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: 2026
Responsible: Faculty of Management and Economics

Module Catalogue for the Subject
Management International
Master's with 1 major, 120 ECTS credits

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Learning Outcomes

Scientific qualification

- Advanced disciplinary expertise – Graduates demonstrate deep, research oriented knowledge across the core fields of management, economics, and data analytics and can apply state of the art theories and methods to international business problems.
- Digital and analytical proficiency – Graduates can use advanced statistical, econometric, and data science tools to generate managerial insights and support evidence based decision making in multinational contexts.
- Interdisciplinary integration – Graduates link management questions with insights from economics, information systems, and related disciplines to develop holistic solutions.
- Research competence & good scientific practice – Graduates can conduct independent empirical and theoretical research, formulate sound hypotheses, choose appropriate quantitative and qualitative methods, and adhere to ethical standards of academic integrity.

Employability

- Strategic problem solving – Graduates structure complex, uncertain business situations, develop creative data driven solutions, and evaluate alternatives critically.
- Cross cultural communication & negotiation – Graduates communicate persuasively in English, adapt to multicultural audiences, and work effectively in international teams.
- Leadership & teamwork – Graduates lead and collaborate in heterogeneous groups, manage conflicts constructively, and motivate others towards shared goals.
- Professional ethics & compliance awareness – Graduates recognize implications of managerial decisions and integrate sustainability considerations.

Engagement

- Societal impact orientation – Graduates critically assess the economic, ecological, and social consequences of managerial actions and advocate responsible strategies.
- Culture of participation – Graduates contribute evidence based positions to public debates on international management issues and engage in academic and professional communities.
- Professional engagement & innovation practice – Graduates refine their personal career profiles and apply innovation methods to design feasible solutions for real world business challenges.

Personal development

- Self responsibility & lifelong learning – Graduates plan and monitor their own learning processes, utilize feedback, and continually update their skill set.
- Intercultural competence & global mindset – Graduates operate effectively and respectfully across cultures, appreciating diversity and adapting behavior appropriately.
- Resilience & adaptability – Graduates maintain performance under pressure, handle ambiguity, and adapt swiftly to new technologies and trends.

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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)):

> **??-???-2025 (2025-??)**

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.

Module Catalogue for the Subject
Management International
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Compulsory core electives 1: Core

(60 ECTS credits)

Module Catalogue for the Subject
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Management

(25 ECTS credits)

Module Catalogue for the Subject
Management International
Master's with 1 major, 120 ECTS credits

Module title		Abbreviation
Financial Analysis		12-M-UA-262-m01

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

ECTS	Method of grading	Only after succ. compl. of module(s)	
5	numerical grade	--	
Duration	**Module level**	**Other prerequisites**	
1 semester	graduate	--	

Contents

In today's rapidly changing economic landscape, the ability to effectively analyze financial information is more critical than ever. Financial analysis is essential for interpreting past and current financial data to make predictions about future performance and guide strategic decisions that affect the overall business. This module offers students the tools and methodologies needed to evaluate the financial position of companies, assess investment opportunities, and make informed financial decisions. We provide a basic understanding of financial statement analysis, particularly on how to extract value-relevant information from financial statements, carry out financial statement analysis, and use financial data to value corporations.

Outline
- Introduction to financial analysis
- Analysis of earnings information
- Analysis of balance sheet information
- Analysis of cash flows
- Analysis of selected balance sheet positions

Intended learning outcomes

Upon completion of this module, students will be able to:
- Understand corporate financial statements and identify value-relevant information;
- Provide relevant valuation techniques and recognize the fundamental role of financial information in the valuation process;
- Apply valuation models to practical cases and make informed 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)

a) written examination (approx. 60 to 120 minutes) or
b) portfolio (approx. 50 hours total)
Language of assessment: English
creditable for bonus

Allocation of places

--

Additional information

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Workload

150 h

Teaching cycle

Teaching cycle: winter semester

Module Catalogue for the Subject
Management International
Master's with 1 major, 120 ECTS credits

Referred to in LPO I (examination regulations for teaching-degree programmes)
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Module appears in
keinem Studiengang zugeordnet

Module Catalogue for the Subject
Management International
Master's with 1 major, 120 ECTS credits

Module title		Abbreviation
Entrepreneurship Fundamentals		12-M-EF-262-m01

Module coordinator	Module offered by
--	Faculty of Management and Economics

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

Duration	Module level	Other prerequisites
1 semester	--	--

Contents

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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 to 120 minutes) or
b) portfolio (approx. 50 hours total)
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

--

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

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Module appears in

keinem Studiengang zugeordnet

Module Catalogue for the Subject
Management International
Master's with 1 major, 120 ECTS credits

Julius-Maximilians-UNIVERSITÄT WÜRZBURG

Module title	Abbreviation
Sales and Communications Management	12-M-IMM-262-m01

Module coordinator	Module offered by
holder of the Chair of Business Administration and Marketing	Faculty of Management and Economics

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

Duration	Module level	Other prerequisites
1 semester	graduate	--

Contents

This course provides students with a comprehensive understanding of sales strategies and communication techniques that are essential for success in today's dynamic business environment. By looking at sales management, including the design of sales structures, strategic management and human resource management, as well as communication management, which includes traditional and digital means of communication, students will gain a comprehensive overview of the relevant subject areas.

Rough course structure:
- Sales management:
- Designing the sales structure
- Strategic sales management
- Management of sales staff
- Communication management:
- Traditional communication tools (e.g. TV, flyers)
- Digital communication tools (e.g. social media marketing; search engine marketing, display advertising)
- Systematic channel integration

Intended learning outcomes

Through theoretical understanding and practical application, students will develop proficiency in strategic and operational sales management and the utilization of diverse communication instruments to achieve organizational objectives and maximize market impact.

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

V (2) + Ü (2)
Module taught in: English

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

a) written examination (approx. 60 to 120 minutes) or
b) portfolio (approx. 50 hours total)
Language of assessment: English
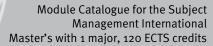creditable for bonus

Allocation of places

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Additional information

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Workload

150 h

Teaching cycle

Teaching cycle: after announcement

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

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Management International
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Module appears in		
keinem Studiengang zugeordnet		

UNIVERSITÄT WÜRZBURG

Module Catalogue for the Subject
Management International
Master's with 1 major, 120 ECTS credits

Module title	Abbreviation
Digital Strategy	12-M-IBS-262-m01

Module coordinator	Module offered by
holder of the Chair of Information Systems Engineering	Faculty of Management and Economics

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

Duration	Module level	Other prerequisites
1 semester	graduate	--

Contents

The module provides an overview of strategic implications of digital technologies at the level of organisations, industries and value networks. To this end, concepts and frameworks from strategic technology management are applied to digital innovations and illustrated with numerous examples. In the accompanying exercise, case studies of well-known digital companies and their business models are analysed and discussed.

Intended learning outcomes

- Become familiar with theoretical concepts of strategy development and implementation in the e-business context
- Understand the strengths and weaknesses of different frameworks and approaches as well as the prerequisites for their meaningful application
- Apply the concepts to case studies and derive action-oriented recommendations from them
- Learn how to transfer the concepts to other entrepreneurial situations from their studies or work

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

V (2) + Ü (2)
Module taught in: English

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

a) written examination (approx. 60 to 120 minutes) or
b) portfolio (approx. 50 hours total)
Language of assessment: English
creditable for bonus

Allocation of places

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Additional information

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Workload

150 h

Teaching cycle

Teaching cycle: winter semester

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

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Module appears in

keinem Studiengang zugeordnet

Module Catalogue for the Subject
Management International
Master's with 1 major, 120 ECTS credits

Module title		Abbreviation
Advanced Operations & Logistics Management		12-M-AOLM-262-m01

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

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

Duration	Module level	Other prerequisites
1 semester	graduate	--

Contents

The course "Advanced Operations & Logistics Management" acquaints students with advanced methods for the planning of integrated production and logistics systems and demonstrates the application of these with the help of multiple case studies.

