Management	59
Core Electives	60
Global Logistics & Supply Chain Management	61
Strategic Management of Global Supply Chains	63
Enterprise AI	64
Topics in Data Science	66
Seminar: Supply Chain Competition	68
Mobile and Ubiquitous Business	70

IT-Management	71
E-Business Strategies	73
Topics in Operations & Information Management 1	74
Topics in Operations & Information Management 2	75
<b>Seminar</b>	<b>76</b>
Advanced Seminar: Operations & Information Management	77
<b>Track 3: Marketing &amp; Entrepreneurship</b>	<b>78</b>
<b>Core Electives</b>	<b>79</b>
Sales and Communications Management	80
Product Innovation and Price Management	82
Corporate Entrepreneurship and Innovation	83
Digital Entrepreneurship and Digital Transformation	85
Marketing Analytics	86
Topics in Marketing & Entrepreneurship 1	87
Topics in Marketing & Entrepreneurship 2	88
<b>Seminar</b>	<b>89</b>
Advanced Seminar: Marketing & Entrepreneurship	90
<b>Thesis</b>	<b>91</b>
Master-Thesis Management International	92

## The subject is divided into

section / sub-section	ECTS credits	starting page
Compulsory core electives 1: Core	60	7
Management	20	8
Economics	15	20
Data Analytics	15	33
Research & Communication	10	42
Compulsory core electives 2: Track	30	46
Track 1: Finance & Accounting	30	47
Core Electives	20	48
Seminar	10	57
Track 2: Operations & Information Management	30	59
Core Electives	20	60
Seminar	10	76
Track 3: Marketing & Entrepreneurship	30	78
Core Electives	20	79
Seminar	10	89
Thesis	30	91

## Content and Objectives of the Programme

The Master's degree in Management International is offered by the JMU's Faculty of Economics and Business as a research-oriented degree leading to the degree "Master of Science" (M.Sc.) as part of a consecutive Bachelor's and Master's model.

The aim of the course is to provide students with in-depth knowledge in the field of management science and scientific work in research and application and to enable them to carry out independent research in this area after successfully completing their studies. Through education and training in analytical thinking and in particular on the basis of the basic scientific knowledge already acquired from the bachelor's degree as well as the in-depth and expanded business knowledge acquired in the master's degree, the students acquire the ability to familiarize themselves with a wide range of tasks and to apply the knowledge they have acquired independently and to new ones transfer tasks.

The language of instruction in the Master's program in Management International is generally English. Completing modules taught in English qualifies graduates for excellent international research-related positions in a wide variety of industries such as banks, insurance companies, public services, management consultancies, industrial companies or even business and tax consulting companies.

## Abbreviations used

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

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

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

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

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

## Conventions

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

## Notes

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

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

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

## In accordance with

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

**ASPO2015**

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

**22-Nov-2023 (2023-92)**

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 core electives 1: Core**

(60 ECTS credits)

# Management

(20 ECTS credits)



Module title		Abbreviation
Financial Analysis		12-M-UA-242-m01
Module coordinator		Module offered by
Holder of the Chair of Financial 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		
Fundamental investing involves valuation, and much of the information for valuation is contained in financial statements. This module provides a basic understanding of financial statement analysis, particularly on how to extract value-relevant information from financial statements, carry out financial statement analysis, and use financial data to value corporations. The module also provides the necessary tools to gain insights into what generates value in a corporation.		
Intended learning outcomes		
Students can understand publicly traded companies' financial statements (US GAAP/IFRS), identify value-relevant information in financial statements, and use this information for valuation. They know the relevant techniques to evaluate financial statements and understand the fundamental role of financial information in the valuation process. Students can apply valuation technics to real-world cases and recommend investment decisions.		
Courses (type, number of weekly contact hours, language — if other than German)		
V (2) + Ü (2) Module taught in: English		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)		
written examination (approx. 60 to 120 minutes) Language of assessment: English creditable for bonus		
Allocation of places		
--		
Additional information		
--		
Workload		
150 h		
Teaching cycle		
--		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
--		
Module appears in		
Master's degree (1 major) Management International (2024)		

Module title			Abbreviation
Marketing Research			12-M-SM-242-m01
Module coordinator		Module offered by	
holder of the Chair of Business Management 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 Management International (2024)		JMU Würzburg • generated 03-Feb-2024 • exam. reg. data record Master (120 ECTS) Management International - 2024	page 10 / 92

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

### Intended learning outcomes

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

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

V (2) + Ü (2)

Module taught in: English

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

a) written examination (approx. 60-120 minutes) or

b) term paper (15-20 pages)

Language of assessment: English

creditable for bonus

### Allocation of places

--

### Additional information

--

### Workload

150 h

### Teaching cycle

--

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

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### Module appears in

Master's degree (1 major) Management International (2024)

Module title			Abbreviation
Corporate Strategy			12-M-UGF2-182-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>This theory-led and application-oriented module provides you with critical knowledge and skills related to corporate strategy—essential for anyone aspiring to take on leadership roles in their future career, may it be in the private or public sector. The module goes beyond basic knowledge about strategic management provided by bachelor-level modules.</p> <p>(1) Developing strategies in pursuit of competitive advantage</p> <p>(2) Corporate diversification</p> <p>(3) Vertical integration and outsourcing</p> <p>(4) Mergers &amp; acquisitions</p> <p>(5) Dynamic strategies</p> <p>(6) Cooperative strategies</p> <p>(7) Corporate spin-offs and spin-outs</p> <p>(8) Internationalization strategies (I)</p> <p>(9) Internationalization strategies (II)</p> <p>(10) Strategic change</p> <p>(11) Corporate strategies and new technologies</p> <p>(12) Corporate governance and corporate social responsibility</p> <p>(13) Corporate communication and crisis management</p> <p>(14) Wrap-up and Q&amp;A</p>			
Intended learning outcomes			
<p><i>Educational aims</i></p> <ul style="list-style-type: none"><li>• Clarify the role of corporate strategy</li><li>• Explain theoretical concepts and mechanisms behind corporate strategy</li><li>• Enable students to critically appraise alternative approaches to corporate strategy</li><li>• Enable students to evaluate the boundaries and risks of corporate strategy</li></ul> <p><i>Learning outcomes</i></p> <p>On successful completion of this module students will be able to:</p> <ul style="list-style-type: none"><li>• Assess the role of corporate strategy for creating and sustaining competitive advantage</li><li>• Create and evaluate concepts related to corporate strategy</li><li>• Make judgements about the organizational and managerial implications of corporate strategy</li></ul>			
Master's with 1 major Management International (2024)		JMU Würzburg • generated 03-Feb-2024 • exam. reg. data record Master (120 ECTS) Management International - 2024	
		page 12 / 92	

<ul style="list-style-type: none"> <li>• Systematically choose between different routes of action</li> </ul>
<b>Courses</b> (type, number of weekly contact hours, language — if other than German)
V (2) + Ü (2) Module taught in: English
<b>Method of assessment</b> (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)
a) written examination (approx. 60 to 120 minutes) or b) term paper (15 to 20 pages) or c) oral examination of one candidate each (approx. 10 to 15 minutes) or oral examination in groups (groups of 2 approx. 20 minutes, groups of 3 approx. 30 minutes) Language of assessment: English
<b>Allocation of places</b>
--
<b>Additional information</b>
--
<b>Workload</b>
150 h
<b>Teaching cycle</b>
--
<b>Referred to in LPO I</b> (examination regulations for teaching-degree programmes)
--
<b>Module appears in</b>
Master's degree (1 major) Management (2018) Master's degree (1 major) International Economic Policy (2018) Master's degree (1 major) China Business and Economics (2019) Master's degree (1 major) China Language and Economy (2019) Master's degree (1 major) Information Systems (2019) Master's degree (1 major) China Business and Economics (2021) Master's degree (1 major) China Language and Economy (2021) Master's degree (1 major) Econometrics (2021) Master's degree (1 major) Information Systems (2022) Master's degree (1 major) International Economic Policy (2022) Master's degree (1 major) Management (2022) Master's degree (1 major) Econometrics (2022) exchange program Business Management and Economics (2022) Master's degree (1 major) Management International (2024)

Module title			Abbreviation
Advanced Operations & Logistics Management			12-M-AOLM-182-mo1
Module coordinator		Module offered by	
Holder of the Chair of Logistics and Quantitative Methods in Business Administration		Faculty of Business Management and Economics	
ECTS	Method of grading	Only after succ. compl. of module(s)	
5	numerical grade	--	
Duration	Module level	Other prerequisites	
1 semester	graduate	--	
Contents			
The course "Advanced Operations & Logistics Management" acquaints students with advanced methods for the planning of integrated production and logistics systems and demonstrates the application of these with the help of multiple case studies			
Intended learning outcomes			
After completing this course students can (i) analyze and evaluate integrated production and logistics systems; (ii) develop and apply appropriate methods to plan complex production and logistics systems; (iii) evaluate the consequences of uncertainties in processes, and (iv) apply concepts and methods to plan uncertainties processes.			
Courses (type, number of weekly contact hours, language — if other than German)			
V (2) + Ü (2) Module taught in: English			
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)			
a) written examination (approx. 60 minutes) or b) term paper (approx. 15 to 20 pages) Language of assessment: English creditable for bonus			
Allocation of places			
--			
Additional information			
--			
Workload			
150 h			
Teaching cycle			
--			
Referred to in LPO I (examination regulations for teaching-degree programmes)			
--			
Module appears in			
Master's degree (1 major) Management (2018) Master's degree (1 major) International Economic Policy (2018) Master's degree (1 major) China Business and Economics (2019) Master's degree (1 major) China Language and Economy (2019) Master's degree (1 major) Information Systems (2019) Master's degree (1 major) China Business and Economics (2021) Master's degree (1 major) China Language and Economy (2021) Master's degree (1 major) Economathematics (2021) Master's degree (1 major) Information Systems (2022)			
Master's with 1 major Management International (2024)		JMU Würzburg • generated 03-Feb-2024 • exam. reg. data record Master (120 ECTS) Management International - 2024	page 14 / 92

Master's degree (1 major) International Economic Policy (2022)  
Master's degree (1 major) Management (2022)  
Master's degree (1 major) Econometrics (2022)  
exchange program Business Management and Economics (2022)  
Master's degree (1 major) Management International (2024)

Module title			Abbreviation
Human Resource Management and Industrial Relations			12-M-HRM-242-m01
Module coordinator		Module offered by	
Holder of the Chair of Human Resource Management and Organisation		Faculty of Business Management and Economics	
ECTS	Method of grading	Only after succ. compl. of module(s)	
5	numerical grade	--	
Duration	Module level	Other prerequisites	
1 semester	graduate	--	
Contents			
<p>The lecture "Human Resource Management and Industrial Relations" introduces advanced theories, estimation techniques and empirical results from the areas of human resources management and institutional frameworks such as ithe different actors in ndustrial relations.</p> <p>Syllabus</p> <p>Introduction: Human Resource Management &amp; Industrial Relationships</p> <p>Chapter 1: The employment contract [formal model]</p> <p>Chapter 2: Motivation [formal model]</p> <p>Chapter 3: Employee resistance against reorganisations [empirical study]</p> <p>Chapter 4: The role of works councils [formal model]</p> <p>Chapter 5: Works councils and the employer wage structure [empirical study]</p> <p>Chapter 6: The behaviour of labour unions [formal model]</p> <p>Chapter 7: Learning process of employers [formal model and empirical study]</p> <p>Chapter 8: Demographic challenges of HRM [formal model and empirical study]</p>			
Intended learning outcomes			
<p>The aim of the lectures is to enable students to understand and apply advanced theories, estimation techniques and empirical results in the area human resource management and industrial relations on the basis of scientifc literature.</p>			
Courses (type, number of weekly contact hours, language — if other than German)			
<p>V (2) + Ü (2)</p> <p>Module taught in: English</p>			
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)			
<p>a) written examination (approx. 60 minutes) or</p> <p>b) term paper (approx. 15 pages)</p> <p>Language of assessment: English</p>			
Allocation of places			
--			
Additional information			
--			
Workload			
150 h			
Master's with 1 major Management International (2024)		JMU Würzburg • generated 03-Feb-2024 • exam. reg. data record Master (120 ECTS) Management International - 2024	page 16 / 92



<b>Teaching cycle</b>
--
<b>Referred to in LPO I</b> (examination regulations for teaching-degree programmes)
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<b>Module appears in</b>
Master's degree (1 major) Management International (2024)

Module title			Abbreviation
Selected Topics in Management 1			12-M-STM1-242-m01
Module coordinator		Module offered by	
--		Faculty of Business Management and Economics	
ECTS	Method of grading	Only after succ. compl. of module(s)	
5	numerical grade	--	
Duration	Module level	Other prerequisites	
1 semester	--	--	
Contents			
--			
Intended learning outcomes			
--			
Courses (type, number of weekly contact hours, language — if other than German)			
V (2) + Ü (2) Module taught in: English			
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)			
a) written examination (approx. 60-120 minutes) or b) term paper (15-20 pages) or c) presentation (30-45 minutes) Language of assessment: English Assessment offered: In the semester in which the course is offered creditable for bonus			
Allocation of places			
--			
Additional information			
--			
Workload			
150 h			
Teaching cycle			
--			
Referred to in LPO I (examination regulations for teaching-degree programmes)			
--			
Module appears in			
Master's degree (1 major) Management International (2024)			

Module title			Abbreviation
Selected Topics in Management 2			12-M-STM2-242-m01
Module coordinator		Module offered by	
--		Faculty of Business Management and Economics	
ECTS	Method of grading	Only after succ. compl. of module(s)	
5	numerical grade	--	
Duration	Module level	Other prerequisites	
1 semester	--	--	
Contents			
--			
Intended learning outcomes			
--			
Courses (type, number of weekly contact hours, language — if other than German)			
V (2) + Ü (2) Module taught in: English			
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)			
a) written examination (approx. 60-120 minutes) or b) term paper (15-20 pages) or c) presentation (30-45 minutes) Language of assessment: English Assessment offered: In the semester in which the course is offered creditable for bonus			
Allocation of places			
--			
Additional information			
--			
Workload			
150 h			
Teaching cycle			
--			
Referred to in LPO I (examination regulations for teaching-degree programmes)			
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Module appears in			
Master's degree (1 major) Management International (2024)			

## Economics

(15 ECTS credits)

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

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

Module title		Abbreviation
Behavioral Economics		12-M-BEC-222-m01
Module coordinator		Module offered by
Holder of the Chair of 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>Behavioral economics refers to the field of research which, inspired by numerous documented deviations from the rational behavior assumed in neoclassical analysis, tries to improve the psychological realism of the idea of man in economics by incorporating insights from psychology into traditional economic analysis. In this course students will become familiar with several of the most influential behavioral-economic theories of individual decision making, which allows to explain a plethora of empirically documented deviations from the neoclassical model. These behavioral-economic theories usually contain the neoclassical standard model as special case and therefore are to be considered as an extensions of rather than alternatives to the neoclassical model. While the focus of this lecture is on theories of individual decision making, we will explore the implications of these theories also in the context of market settings.</p> <p>As behavioral economics represents an extension of the neoclassical model, a solid understanding of the latter is required for this course. In consequence, the course is intended in particular for advanced students who completed the class "Advanced Microeconomics".</p> <p>While the exposition is primarily based on research articles, some topics of the lecture can be reviewed in the following textbooks:</p> <ul style="list-style-type: none"> <li>• Dahmi (2016): "The Foundations of Behavioral Economic Analysis"</li> <li>• Angner (2012): "A Course in Behavioral Economics"</li> <li>• Wilkinson and Klaes (2012): "An Introduction to Behavioral Economics"</li> <li>• Wakker (2010): "Prospect Theory for Risk and Ambiguity"</li> </ul>		
Intended learning outcomes		
<p>After completing the course students will be able to</p> <ul style="list-style-type: none"> <li>• explain essential findings of behavioral economic theory,</li> <li>• apply the involved methods to given stylized examples on their own,</li> <li>• recognize in which real life situations and how the results can be applied.</li> </ul>		
Courses (type, number of weekly contact hours, language — if other than German)		
V (2) + Ü (2) Module taught in: English		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)		
<p>a) written examination (approx. 60 minutes) or b) term paper (15 pages) Language of assessment: English Assessment offered: In the semester in which the course is offered creditable for bonus</p>		
Allocation of places		
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Additional information		
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<b>Workload</b>
150 h
<b>Teaching cycle</b>
--
<b>Referred to in LPO I</b> (examination regulations for teaching-degree programmes)
--
<b>Module appears in</b>
Master's degree (1 major) International Economic Policy (2022) Master's degree (1 major) Management (2022) Master's degree (1 major) Econometrics (2022) Master's degree (1 major) Management International (2024)



Module title		Abbreviation
Incentives in Organizations		12-M-AO-222-m01
Module coordinator		Module offered by
Holder of the Chair of Human Resource Management and Organisation		Faculty of Business Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	graduate	--
Contents		
<p>Based on the classical principal-agent theory, this course discusses methodological and empirical aspects of incentives in organisations. It uses contents from advanced text books and original (mainly empirical) research articles.</p> <p>Outline of syllabus</p> <ol style="list-style-type: none"> <li>1. Principal-agent theory</li> <li>2. Do top managers earn too much? (application)</li> <li>3. Performance-based payment</li> <li>4. Implementation of performance-based payment in companies (application)</li> <li>5. Seniority payment (with application)</li> <li>6. Financial incentives to work after retirement (with application)</li> <li>7. Efficiency wages (with case study)</li> <li>8. Team incentives (with case study)</li> </ol>		
Intended learning outcomes		
Students acquire a working knowledge of key incentive models models, selected empirical applications and the necessary econometric background. This enables them to identify the advantages and disadvantages of different incentive systems that are applied in the enterprise context, to make informed management analyses and to critically evaluate current controversies and developments as well as to conduct their own research.		
Courses (type, number of weekly contact hours, language — if other than German)		
V (2) + Ü (2) Module taught in: English		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)		
a) written examination (approx. 60 minutes) or b) term paper (approx. 15 pages) Language of assessment: English		
Allocation of places		
--		
Additional information		
--		
Workload		
150 h		

<b>Teaching cycle</b>
--
<b>Referred to in LPO I</b> (examination regulations for teaching-degree programmes)
--
<b>Module appears in</b>
Master's degree (1 major) Information Systems (2022) Master's degree (1 major) International Economic Policy (2022) Master's degree (1 major) Management (2022) Master's degree (1 major) Econometrics (2022) Master's degree (1 major) Management International (2024)