Intended learning outcomes

After completing this course students can
(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 to 120 minutes) or
b) portfolio (approx. 50 hours total)
Language of assessment: English
creditable for bonus

Allocation of places

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Additional information

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Workload

150 h

Teaching cycle

Teaching cycle: summer semester

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

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Module appears in

keinem Studiengang zugeordnet

Module Catalogue for the Subject
Management International
Master's with 1 major, 120 ECTS credits

Module title	Abbreviation
Human Resource Management and Industrial Relations	12-M-HRM-262-m01

Module coordinator	Module offered by
holder of the Chair for Human Resource Management and Organisation	Faculty of Management and Economics

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

Duration	Module level	Other prerequisites
1 semester	graduate	--

Contents

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.

Syllabus
Introduction: Human Resource Management & Industrial Relations
Chapter 1: The employment contract
Chapter 2: Motivation
Chapter 3: Employee resistance against reorganisations
Chapter 4: The role of works councils
Chapter 5: Works councils and the employer wage structure
Chapter 6: The behaviour of labour unions
Chapter 7: Credentials and signaling
Chapter 8: Demographic challenges of HRM

Literature
Milgrom, Roberts (1992), Economics, Organization and Management, Prentice Hall, Englewood Cliffs
Picot, Dietl, Franck, Fiedler, Royer (2015), Organisation – Theorie und Praxis aus ökonomischer Sicht, 7. Auflage, Schäffer Poeschel, Stuttgart
Zwick (2003), Empirische Determinanten des Widerstandes von Mitarbeitern gegen Innovationen, Schmalenbachs Zeitschrift für betriebswirtschaftliche Forschung 55, 45-59
Freeman, Lazear (1995), An Economic Analysis of Works Councils, in Rogers, Streeck (eds.), Works Councils, Chicago, 27-50
Addison, Teixeira, Zwick (2010), Works Councils and the Anatomy of Wages, Industrial and Labor Relations Review 63 (2), 240-273
Atherton (1973), Theory of Union Bargaining Goals, Princeton University Press, Princeton, NJ.
Garibaldi (2006), Personnel Economics in Imperfect Labour Market, Oxford University Press, Oxford (chapter 6).
Mohrenweiser, Wydra-Somaggio, Zwick (2020), Information advantages of training employers despite credible training certificates, Oxford Economic Papers 72(3), 651-671.
Malmberg, Lindh, Halversson (2008), Productivity consequences of workforce aging: Stagnation or Horndal effect. In Prskawetz, Bloom, Lutz (eds.), Population and Development Review, Population Ageing, Human Capital Accumulation, and Productivity Growth (suppl. to Vol. 34), 238-256

Intended learning outcomes

The aim of the lectures is to enable students to understand and apply advanced theories, estimation techniques and empirical results in the area human resource management and industrial relations on the basis of scientific literature.

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

V (2) + Ü (2)
Module taught in: English

Module Catalogue for the Subject
Management International
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Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)
a) written examination (approx. 60 to 120 minutes) or b) portfolio (approx. 50 hours total) Language of assessment: English creditable for bonus
Allocation of places
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Additional information
--
Workload
150 h
Teaching cycle
Teaching cycle: summer semester
Referred to in LPO I (examination regulations for teaching-degree programmes)
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Module appears in
keinem Studiengang zugeordnet

Module Catalogue for the Subject
Management International
Master's with 1 major, 120 ECTS credits

Module title		Abbreviation
Efficiently Inefficient Financial Markets		12-M-EIFM-262-m01

Module coordinator	Module offered by
--	Faculty of Management and Economics

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

Duration	Module level	Other prerequisites
1 semester	--	--

Contents

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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 to 120 minutes) or
b) portfolio (approx. 50 hours total)
Language of assessment: English
creditable for bonus

Allocation of places

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Additional information

--

Workload

150 h

Teaching cycle

--

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

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Module appears in

keinem Studiengang zugeordnet

Module Catalogue for the Subject
Management International
Master's with 1 major, 120 ECTS credits

Module title		Abbreviation
Selected Topics in Management 1		12-M-STM1-262-m01

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

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

Duration	Module level	Other prerequisites
1 semester	graduate	--

Contents

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

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

Intended learning outcomes

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

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

V (2) + Ü (2)
Module taught in: English

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

a) written examination (approx. 60 to 120 minutes) or
b) portfolio (approx. 50 hours total)
Language of assessment: English
Assessment offered: In the semester in which the course is offered
creditable for bonus

Allocation of places

--

Additional information

--

Workload

150 h

Teaching cycle

Teaching cycle: no courses offered

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

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Module appears in

keinem Studiengang zugeordnet

Module Catalogue for the Subject
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Economics

(10 ECTS credits)

	Module Catalogue for the Subject
Julius-Maximilians-UNIVERSITÄT WÜRZBURG	Management International
	Master's with 1 major, 120 ECTS credits

Module title		Abbreviation
Strategic Decisions and Competition		12-M-SDC-262-m01

Module coordinator	Module offered by
holder of the Chair of Industrial Economics	Faculty of Management and Economics

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

Duration	Module level	Other prerequisites
1 semester	graduate	--

Contents

1. Strategic situations and decision making

2. Analyzing strategic situations with game theory

   1. Noncooperative simultaneous move games
   2. Nash equilibrium
   3. Models of oligopoly markets

3. Dynamic Games

   1. Two(-multi) stage games and subgame perfect equilibrium
   2. Role of commitment in dynamic situations
   3. Models of advertising
   4. Wage bargaining and unions

4. Repeated Games

   1. Emergence of coordination in long interactions
   2. Collusion between competing firms
   3. Time consistent monetary policy

5. Static games of incomplete Information

   1. Bayesian Nash equilibrium
   2. Auctions

6. Dynamic games of incomplete information

   1. Moral hazard and nonlinear pricing
   2. Perfect Bayesian equilibrium
   3. Signalling games
   4. Job-market signalling
   5. Corporate investment and capital structure

Intended learning outcomes

After successful completion of this class, the students should be familiar with economic models that can be used to shape managerial strategy and aid in making decisions in strategic situations. Especially, by making use of simple two stage games, they should be able to formulate dynamic policies in a wide variety of strategic situations. The students will acquire an intuitive understanding of the underlying economic mechanisms which emerge from the analysis of game theoretic models for a wide variety of strategic situations arising in industrial economics, marketing, organization, finance, trade and labor. Moreover, they will acquire skills which enable them to make predictions in strategic situations by making use of simple mathematical models. By means of completing case based exercises, they will learn to transform real life business situations to an appropriate economic model. Based on an analysis of this model, they will be able to devise optimal strategies and derive the corresponding managerial implications.

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Courses (type, number of weekly contact hours, language — if other than German)
V (2) + Ü (2) Module taught in: English
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)
a) written examination (approx. 60 to 120 minutes) or b) portfolio (approx. 50 hours total) Language of assessment: English creditable for bonus
Allocation of places
--
Additional information
--
Workload
150 h
Teaching cycle
Teaching cycle: winter semester
Referred to in LPO I (examination regulations for teaching-degree programmes)
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Module appears in
keinem Studiengang zugeordnet

Module Catalogue for the Subject
Management International
Master's with 1 major, 120 ECTS credits

Module title		Abbreviation
Incentives in Organizations		12-M-AO-262-m01

Module coordinator		Module offered by
holder of the Chair for Human Resource Management and Organisation		Faculty of Management and Economics

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

Duration	Module level	Other prerequisites	
1 semester	graduate	--	

Contents

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.