Module title			Abbreviation
Organizational Economics and Digital Transformation			12-M-OEDT-231-mo1
Module coordinator		Module offered by	
--		Faculty of Business Management and Economics	
ECTS	Method of grading	Only after succ. compl. of module(s)	
5	numerical grade	--	
Duration	Module level	Other prerequisites	
1 semester	--	--	
Contents			
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Intended learning outcomes			
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Courses (type, number of weekly contact hours, language — if other than German)			
V (2) + Ü (2) Module taught in: English			
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)			
a) written examination (approx. 60 minutes) or b) term paper (approx. 15 pages) Language of assessment: English Creditable for bonus			
Allocation of places			
--			
Additional information			
--			
Workload			
150 h			
Teaching cycle			
--			
Referred to in LPO I (examination regulations for teaching-degree programmes)			
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Module appears in			
Master's degree (1 major) Management (2018) Master's degree (1 major) International Economic Policy (2018) Master's degree (1 major) Information Systems (2019) Master's degree (1 major) Information Systems (2022) Master's degree (1 major) International Economic Policy (2022) Master's degree (1 major) Management (2022) Master's degree (1 major) Management International (2024)			

Module title			Abbreviation
International Trade and the Multinational Firm			12-M-ITMF-242-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			
<u>Content</u>			
The lecture starts out with theories of international trade based on comparative advantage (Ricardo and Heckscher-Ohlin) followed by theories based on monopolistic and oligopolistic competition to explain intra-industry trade. The final part covers firm heterogeneity and multinational firms. [If time permits the Armington model and the standard neoclassical model will be addressed.]			
<u>Outline</u>			
I Ricardian Trade Theory			
II Heckscher-Ohlin Trade Theory			
III New Trade Theory: Intra-Industry Trade, Increasing Returns to Scale, Imperfect Competition			
IV Firm Heterogeneity, Trade and FDI			
V The Multinational Firm			
<u>Literature:</u>			
The module draws heavily on articles from scholarly journals and handbooks. A detailed list of references with further references, notably journal articles, is provided with each chapter of the lecture. Material from the following books is also used:			
Helpman, E. (2011). Understanding Global Trade. Princeton University Press.			
Feenstra, R.C. (2016). Advanced International Trade. Theory and Evidence. Princeton University Press, Second Edition			
Caves, R., R.W. Jones and J.A. Frankel (2007). World Trade and Payments. Addison Wesley			
Bhagwati, J., A. Panagariya and T. N. Srinivasan (1998). Lectures on International Trade. Second Edition. MIT Press			
Gandolfo, G. (1998). International Trade Theory and Policy. Springer-Verlag, Berlin and New York			
Markusen, J.R., J.R. Melvin, W.H. Kaempfer, K. E. Maskus (1995). International Trade. McGrawHill			
Barba Navaretti, G. and A.J. Venables (2004). Multinational Firms in the World Economy. Princeton University Press			
Intended learning outcomes			
The students acquire the ability to critically understand the causes and drivers of world trade and the developments of specialization patterns in the global economy. They learn to analyze, discuss and defend these developments and to apply the tools and methods to evaluate controversies associated with the ongoing deepening			

of the international division of labor, in particular the repercussions of the global economy on national economies.

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

V (2) + Ü (2)

Module taught in: English

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

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

b) term paper (approx. 15 pages) or

c) portfolio (approx. 50 hours)

Language of assessment: English

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

**Allocation of places**

--

**Additional information**

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**Workload**

150 h

**Teaching cycle**

--

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

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**Module appears in**

Master's degree (1 major) Management International (2024)

Module title			Abbreviation
Monetary Policy and the Financial System			12-M-EG1-242-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>This module is a thorough introduction to monetary policy. The course is divided into four sections. The first one repeats macroeconomic concepts. The second one deals with core topics on monetary policy and theory. In the third one, monetary policy with the zero lower bound on nominal interest rates constraint is analyzed. The fourth section deals with linkages between monetary and fiscal policy.</p> <p>Format of the module: lectures and exercise sessions</p> <p>Prerequisites: Basic knowledge of microeconomics and macroeconomics as taught in Bachelor programs in Economics, Business or similar fields.</p> <p>Usability: Master International Economic Policy</p> <p>Requirements for getting credit points according to the Eropean Credit Transfer System (ECTS): Passing the final exam.</p> <p>ECTS and grading: 5 ECTS, Grading on a scale from 1-5 based on the final exam.</p> <p>Frequency of the module: Each winter term</p> <p>Workload: 150 hours (Lecture + Exercise Session + Self Study)</p> <p>Duration: 1 Semester</p>			
Intended learning outcomes			
<p>Students will acquire a thorough understanding of the theory and practice of monetary policy. Students gain expertise on institutional aspects and theoretical monetary models. Having completed the module, students will be able to understand current developments in monetary policy and and apply models and theories to analyze and evaluate these.</p>			
Courses (type, number of weekly contact hours, language — if other than German)			
V (2) + Ü (2) Module taught in: English			
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)			
a) written examination (approx. 60 minutes) or b) term paper (approx. 15 pages) Language of assessment: English creditable for bonus			
Allocation of places			
--			
Additional information			
--			

<b>Workload</b>
150 h
<b>Teaching cycle</b>
--
<b>Referred to in LPO I</b> (examination regulations for teaching-degree programmes)
--
<b>Module appears in</b>
Master's degree (1 major) Management International (2024)

Module title			Abbreviation
Selected Topics in Economics			12-M-STE-242-m01
Module coordinator		Module offered by	
--		Faculty of Business Management and Economics	
ECTS	Method of grading	Only after succ. compl. of module(s)	
5	numerical grade	--	
Duration	Module level	Other prerequisites	
1 semester	--	--	
Contents			
--			
Intended learning outcomes			
--			
Courses (type, number of weekly contact hours, language — if other than German)			
V (2) + Ü (2) Module taught in: English			
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)			
a) written examination (approx. 60-120 minutes) or b) term paper (15-20 pages) or c) presentation (30-45 minutes) Language of assessment: English Assessment offered: In the semester in which the course is offered creditable for bonus			
Allocation of places			
--			
Additional information			
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Workload			
150 h			
Teaching cycle			
--			
Referred to in LPO I (examination regulations for teaching-degree programmes)			
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Module appears in			
Master's degree (1 major) Management International (2024)			



# Data Analytics

(15 ECTS credits)

Module title		Abbreviation
Analytical Information Systems		12-M-BI-242-m01
Module coordinator		Module offered by
--		Faculty of Business Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	--	--
Contents		
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Intended learning outcomes		
--		
Courses (type, number of weekly contact hours, language — if other than German)		
V (2) + Ü (2) Module taught in: English		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)		
written examination (approx. 60 minutes) Language of assessment: English creditable for bonus		
Allocation of places		
--		
Additional information		
--		
Workload		
150 h		
Teaching cycle		
--		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
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Module appears in		
Master's degree (1 major) Management International (2024)		

Module title		Abbreviation
Decision Support Systems		12-M-DSS-242-m01
Module coordinator		Module offered by
Holder of the Chair of Business Analytics		Faculty of Business Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	graduate	--
Contents		
The course discusses advanced approaches for modelling and solving decision problems in business settings. The acquired insights are used to design and implement decision support systems using standard software tools (Python).		
Intended learning outcomes		
<p>After successfully completing the course, students should be able to</p> <ul style="list-style-type: none"> <li>• Understand the structure of classic business decision problems</li> <li>• Isolate key elements from general problem descriptions and convert them to quantitative decision models</li> <li>• Solve different classes of optimization problems (linear, network, integer, multi-objective, non-linear, stochastic)</li> <li>• Implement decision support systems</li> </ul>		
Courses (type, number of weekly contact hours, language — if other than German)		
V (2) + Ü (2) Module taught in: English		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)		
<p>a) written examination (approx. 60 minutes) or  b) oral examination (one candidate each: approx. 10 to 15 minutes, groups of 2: approx. 20 minutes, groups of 3: approx. 30 minutes)  Language of assessment: English  creditable for bonus</p>		
Allocation of places		
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Additional information		
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Workload		
150 h		
Teaching cycle		
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Referred to in LPO I (examination regulations for teaching-degree programmes)		
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Module appears in		
Master's degree (1 major) Management International (2024)		

Module title			Abbreviation
Applied Data Analysis and Machine Learning			12-M-TDS-242-m01
Module coordinator		Module offered by	
Holder of the Chair of Business Analytics		Faculty of Business Management and Economics	
ECTS	Method of grading	Only after succ. compl. of module(s)	
5	numerical grade	--	
Duration	Module level	Other prerequisites	
1 semester	graduate	--	
Contents			
Data science is concerned with extracting knowledge and valuable insights from data assets. It is an emerging field that is currently in high demand in both academia and industry. This course provides a practical introduction to the full spectrum of data science techniques spanning data acquisition and processing, data visualization and presentation, creation and evaluation of machine learning models.			
The course focuses on the practical aspects of data science, with emphasis on the implementation and use of the above techniques. Students will complete programming homework assignments that emphasize practical understanding of the methods described in the course.			
Intended learning outcomes			
Topics covered include: <ul style="list-style-type: none"><li>• Data acquisition and processing</li><li>• graph and network models</li><li>• text analysis</li><li>• working with geospatial data</li><li>• Usage of machine learning models (supervised and unsupervised)</li></ul>			
Courses (type, number of weekly contact hours, language — if other than German)			
V (2) + Ü (2)			
Module taught in: English			
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)			
a) written examination (approx. 60 minutes) or b) term paper (approx. 15 pages) Language of assessment: English Assessment offered: In the semester in which the course is offered creditable for bonus			
Allocation of places			
--			
Additional information			
--			
Workload			
150 h			
Teaching cycle			
--			
Referred to in LPO I (examination regulations for teaching-degree programmes)			
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Module appears in			
Master's degree (1 major) Management International (2024)			