Outline of syllabus
1. Principal-agent theory
2. Do top managers earn too much? (application)
3. Performance-based payment
4. Implementation of performance-based payment in companies (application)
5. Seniority payment (with application)
6. Financial incentives to work after retirement (with application)
7. Wage bargaining (with application)
8. Efficiency wages (with case study)
9. Team incentives (with case study)

Literature
Milgrom and Roberts (1992), Economics, Organisation and Management, London.
Mishel and Sabadish (2013), CEO Pay in 2012 was extraordinarily high, EPI Issue Brief 367, Washington DC.
Fabbri and Marin (2016), What Explains the Rise in CEO Pay in Germany? A Panel Data Analysis for 1977-2009, Scandinavian Journal of Economics 118(2),235-263.Lazear (2000), Performance Pay and Productivity, American Economic Review 90, 1346-1361.
Lazear (1979), Why is there mandatoryretirement? Journal of Political Economy 87, 1261-1284. Hutchens (1989), Seniority, Wages and Productivity: A Turbulent Decade, Journal of Economic Perspectives 3 (4), 49-64.
Zwick (2011), ConsequencesofSeniorityWages on theEmploymentStructure, Industrial and Labor Relations Review 65(1), 108-125.
Lorenz and Zwick (2021), Money also issunny in a retiree´s world-financial incentives and work after retirement, Journal for Labour Market Research, 55 (21).
Bartolucci (2012), Credible Threats in a Wage Bargaining Model with on-the-job Search, Economic Letters, 117(3), 657-659.
Lukesch and Zwick (2023) Do outside options drive wage inequalities in retained jobs? Evidence from a natural experiment, British Journal of Industrial Relations, published online, https://doi.org/10.1111/bjir.12771.
Salop (1979), The model of the natural rate of unemployment, American Economic Review 69, 117–125.
Becker and Stigler (1974), Law enforcement, Malfeasance, andtheCompensationofEnforcers, Journal of Legal Studies III, 1-18.
Garibaldi (2006), Personnel Economics in Imperfect Labour Markets, Oxford University Press, Chapter 13.
Hjort (2014), Ethnic Divisions and Production in Firms, QuarterlyJournal of Economics, 1899-1946.
Kandel and Lazear (1992), Peer Pressure and Partnerships, Journal of Political Economy 100(4), 801817.

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.

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Courses (type, number of weekly contact hours, language — if other than German)
V (2) + Ü (2) Module taught in: English
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)
a) written examination (approx. 60 to 120 minutes) or b) portfolio (approx. 50 hours total) Language of assessment: English creditable for bonus
Allocation of places
--
Additional information
--
Workload
150 h
Teaching cycle
Teaching cycle: winter semester
Referred to in LPO I (examination regulations for teaching-degree programmes)
--
Module appears in
keinem Studiengang zugeordnet

Module Catalogue for the Subject
Management International
Master's with 1 major, 120 ECTS credits

Julius-Maximilians-UNIVERSITÄT WÜRZBURG

Module title	Abbreviation
Organizational Economics and Digital Transformation	12-M-OEDT-262-m01

Module coordinator	Module offered by
holder of the Junior Professorship of Applied Microeconomics, esp. Human-Machine Interaction	Faculty of Management and Economics

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

Duration	Module level	Other prerequisites
1 semester	graduate	--

Contents

The course Organizational Economics and Digital Transformation introduces advanced topics in organizational economics, with a focus on economic decision-making within organizations. Concepts and tools from microeconomic theory, as well as empirical findings from field studies and laboratory experiments, are incorporated, such as those related to performance measurement and incentives, organizational structure, and authority. Additionally, the course integrates key aspects of digital transformation shaping modern business landscapes. Thus, students not only gain a solid overview of the fundamental principles of organizational economics but also insights into the challenges, opportunities, and strategies associated with the digital transformation of businesses.

Intended learning outcomes

With this course,
- students will be able to understand and reflect on modern microeconomic concepts and current organizational economics.
- students will learn to master and apply quantitative microeconomic methods.
- students will be enabled to classify and relate specialized knowledge from theoretical microeconomics, experimental and empirical microeconomics, business administration, and psychology.
- students learn how digital transformation impacts organizations and their architecture.

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

V (2) + Ü (2)
Module taught in: English

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

a) written examination (approx. 60 to 120 minutes) or
b) portfolio (approx. 50 hours total)
Language of assessment: English
Assessment offered: In the semester in which the course is offered
creditable for bonus

Allocation of places

--

Additional information

--

Workload

150 h

Teaching cycle

Teaching cycle: after announcement

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

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Module appears in

Module Catalogue for the Subject
Management International
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keinem Studiengang zugeordnet

Module Catalogue for the Subject
Management International
Master's with 1 major, 120 ECTS credits

Module title		Abbreviation
International Trade and the Multinational Firm		12-M-ITMF-262-m01

Module coordinator		Module offered by
holder of the Chair of International Economics		Faculty of Management and Economics

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

Duration	Module level	Other prerequisites
1 semester	graduate	--

Contents

Content
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.]

Outline
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

Literature:
The module draws heavily on articles from scholarly journals and handbooks.
A detailed list of references with further references, notably journal articles, is provided with each chapter of the lecture.
Material from the following books is also used:

Helpman, E. (2011). Understanding Global Trade. Princeton University Press.
Feenstra, R.C. (2016). Advanced International Trade. Theory and Evidence. Princeton University Press, Second Edition
Caves, R., R.W. Jones and J.A. Frankel (2007). World Trade and Payments. Addison Wesley
Bhagwati, J., A. Panagariya and T. N. Srinivasan (1998). Lectures on International Trade. Second Edition. MIT Press
Gandolfo, G. (1998). International Trade Theory and Policy. Springer-Verlag, Berlin and New York
Markusen, J.R., J.R. Melvin, W.H. Kaempfer, K. E. Maskus (1995). International Trade. McGrawHill
Barba Navaretti, G. and A.J. Venables (2004). Multinational Firms in the World Economy. Princeton University Press

Intended learning outcomes

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

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

V (2) + Ü (2)
Module taught in: English

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

a) written examination (approx. 60 to 120 minutes) or
b) portfolio (approx. 50 hours total)

Module Catalogue for the Subject
Management International
Master's with 1 major, 120 ECTS credits

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
--
Workload
150 h
Teaching cycle
Teaching cycle: winter semester
Referred to in LPO I (examination regulations for teaching-degree programmes)
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Module appears in
keinem Studiengang zugeordnet

Module Catalogue for the Subject
Management International
Master's with 1 major, 120 ECTS credits

Module title		Abbreviation
Monetary Policy and the Financial System		12-M-EG1-262-m01

Module coordinator		Module offered by
head of the Work Group of Empirical Economics		Faculty of Management and Economics

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

Duration	Module level	Other prerequisites
1 semester	graduate	--

Contents

This module is 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.

Intended learning outcomes

Students will acquire a thorough understanding of the theory and practice of monetary policy. Students gain expertise on institutional aspects and theoretical monetary models. Having completed the module, students will be able to understand current developments in monetary policy and and apply models and theories to analyze and evaluate these.
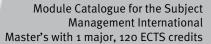
Courses (type, number of weekly contact hours, language — if other than German)

V (2) + Ü (2)
Module taught in: English

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

a) written examination (approx. 60 to 120 minutes) or
b) portfolio (approx. 50 hours total)
Language of assessment: English
Assessment offered: In the semester in which the course is offered
creditable for bonus

Allocation of places

--

Additional information

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Workload

150 h

Teaching cycle

Teaching cycle: after announcement

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

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Module appears in

keinem Studiengang zugeordnet

Module Catalogue for the Subject
Management International
Master's with 1 major, 120 ECTS credits

Module title	Abbreviation
Empirical International Trade	12-M-ETT-262-m01

Module coordinator	Module offered by
holder of the Junior Professorship of Quantitative International and Environmental Economics	Faculty of Management and Economics

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

Duration	Module level	Other prerequisites
1 semester	graduate	--

Contents

What are the effects of regional trade agreements? How effective is the World Trade Organization in fostering international trade flows? How strong are the responses to tariff changes, such as the ones implemented in the US-China trade war? These are some examples of questions tackled in empirical international trade. Empirical research in international trade is characterized by a tight link between economic theory and econometric specifications. The course will introduce the gravity model of international trade, which is the workhorse model in empirical trade research. Based on a theoretical derivation of the model, students will learn both how to estimate the corresponding structural econometric model and how to use the model to perform counterfactual policy analyses. Using the trade gravity expression as a starting point, closely related models for example for international migration, FDI flows, or carbon emissions embodied in international trade will also be considered.

Besides the lectures, the course will also contain computer exercises in which the students will implement the different estimations and simulations themselves. At the end of the term, students will write a term paper in which they perform their own empirical investigation of a trade policy measure.

Intended learning outcomes

- knowledge of key concepts in empirical international trade
- reproduction of theoretical and econometric arguments in the recent empirical trade literature
- implementation of econometric and general equilibrium analysis on the computer
- own empirical analysis

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

V (2) + Ü (2)
Module taught in: English

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

a) written examination (approx. 60 to 120 minutes) or
b) portfolio (approx. 50 hours total)
Language of assessment: English
creditable for bonus

Allocation of places

20 places
WA1:
(1) Should the number of applications exceed the number of available places, places will be allocated by lot among all applicants irrespective of their subjects.
(2) Places on all courses of the module with a restricted number of places will be allocated in the same procedure.
(3) A waiting list will be maintained and places re-allocated by lot as they become available.

Additional information

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Workload

150 h

Module Catalogue for the Subject
Management International
Master's with 1 major, 120 ECTS credits

Teaching cycle
Teaching cycle: summer semester
Referred to in LPO I (examination regulations for teaching-degree programmes)
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Module appears in
keinem Studiengang zugeordnet

Module Catalogue for the Subject
Management International
Master's with 1 major, 120 ECTS credits

Module title	Abbreviation
Selected Topics in Economics	12-M-STE-262-m01

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

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

Duration	Module level	Other prerequisites
1 semester	graduate	--

Contents

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

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

Intended learning outcomes

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

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

V (2) + Ü (2)
Module taught in: English

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

a) written examination (approx. 60 to 120 minutes) or
b) portfolio (approx. 50 hours total)
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

Teaching cycle: after announcement

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

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Module appears in

keinem Studiengang zugeordnet

Module Catalogue for the Subject
Management International
Master's with 1 major, 120 ECTS credits

Data Analytics

(10 ECTS credits)

Module Catalogue for the Subject
Management International
Master's with 1 major, 120 ECTS credits

Module title			Abbreviation	
Analytical Information Systems			12-M-BI-262-m01	

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

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

Duration	Module level		Other prerequisites	
1 semester	graduate		--	

Contents

The course provides a comprehensive introduction to data management, statistical methods, and machine learning. The module covers topics such as SQL, data integration, streaming data, and various learning methods in artificial intelligence, including neural networks.

Intended learning outcomes

- Understand data management, including data entry, annotation, and manipulation.
- Learn general statistical techniques for data inspection, exploration, and analysis.
- Effectively use machine learning approaches to perform predictive analytics.

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

V (2) + Ü (2)
Module taught in: English

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

a) written examination (approx. 60 to 120 minutes) or
b) portfolio (approx. 50 hours total)
Language of assessment: English
creditable for bonus

Allocation of places

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Additional information

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Workload

150 h

Teaching cycle

Teaching cycle: summer semester

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

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Module appears in

keinem Studiengang zugeordnet

Module Catalogue for the Subject
Management International
Master's with 1 major, 120 ECTS credits

Module title		Abbreviation
Policy and Management Evaluation Methods		12-M-PEM-262-m01

Module coordinator	Module offered by
holder of the Chair of Data Science in Business and Economics	Faculty of Management and Economics

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

Duration	Module level	Other prerequisites
1 semester	graduate	--

Contents

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.

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.

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 *what* 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.

Intended learning outcomes

At the end of the course, students should be able to understand basic concepts and methods of causal inference, as well as read, interpret, and assess the credibility of scientific publications. In addition, the course serves as preparation for advanced statistics and econometrics courses.

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

V (2) + Ü (2)
Module taught in: English

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

a) written examination (approx. 60 to 120 minutes) or
b) portfolio (approx. 50 hours total)
Language of assessment: English
creditable for bonus

Allocation of places

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Additional information

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Workload

150 h

Teaching cycle

Teaching cycle: summer semester

Module Catalogue for the Subject
Management International
Master's with 1 major, 120 ECTS credits

Referred to in LPO I (examination regulations for teaching-degree programmes)
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Module appears in
keinem Studiengang zugeordnet

Module Catalogue for the Subject
Management International
Master's with 1 major, 120 ECTS credits

Module title	Abbreviation
Econometrics 1	12-M-OE1-262-m01

Module coordinator	Module offered by
holder of the Chair of Econometrics	Faculty of Management and Economics

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

Duration	Module level	Other prerequisites
1 semester	graduate	--

Contents

Description:
This module deals with the basic concept and methodology of the ordinary least squares (OLS) regression model. In particular, model assumptions and properties are discussed and formally motivated. In addition, the module examines linear restrictions on the model's explanatory variables as well as dummy variables and introduces tests to verify simple and multiple linear restrictions.

Linear algebra is used as formal aid.

Outline of syllabus:
1. Random variables
2. Important distributions
3. Point estimates
4. Simple linear regression model
5. Model assumptions
6. Model properties
7. Simple hypothesis tests
8. Multiple linear regression model
9. Linear restrictions
10. Dummy variables
11. Multiple hypothesis tests

Intended learning outcomes

The students acquire knowledge of the basics, concepts and methods used in the classical linear regression model and understand the role of econometrics in science and data analysis. In particular, they learn how to analytically derive, calculate and interpret the coefficients, standard errors and p-values of a classic regression output of the multiple regression model. Furthermore, they are able to 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.
The competences acquired in this course serve as a prerequisite for "Econometrics II", "Econometrics III", "Microeconometrics" und "Financial Econometrics".

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

V (2) + Ü (2)
Module taught in: English

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

a) written examination (approx. 60 to 120 minutes) or
b) portfolio (approx. 50 hours total)
Language of assessment: English
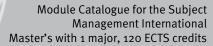creditable for bonus

Allocation of places

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Module Catalogue for the Subject
Management International
Master's with 1 major, 120 ECTS credits

Additional information		
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Workload		
150 h		
Teaching cycle		
Teaching cycle: each semester		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
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Module appears in		
keinem Studiengang zugeordnet		

Module Catalogue for the Subject
Management International
Master's with 1 major, 120 ECTS credits

Module title	Abbreviation
Econometrics 2	12-M-OE2-262-m01

Module coordinator	Module offered by
holder of the Chair of Econometrics	Faculty of Management and Economics

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

Duration	Module level	Other prerequisites
1 semester	graduate	--

Contents

Description:
This module deals with the basics, concepts and methods of the generalized least squares (GLS) framework. Partly as a motivation for the GLS model and partly for its own right, different specification and data problems as well as violations of model assumptions of the OLS estimator (as introduced in "Ökonometrie I" ("Econometrics I")) are discussed. This includes multicollinearity, a test for structural breaks, heteroskedastiticy and autocorrelation.
Linear algebra is used as formal aid.

Syllabus:
1. Specification analysis
2. Multicollinearity
3. Heteroskedastiticy
4. Autocorrelated disruptive terms
5. Generalized least squares (GLS)

Intended learning outcomes

Students acquire essential knowledge of the fundamentals, methods and concepts for estimating the generalized linear regression model (GLS) and can apply and interpret it. They are sensitized for specification problems, data problems and violations of the assumptions of the classical linear model (OLS) in order to be able to recognize, to assess and therefore adequately deal with these problems in theory and practice. This enables them to critically assess the use of the estimation methods in scientific work, to work independently on adequate implementation of empirical analyzes and to answer selected (economic) scientific issues if available data with the above-mentioned involved problems. The competences acquired in this course serve as a prerequisite for "Econometrics III", "Microeconometrics" und "Financial Econometrics".

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

V (2) + Ü (2)
Module taught in: English

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

a) written examination (approx. 60 to 120 minutes) or
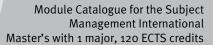b) portfolio (approx. 50 hours total)
Language of assessment: English
creditable for bonus

Allocation of places

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Additional information

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Workload

150 h

Module Catalogue for the Subject
Management International
Master's with 1 major, 120 ECTS credits

Teaching cycle
Teaching cycle: summer semester
Referred to in LPO I (examination regulations for teaching-degree programmes)
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Module appears in
keinem Studiengang zugeordnet

Module Catalogue for the Subject
Management International
Master's with 1 major, 120 ECTS credits

Module title			Abbreviation
Selected Topics in Business Analytics			12-M-STDA-262-m01

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

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

Duration	Module level	Other prerequisites
1 semester	graduate	--

Contents

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

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

Intended learning outcomes

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

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

V (2) + Ü (2)
Module taught in: English

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

a) written examination (approx. 60 to 120 minutes) or
b) portfolio (approx. 50 hours total)
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

Teaching cycle: after announcement

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

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Module appears in

keinem Studiengang zugeordnet

Module Catalogue for the Subject
Management International
Master's with 1 major, 120 ECTS credits

Career Development

(10 ECTS credits)

Module Catalogue for the Subject
Management International
Master's with 1 major, 120 ECTS credits

Module title		Abbreviation
Intercultural Communication		12-M-IC-262-m01

Module coordinator		Module offered by
--		Faculty of Management and Economics

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

Duration	Module level	Other prerequisites
1 semester	--	--

Contents

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Intended learning outcomes

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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)

a) written examination (approx. 60 to 120 minutes) or
b) portfolio (approx. 50 hours total)
Language of assessment: English
Assessment offered: In the semester in which the course is offered
creditable for bonus

Allocation of places

25 places.
WA1:
(1) Should the number of applications exceed the number of available places, places will be allocated by lot among all applicants irrespective of their subjects. (2) Places on all courses of the module with a restricted number of places will be allocated in the same procedure. (3) A waiting list will be maintained and places re-allocated by lot as they become available.