Module title		Abbreviation
Policy and Management Evaluation Methods		12-M-PEM-242-m01
Module coordinator		Module offered by
Holder of the Chair of Labor 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	--
<b>Contents</b>		
<p>This course offers an introduction to the fundamentals of causal inference and to widely used research designs in the social sciences. In the first part a framework for understanding causality is introduced. Specifically, the epistemological differences between association, intervention and counterfactuals are explained. Then it is shown why experiments are paramount in generating causal knowledge and which assumptions are needed for which level of the causal hierarchy. Finally, we will discuss two widely used approaches to causality in the social sciences, i.e. potential outcomes and directed acyclic graphs.</p> <p>The second part is devoted to the research designs regressions analysis, difference-in-differences, instrumental variables, and regression discontinuity. The emphasis is how these research designs are for example applied to answer important questions in labour economics such as the effects of a minimum wage increase on employment or the effect of children on female labour supply and wages.</p> <p>The assumptions each research design requires in order to identify a causal effect will be at center stage of the lecture. Therefore the emphasis is to teach students <i>what</i> one needs to estimate in order to answer a given question. Further, the research designs are discussed such that students will be able to evaluate and apply these research designs to other questions and fields.</p>		
<b>Intended learning outcomes</b>		
At the end of the course, students should be able to understand basic concepts and methods of causal inference, as well as read, interpret, and assess the credibility of scientific publications. In addition, the course serves as preparation for advanced statistics and econometrics courses.		
<b>Courses</b> (type, number of weekly contact hours, language — if other than German)		
V (2) + Ü (2) Module taught in: English		
<b>Method of assessment</b> (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)		
a) written examination (approx. 60 minutes) or b) term paper (approx. 15 pages) Language of assessment: English creditable for bonus		
<b>Allocation of places</b>		
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<b>Additional information</b>		
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<b>Workload</b>		
150 h		
<b>Teaching cycle</b>		
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<b>Referred to in LPO I</b> (examination regulations for teaching-degree programmes)		
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Master's with 1 major Management International (2024)		page 37 / 92

<b>Module appears in</b>
Master's degree (1 major) Management International (2024)

Module title			Abbreviation
Econometrics 1			12-M-OE1-242-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 model's explanatory variables as well as dummy variables and introduces tests to verify simple and multiple linear restrictions.</p> <p>Linear algebra is used as formal aid.</p> <p>Outline of syllabus:</p> <ol style="list-style-type: none"><li>1. Random variables</li><li>2. Important distributions</li><li>3. Point estimates</li><li>4. Simple linear regression model</li><li>5. Model assumptions</li><li>6. Model properties</li><li>7. Simple hypothesis tests</li><li>8. Multiple linear regression model</li><li>9. Linear restrictions</li><li>10. Dummy variables</li><li>11. Multiple hypothesis tests</li></ol>			
Intended learning outcomes			
<p>The students acquire knowledge of the basics, concepts and methods used in the classical linear regression model and understand the role of econometrics in science and data analysis. In particular, they learn how to analytically derive, calculate and interpret the coefficients, standard errors and p-values of a classic regression output of the multiple regression model. Furthermore, they are able to formally state and motivate the assumptions and properties of OLS and know how to deal with transformed and dummy variables. Additionally, students will be able to test multiple linear restrictions on the parameters and will be able to apply these tests to real economic, business and social science questions.</p> <p>The competences acquired in this course serve as a prerequisite for "Econometrics II", "Econometrics III", "Microeconometrics" und "Financial Econometrics".</p>			
Courses (type, number of weekly contact hours, language — if other than German)			
V (2) + Ü (2)			
Module taught in: English			
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)			
<p>a) written examination (approx. 60 minutes) or</p> <p>b) term paper (approx. 15 pages)</p> <p>Language of assessment: English</p> <p>creditable for bonus</p>			
Allocation of places			
--			

<b>Additional information</b>
--
<b>Workload</b>
150 h
<b>Teaching cycle</b>
--
<b>Referred to in LPO I</b> (examination regulations for teaching-degree programmes)
--
<b>Module appears in</b>
Master's degree (1 major) Management International (2024)



Module title			Abbreviation
Selected Topics in Data Analytics			12-M-STDA-242-m01
Module coordinator		Module offered by	
--		Faculty of Business Management and Economics	
ECTS	Method of grading	Only after succ. compl. of module(s)	
5	numerical grade	--	
Duration	Module level	Other prerequisites	
1 semester	--	--	
Contents			
--			
Intended learning outcomes			
--			
Courses (type, number of weekly contact hours, language — if other than German)			
V (2) + Ü (2) Module taught in: English			
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)			
a) written examination (approx. 60-120 minutes) or b) term paper (15-20 pages) or c) presentation (30-45 minutes) Language of assessment: English Assessment offered: In the semester in which the course is offered creditable for bonus			
Allocation of places			
--			
Additional information			
--			
Workload			
150 h			
Teaching cycle			
--			
Referred to in LPO I (examination regulations for teaching-degree programmes)			
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Module appears in			
Master's degree (1 major) Management International (2024)			

## Research & Communication

(10 ECTS credits)

Module title			Abbreviation
Communication in Business and Economics			12-M-BUC-242-m01
Module coordinator		Module offered by	
Holder of the Professorship of Economic Journalism		Faculty of Business Management and Economics	
ECTS	Method of grading	Only after succ. compl. of module(s)	
5	numerical grade	--	
Duration	Module level	Other prerequisites	
1 semester	graduate	--	
Contents			
The lecture names introductory relevant communication models. Furthermore, the theoretical models of PR are discussed. The added value of communication for companies, business, politics, and science is explained. The discrepancy between journalism and PR is discussed, as well as the basic elements, instruments, goals, and forms of PR. The preparation and implementation of press meetings, conferences, campaigns, and events will be systematically explained, and the central aspects of corporate communications will be outlined. The exercise deals with the practical implementation of journalistic styles in the various media and provides an overview of the possibilities and concepts of PR work across different media and target groups.			
Intended learning outcomes			
After participating in the module courses, students are able to understand and apply PR and its forms, elements as well as methods and in a holistic context. Students learn professional competencies in the field of (business) communication with regard to reflection, argumentation, and exchange as a PR consultant in different areas. In addition, students will be able to apply concrete PR instruments in practice and prepare them professionally.			
Courses (type, number of weekly contact hours, language — if other than German)			
V (2) + Ü (2) Module taught in: English			
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)			
written examination (approx. 60 minutes) Language of assessment: English creditable for bonus			
Allocation of places			
--			
Additional information			
--			
Workload			
150 h			
Teaching cycle			
--			
Referred to in LPO I (examination regulations for teaching-degree programmes)			
--			
Module appears in			
Master's degree (1 major) Management International (2024)			

Module title			Abbreviation
Research in Management			12-M-SC-242-mo1
Module coordinator		Module offered by	
--		Faculty of Business Management and Economics	
ECTS	Method of grading	Only after succ. compl. of module(s)	
5	numerical grade	--	
Duration	Module level	Other prerequisites	
1 semester	--	--	
Contents			
--			
Intended learning outcomes			
--			
Courses (type, number of weekly contact hours, language — if other than German)			
V (2) Module taught in: English			
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)			
term paper (approx. 15 pages) and presentation (approx. 15 minutes) (weighted 2:1) Language of assessment: English creditable for bonus			
Allocation of places			
--			
Additional information			
--			
Workload			
150 h			
Teaching cycle			
--			
Referred to in LPO I (examination regulations for teaching-degree programmes)			
--			
Module appears in			
Master's degree (1 major) Management International (2024)			

Module title			Abbreviation
Selected Topics in Research & Communication			12-M-STC-242-m01
Module coordinator		Module offered by	
--		Faculty of Business Management and Economics	
ECTS	Method of grading	Only after succ. compl. of module(s)	
5	numerical grade	--	
Duration	Module level	Other prerequisites	
1 semester	--	--	
Contents			
--			
Intended learning outcomes			
--			
Courses (type, number of weekly contact hours, language — if other than German)			
V (2) + Ü (2) Module taught in: English			
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)			
a) written examination (approx. 60-120 minutes) or b) term paper (15-20 pages) or c) presentation (30-45 minutes) Language of assessment: English Assessment offered: In the semester in which the course is offered creditable for bonus			
Allocation of places			
--			
Additional information			
--			
Workload			
150 h			
Teaching cycle			
--			
Referred to in LPO I (examination regulations for teaching-degree programmes)			
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Module appears in			
Master's degree (1 major) Management International (2024)			

## **Compulsory core electives 2: Track**

(30 ECTS credits)