Additional information

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Workload

150 h

Teaching cycle

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

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Module appears in

keinem Studiengang zugeordnet

Module Catalogue for the Subject
Management International
Master's with 1 major, 120 ECTS credits

Module title		Abbreviation
Corporate Engagement		12-M-CEN-262-m01

Module coordinator		Module offered by
--		Faculty of Management and Economics

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

Duration	Module level	Other prerequisites
1 semester	--	--

Contents

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Intended learning outcomes

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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)

a) written examination (approx. 60 to 120 minutes) or
b) portfolio (approx. 50 hours total)
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

keinem Studiengang zugeordnet

Module Catalogue for the Subject
Management International
Master's with 1 major, 120 ECTS credits

Module title	Abbreviation
Selected Topics in Career Development	12-M-STC-262-m01

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

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

Duration	Module level	Other prerequisites
1 semester	graduate	--

Contents

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

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

Intended learning outcomes

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

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

V (2) + Ü (2)
Module taught in: English

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

a) written examination (approx. 60 to 120 minutes) or
b) portfolio (approx. 50 hours total)
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

--

Workload

150 h

Teaching cycle

Teaching cycle: after announcement

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

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Module appears in

keinem Studiengang zugeordnet

Module Catalogue for the Subject
Management International
Master's with 1 major, 120 ECTS credits

Career Development

(5 ECTS credits)

Module Catalogue for the Subject
Management International
Master's with 1 major, 120 ECTS credits

Module title		Abbreviation
Research in Behavioral Economics		12-M-RBE-262-m01

Module coordinator		Module offered by
--		Faculty of Management and Economics

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

Duration	Module level	Other prerequisites
1 semester	--	--

Contents

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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)

a) written examination (approx. 60 to 120 minutes) or
b) portfolio (approx. 50 hours total)
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

keinem Studiengang zugeordnet

Module Catalogue for the Subject
Management International
Master's with 1 major, 120 ECTS credits

Module title	Abbreviation
Research in Finance & Accounting	12-M-SC-262-m01

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

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

Duration	Module level	Other prerequisites
1 semester	graduate	--

Contents

Research and research skills are foundational to driving business success in a world where information is abundant and constantly evolving. They provide businesses and professionals with the tools needed to navigate complexity, innovate effectively, and compete on a global scale. In today's data-driven landscape, businesses rely on thorough research to make informed decisions. Research skills enable professionals to gather, analyze, and interpret data effectively, ensuring that decisions are based on solid evidence rather than intuition. Moreover, the modern business environment is characterized by rapid change. Continuous learning, facilitated by strong research skills, helps individuals and organizations remain adaptable. These skills enable professionals to keep up with industry developments, technological advancements, and shifts in consumer behavior, ensuring that they are always equipped to respond to new challenges and opportunities. This module is designed to equip students with the skills necessary to conduct rigorous empirical research.

Outline
- Introduction to current research
- How to develop a research question
- How to conduct research
- Introduction to various data sources
- Introduction to applied research methods
- Visualizing research findings

Intended learning outcomes

Upon completion of this module, students will be able to:
- Identify and motivate a relevant research question;
- Find relevant scientific literature and interpret it with regard to a specific research question;
- Address a research question using empirical analyses.

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

V (2) + Ü (2)
Module taught in: English

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

a) written examination (approx. 60 to 120 minutes) or
b) portfolio (approx. 50 hours total)
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

Module Catalogue for the Subject
Management International
Master's with 1 major, 120 ECTS credits

Teaching cycle
Teaching cycle: after announcement
Referred to in LPO I (examination regulations for teaching-degree programmes)
--
Module appears in
keinem Studiengang zugeordnet

Module Catalogue for the Subject
Management International
Master's with 1 major, 120 ECTS credits

Module title	Abbreviation
Marketing Research	12-M-SM-262-m01

Module coordinator	Module offered by
holder of the Chair of Business Administration and Marketing	Faculty of Management and Economics

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

Duration	Module level	Other prerequisites
1 semester	graduate	--

Contents

This course provides students with a comprehensive understanding of the principles and processes of conducting effective marketing research. This includes, for example, understanding latent constructs, designing data collection methods and questionnaires, and setting up experiments. In addition, students will learn techniques for data analysis and interpretation using SPSS, covering univariate, bivariate and multivariate analysis methods to derive actionable insights from the research results.

Rough course structure:
- Basics and process of marketing research
- Introduction to marketing research
- Latent constructs
- Data collection & questionnaire design
- Experimental set-up

Data analysis and interpretation
- Introduction to SPSS
- Univariate and bivariate analysis methods
- Multivariate analysis methods (various forms of regression analysis; analysis of variance; conjoint analysis; mediation analysis; structural equation modeling)

Intended learning outcomes

Through theoretical considerations as well as practical exercises and case studies, students develop the necessary skills to collect and analyze data in order to make strategic marketing decisions.

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

V (2) + Ü (2)
Module taught in: English

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

a) written examination (approx. 60 to 120 minutes) or
b) portfolio (approx. 50 hours total)
Language of assessment: English
creditable for bonus

Allocation of places

--

Additional information

--

Workload

150 h

Teaching cycle

Teaching cycle: after announcement

Module Catalogue for the Subject
Management International
Master's with 1 major, 120 ECTS credits

Referred to in LPO I (examination regulations for teaching-degree programmes)
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Module appears in
keinem Studiengang zugeordnet

Module Catalogue for the Subject
Management International
Master's with 1 major, 120 ECTS credits

Module title	Abbreviation
Selected Topics in Research	12-M-STR-262-m01

Module coordinator	Module offered by
--	Faculty of Management and Economics

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

Duration	Module level	Other prerequisites
1 semester	--	--

Contents

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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 to 120 minutes) or
b) portfolio (approx. 50 hours total)
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

keinem Studiengang zugeordnet

Module Catalogue for the Subject
Management International
Master's with 1 major, 120 ECTS credits

Compulsory core electives 2: Track

(30 ECTS credits)

Module Catalogue for the Subject
Management International
Master's with 1 major, 120 ECTS credits

Track 1: Finance & Accounting

(30 ECTS credits)

Module Catalogue for the Subject
Management International
Master's with 1 major, 120 ECTS credits

Core Electives

(20 ECTS credits)

Module Catalogue for the Subject
Management International
Master's with 1 major, 120 ECTS credits

Module title	Abbreviation
Group Accounting	12-M-GA-262-m01

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

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

Duration	Module level	Other prerequisites
1 semester	graduate	--

Contents

As businesses expand, the complexity of managing and reporting financial information across multiple subsidiaries and countries increases dramatically. Group accounting is crucial for companies operating on a large scale, as it involves consolidating diverse financial data into a single, cohesive set of financial statements that reflect the financial status of the entire corporation. This module covers the necessary knowledge to prepare and interpret consolidated financial statements under the International Financial Reporting Standards (IFRS). We will discuss the basic principles of group accounting and provide in-depth knowledge of the relevant standards. Students get to know the different types of mergers, acquisitions, and investments and the accounting methods needed to inform stakeholders about these activities. Students learn why consolidated financial statements are relevant and how the consolidation process works. In addition, we cover various recent topics in group accounting, e.g., the treatment of goodwill and why regulating it is becoming increasingly difficult.

Outline
- Economic principles of group accounting
- Scope of consolidation
- Preliminary measures
- Capital consolidation
- Debt consolidation
- Consolidation of revenues and expenses
- At-equity consolidation

Intended learning outcomes

Upon completion of this module, students will be able to:
- Explain the essential concepts and elements of group accounting;
- Prepare consolidated financial statements and solve relevant consolidation issues;
- Recognize the necessity of consolidated financial statements and critically evaluate consolidated financial statements.