## **Track 1: Finance & Accounting**

(30 ECTS credits)

## Core Electives

(20 ECTS credits)



Module title			Abbreviation
Group Accounting			12-M-GA-242-m01
Module coordinator		Module offered by	
--		Faculty of Business Management and Economics	
ECTS	Method of grading	Only after succ. compl. of module(s)	
5	numerical grade	--	
Duration	Module level	Other prerequisites	
1 semester	--	--	
Contents			
--			
Intended learning outcomes			
--			
Courses (type, number of weekly contact hours, language — if other than German)			
V (2) + Ü (2) Module taught in: English			
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)			
written examination (approx. 90 minutes) Language of assessment: English creditable for bonus			
Allocation of places			
--			
Additional information			
--			
Workload			
150 h			
Teaching cycle			
--			
Referred to in LPO I (examination regulations for teaching-degree programmes)			
--			
Module appears in			
Master's degree (1 major) Management International (2024)			

Module title			Abbreviation
Advanced Financial Accounting			12-M-AFA-242-m01
Module coordinator		Module offered by	
--		Faculty of Business Management and Economics	
ECTS	Method of grading	Only after succ. compl. of module(s)	
5	numerical grade	--	
Duration	Module level	Other prerequisites	
1 semester	--	--	
Contents			
--			
Intended learning outcomes			
--			
Courses (type, number of weekly contact hours, language — if other than German)			
V (2) + Ü (2) Module taught in: English			
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)			
written examination (approx. 60 minutes) Language of assessment: English creditable for bonus			
Allocation of places			
--			
Additional information			
--			
Workload			
150 h			
Teaching cycle			
--			
Referred to in LPO I (examination regulations for teaching-degree programmes)			
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Module appears in			
Master's degree (1 major) Management International (2024)			

Module title			Abbreviation
Accounting and Capital Markets			12-M-REKA-242-m01
Module coordinator		Module offered by	
Holder of the Chair of Business Management, Management Accounting and Control		Faculty of Business Management and Economics	
ECTS	Method of grading	Only after succ. compl. of module(s)	
5	numerical grade	--	
Duration	Module level	Other prerequisites	
1 semester	graduate	--	
Contents			
The module focuses on financial and management accounting, their functions, possible configurations as well as their impact on internal and external recipients under consideration of the institutional setting. In this context, an economic perspective has priority over detailed legal arrangements and regulations by the standard setters. Based on the theoretical foundations of information economics as well as decision-making and balance sheet theories, typical issues concerning cost and managerial accounting as well as financial accounting and publicity are discussed.			
Intended learning outcomes			
Initially, a fundamental knowledge about the conception and impact of management and financial accounting as information systems is acquired. In the following, the module mainly sharpens the understanding of the economic impacts of the configuration of management and financial accounting. What is more, extensive knowledge about possible impacts of changes in institutional general frameworks is covered. For example, changes in valuation standards, publicity rules or regulations about the distribution of profits in enterprises and on capital markets are considered.			
Courses (type, number of weekly contact hours, language — if other than German)			
V (2) + Ü (2) Module taught in: English			
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)			
a) written examination (approx. 60 minutes) or b) term paper (approx. 15 pages) Language of assessment: English creditable for bonus			
Allocation of places			
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Additional information			
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Workload			
150 h			
Teaching cycle			
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Referred to in LPO I (examination regulations for teaching-degree programmes)			
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Module appears in			
Master's degree (1 major) Management International (2024)			

Module title		Abbreviation
Tax Planning		12-M-SP-242-m01
Module coordinator		Module offered by
Holder of the Chair of 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"> <li>(i) combine their knowledge of tax law with microeconomic analyses in the areas of corporate and personal finance;</li> <li>(ii) analyze the effect of taxes on fundamental economic decisions, e.g. investment and financing decisions, evaluation of investment, financial assets, forms of remuneration for employees including managing and assessing;</li> <li>(iii) read and discuss research and policy papers in the field of taxation.</li> </ul>		
Courses (type, number of weekly contact hours, language — if other than German)		
<p>V (2) + Ü (2)</p> <p>Module taught in: English</p>		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)		
<p>a) written examination (approx. 60 minutes) or</p> <p>b) term paper (approx. 15 pages)</p> <p>Language of assessment: English</p> <p>creditable for bonus</p>		
Allocation of places		
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Additional information		
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Workload		
150 h		
Teaching cycle		
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Referred to in LPO I (examination regulations for teaching-degree programmes)		
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Module appears in		
Master's degree (1 major) Management International (2024)		

Module title		Abbreviation
Portfolio and Capital Market Theory		12-M-CF2-242-m01
Module coordinator		Module offered by
Holder of the Chair of Corporate 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 conveys profound knowledge of individual portfolio choices and on this basis the most important capital market theory (namely capital asset pricing model) is introduced, including its assumptions, implications and extensions.</p> <p>Syllabus:</p> <ol style="list-style-type: none"> <li>1. Modern Portfolio Selection <ol style="list-style-type: none"> <li>1. 2 Asset-Case</li> <li>2. Multiple-Asset-Case</li> <li>3. Critique of Portfolio Theory</li> </ol> </li> <li>2. Capital Asset Pricing Model <ol style="list-style-type: none"> <li>1. Assumptions and Derivation</li> <li>2. Implications</li> </ol> </li> <li>3. Empirical Aspects, Extensions and Alternatives</li> </ol>		
Intended learning outcomes		
<p>This module enables the students</p> <p>(i) to explain and to determine the optimal capital market position of an investor given the different investment opportunities and individual utility function;</p> <p>(ii) to understand and use the central CAPM propositions for valuating risky assets.</p>		
Courses (type, number of weekly contact hours, language — if other than German)		
V (2) + Ü (2) Module taught in: English		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)		
a) written examination (approx. 60 to 90 minutes) or b) term paper (approx. 15 pages) Language of assessment: English creditable for bonus		
Allocation of places		
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Additional information		
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Workload		
150 h		
Teaching cycle		
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**Referred to in LPO I** (examination regulations for teaching-degree programmes)

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**Module appears in**

Master's degree (1 major) Management International (2024)

Module title			Abbreviation
Topics in Finance & Accounting 1			12-M-TFA1-242-mo1
Module coordinator		Module offered by	
--		Faculty of Business Management and Economics	
ECTS	Method of grading	Only after succ. compl. of module(s)	
5	numerical grade	--	
Duration	Module level	Other prerequisites	
1 semester	--	--	
Contents			
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Intended learning outcomes			
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Courses (type, number of weekly contact hours, language — if other than German)			
V (2) + Ü (2) Module taught in: English			
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)			
a) written examination (approx. 60-120 minutes) or b) term paper (15-20 pages) or c) presentation (30-45 minutes) Language of assessment: English Assessment offered: In the semester in which the course is offered creditable for bonus			
Allocation of places			
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Additional information			
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Workload			
150 h			
Teaching cycle			
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Referred to in LPO I (examination regulations for teaching-degree programmes)			
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Module appears in			
Master's degree (1 major) Management International (2024)			

Module title			Abbreviation
Topics in Finance & Accounting 2			12-M-TFA2-242-m01
Module coordinator		Module offered by	
--		Faculty of Business Management and Economics	
ECTS	Method of grading	Only after succ. compl. of module(s)	
5	numerical grade	--	
Duration	Module level	Other prerequisites	
1 semester	--	--	
Contents			
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Intended learning outcomes			
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Courses (type, number of weekly contact hours, language — if other than German)			
V (2) + Ü (2) Module taught in: English			
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)			
a) written examination (approx. 60-120 minutes) or b) term paper (15-20 pages) or c) presentation (30-45 minutes) Language of assessment: English Assessment offered: In the semester in which the course is offered creditable for bonus			
Allocation of places			
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Additional information			
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Workload			
150 h			
Teaching cycle			
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Referred to in LPO I (examination regulations for teaching-degree programmes)			
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Module appears in			
Master's degree (1 major) Management International (2024)			



## Seminar

(10 ECTS credits)

Module title		Abbreviation
Advanced Seminar: Finance & Accounting		12-M-ASFA-242-m01
Module coordinator		Module offered by
--		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	--	--
Contents		
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Intended learning outcomes		
--		
Courses (type, number of weekly contact hours, language — if other than German)		
S (2) Module taught in: English		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)		
term paper (approx. 20-25 pages) and presentation (approx. 20 minutes) (weighted 2:1) Language of assessment: English		
Allocation of places		
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Additional information		
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Workload		
300 h		
Teaching cycle		
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Referred to in LPO I (examination regulations for teaching-degree programmes)		
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Module appears in		
Master's degree (1 major) Management International (2024)		

## **Track 2: Operations & Information Management**

(30 ECTS credits)

## Core Electives

(20 ECTS credits)