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

V (2) + Ü (2)
Module taught in: English

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

a) written examination (approx. 60 to 120 minutes) or
b) portfolio (approx. 50 hours total)
Language of assessment: English
creditable for bonus

Allocation of places

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Additional information

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Module Catalogue for the Subject
Management International
Master's with 1 major, 120 ECTS credits

Workload
150 h
Teaching cycle
Teaching cycle: winter semester
Referred to in LPO I (examination regulations for teaching-degree programmes)
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Module appears in
keinem Studiengang zugeordnet

Module Catalogue for the Subject
Management International
Master's with 1 major, 120 ECTS credits

Module title	Abbreviation
Advanced Financial Accounting	12-M-AFA-262-m01

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

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

Duration	Module level	Other prerequisites
1 semester	graduate	--

Contents

Transparent reporting of large corporations and multinational enterprises are challenging for modern accounting systems. This module addresses recent developments in financial and non-financial accounting, ensuring that students are up-to-date with the current accounting landscape. It is designed for students who have a basic understanding of financial or non-financial accounting and seek to explore complex accounting issues in greater depth. Topics can vary depending on the current issues in practice or research. Former topics include accounting for financial instruments, revenue recognition, or the latest developments in sustainability reporting. The module is taught through a combination of lectures, exercises, and practical case studies. Guest lectures from industry experts are incorporated to provide real-world insights into advanced accounting practices.

Intended learning outcomes

By the end of this module, students will be able to:
- Solve and analyze complex financial and non-financial accounting tasks.
- Analyze and interpret reporting data to support decision-making in various business contexts.
- Stay informed and adapt to evolving accounting standards and practices.

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

V (2) + Ü (2)
Module taught in: English

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

a) written examination (approx. 60 to 120 minutes) or
b) portfolio (approx. 50 hours total)
Language of assessment: English
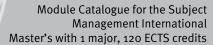creditable for bonus

Allocation of places

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Additional information

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Workload

150 h

Teaching cycle

Teaching cycle: summer semester

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

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Module appears in

keinem Studiengang zugeordnet

Module Catalogue for the Subject
Management International
Master's with 1 major, 120 ECTS credits

Module title	Abbreviation
Accounting and Capital Markets	12-M-REKA-262-m01

Module coordinator	Module offered by
holder of the Chair of Business Management, Controlling and Accounting	Faculty of Management and Economics

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

Duration	Module level	Other prerequisites
1 semester	graduate	--

Contents

The module focuses on financial and management accounting, their functions, possible configurations as well as their impact on internal and external recipients under consideration of the institutional setting. In this context, an economic perspective has priority over detailed legal arrangements and regulations by the standard setters. Based on the theoretical foundations of information economics as well as decision-making and balance sheet theories, questions regarding cost accounting, management control systems, behavioral control and decision-making functions of accounting, quality of financial reporting, and publicity are discussed.

Intended learning outcomes

Initially, students acquire a fundamental knowledge of the conception and impact of management and financial accounting as information systems, as well as the economic impacts of the configuration of management and financial accounting. They understand analytical and empirical models from relevant research literature and can interpret and explain the results. Upon completion of the course, the students are able to assess and evaluate the impacts of changes in institutional general frameworks such as changes in valuation standards, publicity rules or regulations about the distribution of profits in enterprises and on capital markets.

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

V (2) + Ü (2)
Module taught in: English

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

a) written examination (approx. 60 to 120 minutes) or
b) portfolio (approx. 50 hours total)
Language of assessment: English
creditable for bonus

Allocation of places

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Additional information

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Workload

150 h

Teaching cycle

Teaching cycle: summer semester

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

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Module appears in

keinem Studiengang zugeordnet

Module Catalogue for the Subject
Management International
Master's with 1 major, 120 ECTS credits

Module title	Abbreviation
Tax Planning	12-M-SP-262-m01

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

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

Duration	Module level	Other prerequisites
1 semester	graduate	--

Contents

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.

Part I
1. Introduction
2. The Influence of Taxes on Investment Decisions According to the "Standard Model"
3. Tax facts
4. Extensions of the Standard Model
5. Neutral profit taxation
6. Taxation and financing decisions
7. Tax planning for corporations
8. Taxation of Labor and Capital in Different Legal Forms

Part II
1. Taxation of cross border investments and tax reform

Intended learning outcomes

This course enables students to
(i) combine their knowledge of tax law with microeconomic analyses in the areas of corporate and personal finance;
(ii) analyze the effect of taxes on fundamental economic decisions, e.g. investment and financing decisions, evaluation of investment, financial assets, forms of remuneration for employees including managing and assessing;
(iii) read and discuss research and policy papers in the field of taxation.

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

V (2) + Ü (2)
Module taught in: English

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

a) written examination (approx. 60 to 120 minutes) or
b) portfolio (approx. 50 hours total)
Language of assessment: English
creditable for bonus

Allocation of places

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Additional information

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Workload

150 h

Module Catalogue for the Subject
Management International
Master's with 1 major, 120 ECTS credits

Teaching cycle
Teaching cycle: winter semester
Referred to in LPO I (examination regulations for teaching-degree programmes)
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Module appears in
keinem Studiengang zugeordnet

Module Catalogue for the Subject
Management International
Master's with 1 major, 120 ECTS credits

Module title		Abbreviation
Portfolio and Capital Market Theory		12-M-CF2-262-m01

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

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

Duration	Module level	Other prerequisites
1 semester	graduate	--

Contents

This module conveys profound knowledge of individual portfolio choices and on this basis the most important capital market theory (namely capital asset pricing model) is introduced, including its assumptions, implications and extensions. Syllabus:
1. Modern Portfolio Selection
    1. 2 Asset-Case
    2. Multiple-Asset-Case
    3. Critique of Portfolio Theory
2. Capital Asset Pricing Model
    1. Assumptions and Derivation
    2. Implications
3. Empirical Aspects, Extensions and Alternatives

Intended learning outcomes

This module enables the students
(i) to explain and to determine the optimal capital market position of an investor given the different investment opportunities and individual utility function;
(ii) to understand and use the central CAPM propositions for valuating risky assets.

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

V (2) + Ü (2)
Module taught in: English

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

a) written examination (approx. 60 to 120 minutes) or
b) portfolio (approx. 50 hours total)
Language of assessment: English
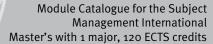creditable for bonus

Allocation of places

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Additional information

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Workload

150 h

Teaching cycle

Teaching cycle: summer semester

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

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Module appears in

keinem Studiengang zugeordnet

Module Catalogue for the Subject
Management International
Master's with 1 major, 120 ECTS credits

Module title		Abbreviation
Empirical Banking and Finance		12-M-EBF-262-m01

Module coordinator	Module offered by
--	Faculty of Management and Economics

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

Duration	Module level	Other prerequisites
1 semester	--	--

Contents

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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 to 120 minutes) or
b) portfolio (approx. 50 hours total)
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

keinem Studiengang zugeordnet

Module Catalogue for the Subject
Management International
Master's with 1 major, 120 ECTS credits

Module title		Abbreviation
Banking and Regulation		12-M-BR-262-m01

Module coordinator		Module offered by
--		Faculty of Management and Economics

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

Duration	Module level	Other prerequisites
1 semester	--	--

Contents

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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 to 120 minutes) or
b) portfolio (approx. 50 hours total)
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

keinem Studiengang zugeordnet

Module Catalogue for the Subject
Management International
Master's with 1 major, 120 ECTS credits

Module title	Abbreviation
Selected Topics in Finance & Accounting 1	12-M-TFA1-262-m01

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

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

Duration	Module level	Other prerequisites
1 semester	graduate	--

Contents

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

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

Intended learning outcomes

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

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

V (2) + Ü (2)
Module taught in: English

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

a) written examination (approx. 60 to 120 minutes) or
b) portfolio (approx. 50 hours total)
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

Teaching cycle: no courses offered

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

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Module appears in

keinem Studiengang zugeordnet

Module Catalogue for the Subject
Management International
Master's with 1 major, 120 ECTS credits

Seminar

(10 ECTS credits)

Module Catalogue for the Subject
Management International
Master's with 1 major, 120 ECTS credits

Module title	Abbreviation
Advanced Seminar: Finance & Accounting	12-M-ASFA-262-m01

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

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

Duration	Module level	Other prerequisites
1 semester	graduate	Successfully completing a module from the "Research" sub-area of the elective subject area I is strongly recommended.

Contents

The "Finance & Accounting" seminar deepens the understanding of complex financial and accounting practices at an advanced level. It provides an in-depth insight into topics such as financial analysis, capital market theory, company valuation, risk management and international accounting standards. Guest lectures by experts from the financial sector and auditing offer insights into current trends and practices.

Intended learning outcomes

By combining theoretical concepts with practical case studies and projects, students acquire advanced skills in analyzing and interpreting financial data as well as strategic planning and decision-making in finance.

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)

portfolio (100 to 150 hours total)
Language of assessment: English

Allocation of places

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Additional information

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Workload

300 h

Teaching cycle

Teaching cycle: after announcement

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

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Module appears in

keinem Studiengang zugeordnet

Module Catalogue for the Subject
Management International
Master's with 1 major, 120 ECTS credits

Track 2: Operations & Information Management

(30 ECTS credits)

Module Catalogue for the Subject
Management International
Master's with 1 major, 120 ECTS credits

Core Electives

(20 ECTS credits)

Module Catalogue for the Subject
Management International
Master's with 1 major, 120 ECTS credits

Module title		Abbreviation
Global Logistics & Supply Chain Management		12-M-GLSC-262-m01

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

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

Duration	Module level	Other prerequisites
1 semester	graduate	--

Contents

The course "Global Logistics & Supply Chain Management" acquaints students with advanced methods for the planning of global production networks and demonstrates the application of these with the help of multiple case studies.

Intended learning outcomes

After completing this course students can
(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 to 120 minutes) or
b) portfolio (approx. 50 hours total)
Language of assessment: English
creditable for bonus

Allocation of places

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Additional information

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Workload

150 h

Teaching cycle

Teaching cycle: winter semester

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

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Module appears in

keinem Studiengang zugeordnet

Module Catalogue for the Subject
Management International
Master's with 1 major, 120 ECTS credits

Module title		Abbreviation
Strategic Management of Global Supply Chains		12-M-SMGS-262-m01

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

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

Duration	Module level	Other prerequisites
1 semester	graduate	--

Contents

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)

a) written examination (approx. 60 to 120 minutes) or
b) portfolio (approx. 50 hours total)
Language of assessment: English
creditable for bonus

Allocation of places

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Additional information

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Workload

150 h

Teaching cycle

Teaching cycle: no courses offered

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

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Module appears in

keinem Studiengang zugeordnet

Module Catalogue for the Subject
Management International
Master's with 1 major, 120 ECTS credits

Module title	Abbreviation
Enterprise AI	12-M-EAI-262-m01

Module coordinator	Module offered by
holder of the Chair of Business Informatics and AI for Enterprise	Faculty of Management and Economics

ECTS	Method of grading	Only after succ. compl. of module(s)	
5	numerical grade	--	
Duration	**Module level**	**Other prerequisites**	
1 semester	graduate	--	

Contents

Introduction to Enterprise AI
Business Requirements for AI Systems
ML Ops I: Data Engineering
ML Ops II: Obtaining Training Data
ML Ops III: Data Preprocessing
ML Ops IV: Feature Engineering
ML Ops V: Modeling & Evaluation
ML Ops VI: Deployment
ML Ops VII: System Monitoring
ML Ops VIII: Updating in Production
Instrastructure and Tools
Managing Machine Learning Teams

Intended learning outcomes

In this course, you will learn the fundamentals for developing, deploying and maintaining machine learning systems in companies (MLOps). This includes an understanding of the associated IT infrastructure as well as staffing and organizational forms for managing machine learning and data science teams.

You will refine and test your skills by practicing the theoretical concepts during exercise sessions. This includes a team project, where you and your peers will develop and deploy your own machine learning system.

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

V (2) + Ü (2)
Module taught in: English

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

a) written examination (approx. 60 to 120 minutes) or
b) portfolio (approx. 50 hours total)
Language of assessment: English
Assessment offered: In the semester in which the course is offered
creditable for bonus

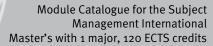### Allocation of places

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Additional information

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Workload

150 h

Teaching cycle

Teaching cycle: summer semester

Module Catalogue for the Subject
Management International
Master's with 1 major, 120 ECTS credits

Referred to in LPO I (examination regulations for teaching-degree programmes)
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Module appears in
keinem Studiengang zugeordnet

Module Catalogue for the Subject
Management International
Master's with 1 major, 120 ECTS credits

Module title	Abbreviation
Practical Data Science	12-M-ATDS-262-m01

Module coordinator	Module offered by
holder of the Chair of Business Informatics and AI for Enterprise	Faculty of Management and Economics

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

Duration	Module level	Other prerequisites
1 semester	graduate	--

Contents

In this course, students work on advanced data science projects. The course covers the entire data science workflow from data collection to data preparation to modeling, evaluation and deployment. By following a top-down teaching approach, students are enabled to apply complex machine learning models from the beginning.

Intended learning outcomes

As part of the course work, students will acquire knowledge and skills in the following areas:
1. Becoming familiar with the principles and frameworks in the research area of Data Science.
2. Apply machine learning and deep learning frameworks to structured and unstructured data
3. Design, implementation and evaluation of key algorithms within an end-to-end workflow in the field of Data Science
4. Application of Jupyter notebooks and their infrastructure (collection, storage, retrieval, and analysis of data)
5. Understanding of a data-driven & analytical approach to decision problems

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

V (2) + Ü (2)
Module taught in: English

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

a) written examination (approx. 60 to 120 minutes) or
b) portfolio (approx. 50 hours total)
Language of assessment: English
Assessment offered: In the semester in which the course is offered
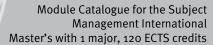creditable for bonus

Allocation of places

Number of places: 35.
WA:
Should the number of applications exceed the number of available places, places will be allocated as follows:
(1) Students who already have successfully completed courses offered by the supervising chair will be given preferential consideration.
a. Among applicants with the same number of successfully completed modules, places will be allocated according to the total number of ECTS credits achieved in the corresponding modules.
b. When places are allocated in accordance with b) and the number of applications exceeds the number of available places, places will be allocated according to the average grade of assessments taken in the corresponding courses.
c. Among applicants with the same average grade, places will be allocated by lot.
(2) Any remaining places are available to students who have not yet successfully completed any courses of the supervising chair. The selection is made according to study progress (number of semesters); among applicants with the same number of semesters, places will be allocated by lot. A waiting list will be maintained and places re-allocated as they become available.

Additional information

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Module Catalogue for the Subject
Management International
Master's with 1 major, 120 ECTS credits

Workload
150 h
Teaching cycle
Teaching cycle: no courses offered
Referred to in LPO I (examination regulations for teaching-degree programmes)
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Module appears in
keinem Studiengang zugeordnet

Module Catalogue for the Subject
Management International
Master's with 1 major, 120 ECTS credits

Module title	Abbreviation
Seminar: Supply Chain Competition	12-M-SCC-262-m01

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

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

Duration	Module level	Other prerequisites
1 semester	graduate	--

Contents

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

Intended learning outcomes

After completing this seminar students

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

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

S (2)
Module taught in: English

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

a) written examination (approx. 60 to 120 minutes) or
b) portfolio (approx. 50 hours total)
Language of assessment: English
Assessment offered: Once a year, winter semester
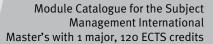creditable for bonus

Allocation of places

Number of places: 12.
WA:
Should the number of applications exceed the number of available places, places will be allocated as follows:
(1) Students who already have successfully completed courses offered by the supervising chair will be given pre-ferential consideration.
a. Among applicants with the same number of successfully completed modules, places will be allocated accor-ding 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 correspon-ding 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

Module Catalogue for the Subject
Management International
Master's with 1 major, 120 ECTS credits

Teaching cycle
Teaching cycle: each semester
Referred to in LPO I (examination regulations for teaching-degree programmes)
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Module appears in
keinem Studiengang zugeordnet

Module Catalogue for the Subject
Management International
Master's with 1 major, 120 ECTS credits

Module title		Abbreviation
Mobile and Ubiquitous Business		12-M-MUS-262-m01

Module coordinator		Module offered by
holder of the Chair of Information Systems Engineering		Faculty of Management and Economics

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

Duration	Module level	Other prerequisites
1 semester	graduate	--

Contents

The module provides an overview of technologies and business applications of mobile networks, end devices, applications (including mobile commerce and payment) through to smart objects in a future "Internet of Things". Basic concepts and their use in practice are illustrated using numerous examples. In the accompanying exercise, corresponding case study texts are analyzed and discussed.