Module title			Abbreviation
Global Logistics & Supply Chain Management			12-M-GLSC-182-mo1
Module coordinator		Module offered by	
Holder of the Chair of Logistics and Quantitative Methods in Business Administration		Faculty of Business Management and Economics	
ECTS	Method of grading	Only after succ. compl. of module(s)	
5	numerical grade	--	
Duration	Module level	Other prerequisites	
1 semester	graduate	--	
Contents			
The course "Global Logistics & Supply Chain Management" acquaints students with advanced methods for the planning of global production networks and demonstrates the application of these with the help of multiple case studies.			
Intended learning outcomes			
After completing this course students can (i) analyze and evaluate global production networks; (ii) develop and apply appropriate methods to plan production networks; (iii) evaluate the consequences of uncertainties in processes and apply concepts and methods to plan uncertain processes.			
Courses (type, number of weekly contact hours, language — if other than German)			
V (2) + Ü (2) Module taught in: English			
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)			
a) written examination (approx. 60 minutes) or b) term paper (approx. 15 to 20 pages) Language of assessment: English creditable for bonus			
Allocation of places			
--			
Additional information			
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Workload			
150 h			
Teaching cycle			
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Referred to in LPO I (examination regulations for teaching-degree programmes)			
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Module appears in			
Master's degree (1 major) Management (2018) Master's degree (1 major) International Economic Policy (2018) Master's degree (1 major) China Business and Economics (2019) Master's degree (1 major) China Language and Economy (2019) Master's degree (1 major) Information Systems (2019) Master's degree (1 major) China Business and Economics (2021) Master's degree (1 major) China Language and Economy (2021) Master's degree (1 major) Economathematics (2021) Master's degree (1 major) Information Systems (2022)			
Master's with 1 major Management International (2024)		JMU Würzburg • generated 03-Feb-2024 • exam. reg. data record Master (120 ECTS) Management International - 2024	page 61 / 92

Master's degree (1 major) International Economic Policy (2022)  
Master's degree (1 major) Management (2022)  
Master's degree (1 major) Econometrics (2022)  
exchange program Business Management and Economics (2022)  
Master's degree (1 major) Management International (2024)

Module title			Abbreviation
Strategic Management of Global Supply Chains			12-M-SMGS-242-m01
Module coordinator		Module offered by	
Holder of the Chair of Logistics and Quantitative Methods in Business Administration		Faculty of Business Management and Economics	
ECTS	Method of grading	Only after succ. compl. of module(s)	
5	numerical grade	--	
Duration	Module level	Other prerequisites	
1 semester	graduate	--	
Contents			
Description: In the course "Strategic Management of Global Supply Chains", students will become familiar with the basic principles of building an efficient global supply chain and will apply what they have learned working on multiple case studies.			
Intended learning outcomes			
After completing this course students (i) can apply the basic methods and concepts of supply chain management to practical settings and evaluate the results, and (ii) understand the effects of global value chains onto strategic company decisions.			
Courses (type, number of weekly contact hours, language — if other than German)			
V (2) + Ü (2) Module taught in: English			
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)			
written examination (approx 60 minutes) Language of assessment: English creditable for bonus			
Allocation of places			
--			
Additional information			
--			
Workload			
150 h			
Teaching cycle			
--			
Referred to in LPO I (examination regulations for teaching-degree programmes)			
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Module appears in			
Master's degree (1 major) Management International (2024)			

Module title		Abbreviation
Enterprise AI		12-M-EAI-242-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	--	--
Contents		
--		
Intended learning outcomes		
--		
Courses (type, number of weekly contact hours, language — if other than German)		
V (2) + Ü (2) Module taught in: English		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)		
a) written examination (approx. 60 minutes) or b) term paper (approx. 15 pages) or c) oral examination of one candidate each (approx. 20 minutes) or d) portfolio (approx. 50 hours) Language of assessment: English Assessment offered: In the semester in which the course is offered creditable for bonus		
Allocation of places		
Number of places: 35. Should the number of applications exceed the number of available places, places will be allocated as follows: (1) Students who already have successfully completed courses offered by the supervising chair will be given preferential consideration. a. Among applicants with the same number of successfully completed modules, places will be allocated according to the total number of ECTS credits achieved in the corresponding modules. b. When places are allocated in accordance with 1.b) and the number of applications exceeds the number of available places, places will be allocated according to the average grade of assessments taken in the corresponding courses. c. Among applicants with the same average grade, places will be allocated by lot. (2) Any remaining places are available to students who have not yet successfully completed any courses of the supervising chair. The selection is made according to study progress (number of semesters); among applicants with the same number of semesters, places will be allocated by lot. A waiting list will be maintained and places re-allocated as they become available.		
Additional information		
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Workload		
150 h		
Teaching cycle		
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Referred to in LPO I (examination regulations for teaching-degree programmes)		
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<b>Module appears in</b>
Master's degree (1 major) Management International (2024)

Module title		Abbreviation
Topics in Data Science		12-M-ATDS-242-m01
Module coordinator		Module offered by
Holder of the Chair of Business Analytics		Faculty of Business Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	graduate	--
Contents		
In this course, students work on advanced data science projects. The course covers the entire data science workflow from data collection to data preparation to modeling, evaluation and deployment. By following a top-down teaching approach, students are enabled to apply complex machine learning models from the beginning.		
Intended learning outcomes		
<p>As part of the course work, students will acquire knowledge and skills in the following areas:</p> <ol style="list-style-type: none"> <li>1. Becoming familiar with the principles and frameworks in the research area of Data Science.</li> <li>2. Apply machine learning and deep learning frameworks to structured and unstructured data</li> <li>3. Design, implementation and evaluation of key algorithms within an end-to-end workflow in the field of Data Science</li> <li>4. Application of Jupyter notebooks and their infrastructure (collection, storage, retrieval, and analysis of data)</li> <li>5. Understanding of a data-driven &amp; analytical approach to decision problems</li> </ol>		
Courses (type, number of weekly contact hours, language — if other than German)		
V (2) + Ü (2) Module taught in: English		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)		
<p>a) written examination (approx. 60 minutes) or  b) term paper (approx. 15 pages) or  c) portfolio (approx. 50 hours)  Language of assessment: English  Assessment offered: In the semester in which the course is offered creditable for bonus</p>		
Allocation of places		
<p>Number of places: 35. Should the number of applications exceed the number of available places, places will be allocated as follows:</p> <ol style="list-style-type: none"> <li>(1) Students who already have successfully completed courses offered by the supervising chair will be given preferential consideration. <ol style="list-style-type: none"> <li>a. Among applicants with the same number of successfully completed modules, places will be allocated according to the total number of ECTS credits achieved in the corresponding modules.</li> <li>b. When places are allocated in accordance with 1.b) and the number of applications exceeds the number of available places, places will be allocated according to the average grade of assessments taken in the corresponding courses.</li> <li>c. Among applicants with the same average grade, places will be allocated by lot.</li> </ol> </li> <li>(2) Any remaining places are available to students who have not yet successfully completed any courses of the supervising chair. The selection is made according to study progress (number of semesters); among applicants with the same number of semesters, places will be allocated by lot. A waiting list will be maintained and places re-allocated as they become available.</li> </ol>		
Additional information		
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<b>Workload</b>
150 h
<b>Teaching cycle</b>
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<b>Referred to in LPO I</b> (examination regulations for teaching-degree programmes)
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<b>Module appears in</b>
Master's degree (1 major) Management International (2024)

Module title		Abbreviation
Seminar: Supply Chain Competition		12-M-SCC-242-m01
Module coordinator		Module offered by
Holder of the Chair of Logistics and Quantitative Methods in Business Administration		Faculty of Business Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	graduate	--
Contents		
In the seminar "Supply Chain Competition", students participate in an online multi-round simulation and apply methods of operations and supply chain management.		
Intended learning outcomes		
<p>After completing this seminar students</p> <p>i. selected and applied quantitative models for procurement, production, sales and supply chain management,  ii. faced the practical problems when using real data to feed models,  iii. and understand the challenges to reach a coordinated decision in a company.</p>		
Courses (type, number of weekly contact hours, language — if other than German)		
S (2) Module taught in: English		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)		
<p>term paper (approx. 15 to 20 pages) and presentation (approx. 10 minutes), weighted 2:1  Language of assessment: English  Assessment offered: Once a year, winter semester</p>		
Allocation of places		
<p>Number of places: 12. Should the number of applications exceed the number of available places, places will be allocated as follows:</p> <p>(1) Students who already have successfully completed courses offered by the supervising chair will be given preferential consideration.</p> <p>a. Among applicants with the same number of successfully completed modules, places will be allocated according to the total number of ECTS credits achieved in the corresponding modules.</p> <p>b. When places are allocated in accordance with 1.b) and the number of applications exceeds the number of available places, places will be allocated according to the average grade of assessments taken in the corresponding courses.</p> <p>c. Among applicants with the same average grade, places will be allocated by lot.</p> <p>(2) Any remaining places are available to students who have not yet successfully completed any courses of the supervising chair. The selection is made according to study progress (number of semesters); among applicants with the same number of semesters, places will be allocated by lot. A waiting list will be maintained and places re-allocated as they become available.</p>		
Additional information		
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Workload		
150 h		
Teaching cycle		
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**Referred to in LPO I** (examination regulations for teaching-degree programmes)

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**Module appears in**

Master's degree (1 major) Management International (2024)

Module title			Abbreviation
Mobile and Ubiquitous Business			12-M-MUS-242-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 module provides an overview of technologies and business applications of mobile & ubiquitous computing. Concepts and applications are illustrated using numerous examples from mobile telecommunications to the Internet of Things. In the accompanying exercise, corresponding case study texts are analysed and discussed.			
Intended learning outcomes			
- Understand the technological basics of mobile & ubiquitous computing.			
- Analysing business applications in processes, products/services and business models			
- Apply the concepts learned to real-life problems in a business context			
Courses (type, number of weekly contact hours, language — if other than German)			
V (2) + Ü (2) Module taught in: English			
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)			
a) written examination (approx. 60 minutes) or b) oral examination (one candidate each: approx. 10 to 15 minutes; groups of 2: approx. 20 minutes; groups of 3: approx. 30 minutes) Language of assessment: English creditable for bonus			
Allocation of places			
--			
Additional information			
--			
Workload			
150 h			
Teaching cycle			
--			
Referred to in LPO I (examination regulations for teaching-degree programmes)			
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Module appears in			
Master's degree (1 major) Management International (2024)			

Module title			Abbreviation
IT-Management			12-M-ITM-242-mo1
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			
<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"><li>1. Organisation and distinction</li><li>2. IT strategy</li><li>3. IT organisation</li><li>4. Management of IT systems</li><li>5. Enterprise Architecture Management</li><li>6. IT project management</li><li>7. IT security</li><li>8. IT law</li><li>9. IT controlling</li></ol> <p>Reading:</p> <ul style="list-style-type: none"><li>• Hofmann/Schmidt: Masterkurs IT-Management, Wiesbaden.</li><li>• Tiemeyer: Handbuch IT-Management, Munich.</li><li>• Hanschke: Strategisches Management der IT-Landschaft, Munich.</li></ul>			
Intended learning outcomes			
<p>After completing the course "IT Management", students will be able to</p> <ol style="list-style-type: none"><li>1. overview the different aspects to be considered regarding a purposeful IT management;</li><li>2. understand and apply appropriate methods and tools;</li><li>3. independently perform system search and selection in a team project (only after participation in the practice lessons).</li></ol>			
Courses (type, number of weekly contact hours, language — if other than German)			
<p>V (2) + Ü (2)</p> <p>Module taught in: English</p>			
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)			
<p>a) written examination (approx. 60 minutes) or</p> <p>b) oral examination (one candidate each: approx. 10 to 15 minutes; groups of 2: approx. 20 minutes; groups of 3: approx. 30 minutes)</p> <p>Language of assessment: English</p> <p>creditable for bonus</p>			
Allocation of places			
--			
Additional information			
--			

<b>Workload</b>
150 h
<b>Teaching cycle</b>
--
<b>Referred to in LPO I</b> (examination regulations for teaching-degree programmes)
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<b>Module appears in</b>
Master's degree (1 major) Management International (2024)



Module title			Abbreviation
E-Business Strategies			12-M-IBS-242-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 module provides an overview of strategic implications of digital technologies at the level of organisations, industries and value networks. To this end, concepts and frameworks from strategic technology management are applied to digital innovations and illustrated with numerous examples. In the accompanying exercise, case studies of well-known digital companies and their business models are analysed and discussed.			
Intended learning outcomes			
<ul style="list-style-type: none"><li>- Understand theoretical concepts of strategy development and implementation in the context of digital technologies.</li><li>- Apply different frames of reference and understand their strengths and weaknesses in the context of practical application.</li><li>- Transfer the concepts to real business situations</li></ul>			
Courses (type, number of weekly contact hours, language — if other than German)			
V (2) + Ü (2) Module taught in: English			
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)			
a) written examination (approx. 60 minutes) or b) oral examination (one candidate each: approx. 10 to 15 minutes; groups of 2: approx. 20 minutes; groups of 3: approx. 30 minutes) Language of assessment: English creditable for bonus			
Allocation of places			
--			
Additional information			
--			
Workload			
150 h			
Teaching cycle			
--			
Referred to in LPO I (examination regulations for teaching-degree programmes)			
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Module appears in			
Master's degree (1 major) Management International (2024)			

Module title			Abbreviation
Topics in Operations & Information Management 1			12-TOF1-242-m01
Module coordinator		Module offered by	
--		Faculty of Business Management and Economics	
ECTS	Method of grading	Only after succ. compl. of module(s)	
5	numerical grade	--	
Duration	Module level	Other prerequisites	
1 semester	--	--	
Contents			
--			
Intended learning outcomes			
--			
Courses (type, number of weekly contact hours, language — if other than German)			
V (2) + Ü (2) Module taught in: English			
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)			
a) written examination (approx. 60-120 minutes) or b) term paper (15-20 pages) or c) presentation (30-45 minutes) Language of assessment: English Assessment offered: In the semester in which the course is offered creditable for bonus			
Allocation of places			
--			
Additional information			
--			
Workload			
150 h			
Teaching cycle			
--			
Referred to in LPO I (examination regulations for teaching-degree programmes)			
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Module appears in			
Master's degree (1 major) Management International (2024)			

Module title			Abbreviation
Topics in Operations & Information Management 2			12-TOF2-242-m01
Module coordinator		Module offered by	
--		Faculty of Business Management and Economics	
ECTS	Method of grading	Only after succ. compl. of module(s)	
5	numerical grade	--	
Duration	Module level	Other prerequisites	
1 semester	--	--	
Contents			
--			
Intended learning outcomes			
--			
Courses (type, number of weekly contact hours, language — if other than German)			
V (2) + Ü (2) Module taught in: English			
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)			
a) written examination (approx. 60-120 minutes) or b) term paper (15-20 pages) or c) presentation (30-45 minutes) Language of assessment: English Assessment offered: In the semester in which the course is offered creditable for bonus			
Allocation of places			
--			
Additional information			
--			
Workload			
150 h			
Teaching cycle			
--			
Referred to in LPO I (examination regulations for teaching-degree programmes)			
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Module appears in			
Master's degree (1 major) Management International (2024)			

## Seminar

(10 ECTS credits)

Module title		Abbreviation
Advanced Seminar: Operations & Information Management		12-M-ASOI-242-m01
Module coordinator		Module offered by
--		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	--	--
Contents		
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Intended learning outcomes		
--		
Courses (type, number of weekly contact hours, language — if other than German)		
S (2) Module taught in: English		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)		
term paper (approx. 20-25 pages) and presentation (approx. 20 minutes) (weighted 2:1) Language of assessment: English		
Allocation of places		
--		
Additional information		
--		
Workload		
300 h		
Teaching cycle		
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Referred to in LPO I (examination regulations for teaching-degree programmes)		
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Module appears in		
Master's degree (1 major) Management International (2024)		

## **Track 3: Marketing & Entrepreneurship**

(30 ECTS credits)

## Core Electives

(20 ECTS credits)

Module title			Abbreviation
Sales and Communications Management			12-M-IMM-242-m01
Module coordinator		Module offered by	
Holder of the Chair of Business Management 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"><li>1. Internationalisation of the economy and regional integration processes<ul style="list-style-type: none"><li>• Globalisation</li><li>• Competitiveness of countries, industries and companies in an international context</li></ul></li><li>2. International strategic marketing decisions<ul style="list-style-type: none"><li>• Market entry forms</li><li>• Market development strategies</li><li>• Timing strategies</li><li>• International organisation structures</li></ul></li><li>3. Theories and strategies of internationalisation<ul style="list-style-type: none"><li>• Foreign trade theory</li><li>• Multinational enterprise</li><li>• Internationalisation strategies</li></ul></li></ol> <p>Reading:</p> <p>Meffert, H. / Burmann C. / Becker, C.: Internationales Marketing-Management, Stuttgart etc. (most recent edition).</p> <p>Berndt, R. / Fantapié-Altobelli C. / Sander M.: Internationales Marketing-Management, Berlin etc. (most recent edition).</p>			
Intended learning outcomes			
Students acquire in-depth skills in the field of strategic and operational management with particular attention to the international context. Students achieve particular expertise in the analysis, assessment and implementation of international business decisions and gain skills thus guiding the execution of marketing and management positions in globally-active companies.			
Courses (type, number of weekly contact hours, language — if other than German)			
V (2) + Ü (2) Module taught in: English			
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)			
a) written examination (approx. 60-120 minutes) or b) term paper (15-20 pages) Language of assessment: English creditable for bonus			
Master's with 1 major Management International (2024)		JMU Würzburg • generated 03-Feb-2024 • exam. reg. data record Master (120 ECTS) Management International - 2024	page 80 / 92



<b>Allocation of places</b>
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<b>Additional information</b>
--
<b>Workload</b>
150 h
<b>Teaching cycle</b>
--
<b>Referred to in LPO I</b> (examination regulations for teaching-degree programmes)
--
<b>Module appears in</b>
Master's degree (1 major) Management International (2024)

Module title			Abbreviation
Product Innovation and Price Management			12-M-PIPM-242-mo1
Module coordinator		Module offered by	
--		Faculty of Business Management and Economics	
ECTS	Method of grading	Only after succ. compl. of module(s)	
5	numerical grade	--	
Duration	Module level	Other prerequisites	
1 semester	--	--	
Contents			
--			
Intended learning outcomes			
--			
Courses (type, number of weekly contact hours, language — if other than German)			
V (2) + Ü (2) Module taught in: English			
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)			
a) written examination (approx. 60-120 minutes) or b) term paper (15-20 pages) Language of assessment: English creditable for bonus			
Allocation of places			
--			
Additional information			
--			
Workload			
150 h			
Teaching cycle			
--			
Referred to in LPO I (examination regulations for teaching-degree programmes)			
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Module appears in			
Master's degree (1 major) Management International (2024)			

Module title			Abbreviation
Corporate Entrepreneurship and Innovation			12-M-UGF1-242-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>This module is a theory-led and practice-oriented primer on corporate entrepreneurship. It provides you with knowledge useful for anyone aiming at working (or researching) in the field of corporate innovation and entrepreneurship or at pursuing an ‘intrapreneurial’ or entrepreneurial career.</p> <p>(1) Introduction to corporate entrepreneurship</p> <p>(2) Antecedents and forms of corporate entrepreneurship</p> <p>(3) Corporate strategy and corporate entrepreneurship</p> <p>(4) Organizational structure and corporate entrepreneurship</p> <p>(5) Human resource management and corporate entrepreneurship</p> <p>(6) Building supportive organizational cultures</p> <p>(7) Entrepreneurial control systems</p> <p>(8) Entrepreneurial leadership</p> <p>(9) The corporate entrepreneur as a champion and diplomat</p> <p>(10) The pay-off from corporate entrepreneurship</p> <p>(11) Corporate venture capital</p> <p>(12) Corporate entrepreneurship in nonprofit and government organizations</p> <p>(13) Universities and academic spin-offs</p> <p>(14) Wrap-up and Q&amp;A</p>			
Intended learning outcomes			
<p><i>Educational aims</i></p> <ul style="list-style-type: none"><li>• Clarify the role of corporate entrepreneurship</li><li>• Explain theoretical concepts and mechanisms behind corporate entrepreneurship</li><li>• Enable students to critically appraise alternative approaches to corporate entrepreneurship</li><li>• Enable students to evaluate the boundaries and risks of corporate entrepreneurship</li></ul> <p><i>Learning outcomes</i></p> <p>On successful completion of this module students will be able to:</p> <ul style="list-style-type: none"><li>• Create and evaluate concepts related to corporate entrepreneurship</li><li>• Assess the role of corporate entrepreneurship for creating and sustaining competitive advantage</li><li>• Make judgements about the organizational and managerial implications of corporate entrepreneurship</li><li>• Systematically choose between different routes of action</li></ul>			
Master's with 1 major Management International (2024)		JMU Würzburg • generated 03-Feb-2024 • exam. reg. data record Master (120 ECTS) Management International - 2024	page 83 / 92

<b>Courses</b> (type, number of weekly contact hours, language — if other than German)
V (2) + Ü (2) Module taught in: English
<b>Method of assessment</b> (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)
a) written examination (approx. 60 to 120 minutes) or b) term paper (15 to 20 pages) or c) oral examination of one candidate each (approx. 10 to 15 minutes) or oral examination in groups (groups of 2 approx. 20 minutes, groups of 3 approx. 30 minutes) Language of assessment: English
<b>Allocation of places</b>
--
<b>Additional information</b>
--
<b>Workload</b>
150 h
<b>Teaching cycle</b>
--
<b>Referred to in LPO I</b> (examination regulations for teaching-degree programmes)
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<b>Module appears in</b>
Master's degree (1 major) Management International (2024)

Module title			Abbreviation
Digital Entrepreneurship and Digital Transformation			12-M-UGF3-242-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>This module provides an introduction into digital entrepreneurship and digital transformation. (1) Introduction (2) Digital business models (3) Identifying and exploiting opportunities for digital entrepreneurship (4) Strategies for creating competitive advantage in digital entrepreneurship (5) Digital marketing for entrepreneurs (6) Crowdfunding for entrepreneurs (7) Design thinking (8) Lean startup (9) Platform ecosystems and online communities (10) Digital strategy and digital transformation (11) The agile organization (12) Crowdsourcing (13) Cyberfraud (14) Wrap-up and Q&amp;A</p>			
Intended learning outcomes			
<p>Educational aims: Clarify the role of digital entrepreneurship and digital transformation. Explain theoretical concepts and mechanisms behind digital entrepreneurship and digital transformation. Enable students to critically appraise alternative approaches to digital entrepreneurship and digital transformation. Enable students to evaluate the boundaries and risks of digital entrepreneurship and digital transformation</p> <p>Learning outcomes: On successful completion of this module students will be able to (1) Assess the role of digital entrepreneurship and digital transformation for creating and sustaining competitive advantage, (2) Create and evaluate concepts related to digital entrepreneurship and digital transformation, (3) Make judgements about the organizational and managerial implications of digital entrepreneurship and digital transformation, (4) Systematically choose between different routes of action.</p>			
Courses (type, number of weekly contact hours, language — if other than German)			
V (2) + Ü (2)			
Module taught in: English			
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)			
a) written examination (approx. 60 to 120 minutes) or b) term paper (15 to 20 pages) or c) oral examination (one candidate each: approx. 10 to 15 minutes; groups of 2: approx. 20 minutes; groups of 3: approx. 30 minutes) Language of assessment: English			
Allocation of places			
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Additional information			
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Workload			
150 h			
Teaching cycle			
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Referred to in LPO I (examination regulations for teaching-degree programmes)			
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Module appears in			
Master's degree (1 major) Management International (2024)			

Master's with 1 major Management International (2024)	JMU Würzburg • generated 03-Feb-2024 • exam. reg. data record Master (120 ECTS) Management International - 2024	page 85 / 92
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Module title			Abbreviation
Marketing Analytics			12-M-MA-242-m01
Module coordinator		Module offered by	
--		Faculty of Business Management and Economics	
ECTS	Method of grading	Only after succ. compl. of module(s)	
5	numerical grade	--	
Duration	Module level	Other prerequisites	
1 semester	--	--	
Contents			
--			
Intended learning outcomes			
--			
Courses (type, number of weekly contact hours, language — if other than German)			
V (2) + Ü (2) Module taught in: English			
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)			
a) written examination (approx. 60 to 120 minutes) or b) term paper (15-20 pages) Language of assessment: English creditable for bonus			
Allocation of places			
--			
Additional information			
--			
Workload			
150 h			
Teaching cycle			
--			
Referred to in LPO I (examination regulations for teaching-degree programmes)			
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Module appears in			
Master's degree (1 major) Management International (2024)			

Module title			Abbreviation
Topics in Marketing & Entrepreneurship 1			12-M-TME1-242-m01
Module coordinator		Module offered by	
--		Faculty of Business Management and Economics	
ECTS	Method of grading	Only after succ. compl. of module(s)	
5	numerical grade	--	
Duration	Module level	Other prerequisites	
1 semester	--	--	
Contents			
--			
Intended learning outcomes			
--			
Courses (type, number of weekly contact hours, language — if other than German)			
V (2) + Ü (2) Module taught in: English			
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)			
a) written examination (approx. 60-120 minutes) or b) term paper (15-20 pages) or c) presentation (30-45 minutes) Language of assessment: English Assessment offered: In the semester in which the course is offered creditable for bonus			
Allocation of places			
--			
Additional information			
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Workload			
150 h			
Teaching cycle			
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Referred to in LPO I (examination regulations for teaching-degree programmes)			
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Module appears in			
Master's degree (1 major) Management International (2024)			

Module title			Abbreviation
Topics in Marketing & Entrepreneurship 2			12-M-TME2-242-m01
Module coordinator		Module offered by	
--		Faculty of Business Management and Economics	
ECTS	Method of grading	Only after succ. compl. of module(s)	
5	numerical grade	--	
Duration	Module level	Other prerequisites	
1 semester	--	--	
Contents			
--			
Intended learning outcomes			
--			
Courses (type, number of weekly contact hours, language — if other than German)			
V (2) + Ü (2) Module taught in: English			
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)			
a) written examination (approx. 60-120 minutes) or b) term paper (15-20 pages) or c) presentation (30-45 minutes) Language of assessment: English Assessment offered: In the semester in which the course is offered creditable for bonus			
Allocation of places			
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Additional information			
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Workload			
150 h			
Teaching cycle			
--			
Referred to in LPO I (examination regulations for teaching-degree programmes)			
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Module appears in			
Master's degree (1 major) Management International (2024)			



## Seminar

(10 ECTS credits)

Module title		Abbreviation
Advanced Seminar: Marketing & Entrepreneurship		12-M-ASME-242-m01
Module coordinator		Module offered by
--		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	--	--
Contents		
--		
Intended learning outcomes		
--		
Courses (type, number of weekly contact hours, language — if other than German)		
S (2) Module taught in: English		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)		
term paper (approx. 20-25 pages) and presentation (approx. 20 minutes) (weighted 2:1) Language of assessment: English		
Allocation of places		
--		
Additional information		
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Workload		
300 h		
Teaching cycle		
--		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
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Module appears in		
Master's degree (1 major) Management International (2024)		

# Thesis

(30 ECTS credits)

Module title		Abbreviation
Master-Thesis Management International		12-M-MTMI-242-m01
Module coordinator		Module offered by
--		Faculty of Business Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
30	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	--	--
Contents		
--		
Intended learning outcomes		
--		
Courses (type, number of weekly contact hours, language — if other than German)		
No courses assigned to module		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)		
Master's thesis (approx. 60 to 80 pages) Assessment offered: Ongoing, after consultation with supervisor and registration Language of assessment: English		
Allocation of places		
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Additional information		
Time to complete: 6 months		
Workload		
900 h		
Teaching cycle		
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Referred to in LPO I (examination regulations for teaching-degree programmes)		
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Module appears in		
Master's degree (1 major) Management International (2024)		