Intended learning outcomes

- Understanding the technological foundations and capabilities of mobile and ubiquitous systems and their integration into existing IS infrastructures
- Analyzing business applications in processes, products/services, and business models
- Analysis and evaluation of the operational and strategic implications of such technologies from a management perspective
- Application of the learned concepts to real management challenges based on case studies

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

V (2) + Ü (2)
Module taught in: English

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

a) written examination (approx. 60 to 120 minutes) or
b) portfolio (approx. 50 hours total)
Language of assessment: English
creditable for bonus

Allocation of places

--

Additional information

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Workload

150 h

Teaching cycle

Teaching cycle: summer semester

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

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Module appears in

keinem Studiengang zugeordnet

Module Catalogue for the Subject
Management International
Master's with 1 major, 120 ECTS credits

Module title		Abbreviation
Decision Support Systems		12-M-DSS-262-m01

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

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

Duration	Module level	Other prerequisites
1 semester	graduate	--

Contents

The course discusses advanced approaches for modelling and solving decision problems in business settings. The acquired insights are used to design and implement decision support systems using standard software tools (Python).

Intended learning outcomes

After successfully completing the course, students should be able to
- Understand the structure of classic business decision problems
- Isolate key elements from general problem descriptions and convert them to quantitative decision models
- Solve different classes of optimization problems (linear, integer, non-linear, stochastic, dynamic)
- Implement decision support systems

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

V (2) + Ü (2)
Module taught in: English

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

a) written examination (approx. 60 to 120 minutes) or
b) portfolio (approx. 50 hours total)
Language of assessment: English
creditable for bonus

Allocation of places

--

Additional information

--

Workload

150 h

Teaching cycle

Teaching cycle: winter semester

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

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Module appears in

keinem Studiengang zugeordnet

Module Catalogue for the Subject
Management International
Master's with 1 major, 120 ECTS credits

Module title		Abbreviation
Optimization in Practice		12-M-OIP-262-m01

Module coordinator		Module offered by
--		Faculty of Management and Economics

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

Duration	Module level	Other prerequisites
1 semester	--	--

Contents

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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 to 120 minutes) or
b) portfolio (approx. 50 hours total)
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

keinem Studiengang zugeordnet

Module Catalogue for the Subject
Management International
Master's with 1 major, 120 ECTS credits

Module title		Abbreviation
Selected Topics in Operations & Information Management 1		12-M-TOF1-262-m01

Module coordinator	Module offered by
--	Faculty of Management and Economics

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

Duration	Module level	Other prerequisites
1 semester	--	--

Contents

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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 to 120 minutes) or
b) portfolio (approx. 50 hours total)
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

keinem Studiengang zugeordnet

Module Catalogue for the Subject
Management International
Master's with 1 major, 120 ECTS credits

Seminar

(10 ECTS credits)

Module Catalogue for the Subject
Management International
Master's with 1 major, 120 ECTS credits

Module title		Abbreviation
Advanced Seminar: Operations & Information Management		12-M-ASOI-262-m01

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

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

Duration	Module level	Other prerequisites
1 semester	graduate	Successfully completing a module from the "Research" sub-area of the elective subject area I is strongly recommended.

Contents

The master's seminar "Operations & Information Management" focuses on the advanced analysis and optimization of operational processes and information systems. The seminar includes case studies, research projects and guest lectures by industry experts to bridge the gap between theory and practice and provide students with valuable insights into current trends and developments in this field.

Intended learning outcomes

In this seminar, students acquire in-depth knowledge in the areas of production and logistics management, supply chain management and information systems and technologies. By combining theoretical concepts and practical applications, students will be able to solve complex operational challenges and develop innovative strategies for the effective management of operations and information.

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)

portfolio (100 to 150 hours total)
Language of assessment: English

Allocation of places

--

Additional information

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Workload

300 h

Teaching cycle

Teaching cycle: after announcement

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

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Module appears in

keinem Studiengang zugeordnet

Module Catalogue for the Subject
Management International
Master's with 1 major, 120 ECTS credits

Track 3: Marketing & Entrepreneurship

(30 ECTS credits)

Module Catalogue for the Subject
Management International
Master's with 1 major, 120 ECTS credits

Core Electives

(20 ECTS credits)

Module Catalogue for the Subject
Management International
Master's with 1 major, 120 ECTS credits

Module title	Abbreviation
Corporate Entrepreneurship and Innovation	12-M-UGF1-262-m01

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

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

Duration	Module level	Other prerequisites
1 semester	graduate	--

Contents

This module 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.

(1) Introduction to corporate entrepreneurship
(2) Antecedents and forms of corporate entrepreneurship
(3) Corporate strategy and corporate entrepreneurship
(4) Organizational structure and corporate entrepreneurship
(5) Human resource management and corporate entrepreneurship
(6) Building supportive organizational cultures
(7) Entrepreneurial control systems
(8) Entrepreneurial leadership
(9) The corporate entrepreneur as a champion and diplomat
(10) The pay-off from corporate entrepreneurship
(11) Corporate venture capital
(12) Corporate entrepreneurship in nonprofit and government organizations
(13) Universities and academic spin-offs
(14) Wrap-up and Q&A

Intended learning outcomes

Educational aims
- Clarify the role of corporate entrepreneurship
- Explain theoretical concepts and mechanisms behind corporate entrepreneurship
- Enable students to critically appraise alternative approaches to corporate entrepreneurship
- Enable students to evaluate the boundaries and risks of corporate entrepreneurship

Learning outcomes

On successful completion of this module students will be able to:

- Create and evaluate concepts related to corporate entrepreneurship
- Assess the role of corporate entrepreneurship for creating and sustaining competitive advantage
- Make judgements about the organizational and managerial implications of corporate entrepreneurship
- Systematically choose between different routes of action

Courses (type, number of weekly contact hours, language — if other than German)
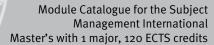
V (2) + Ü (2)
Module taught in: English

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

a) written examination (approx. 60 to 120 minutes) or
b) portfolio (approx. 50 hours total)
Language of assessment: English
creditable for bonus

Module Catalogue for the Subject
Management International
Master's with 1 major, 120 ECTS credits

Allocation of places
--
Additional information
--
Workload
150 h
Teaching cycle
Teaching cycle: winter semester
Referred to in LPO I (examination regulations for teaching-degree programmes)
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Module appears in
keinem Studiengang zugeordnet

Module Catalogue for the Subject
Management International
Master's with 1 major, 120 ECTS credits

Module title	Abbreviation
Corporate Strategy	12-M-UGF2-262-m01

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

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

Duration	Module level	Other prerequisites	
1 semester	graduate	--	

Contents

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.

(1) Developing strategies in pursuit of competitive advantage
(2) Corporate diversification
(3) Vertical integration and outsourcing
(4) Mergers & acquisitions
(5) Dynamic strategies
(6) Cooperative strategies
(7) Corporate spin-offs and spin-outs
(8) Internationalization strategies (I)
(9) Internationalization strategies (II)
(10) Strategic change
(11) Corporate strategies and new technologies
(12) Corporate governance and corporate social responsibility
(13) Corporate communication and crisis management
(14) Wrap-up and Q&A

Intended learning outcomes

Educational aims
- Clarify the role of corporate strategy
- Explain theoretical concepts and mechanisms behind corporate strategy
- Enable students to critically appraise alternative approaches to corporate strategy
- Enable students to evaluate the boundaries and risks of corporate strategy

Learning outcomes

On successful completion of this module students will be able to:

- Assess the role of corporate strategy for creating and sustaining competitive advantage
- Create and evaluate concepts related to corporate strategy
- Make judgements about the organizational and managerial implications of corporate strategy
- Systematically choose between different routes of action

Courses (type, number of weekly contact hours, language — if other than German)
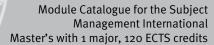
V (2) + Ü (2)
Module taught in: English

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

a) written examination (approx. 60 to 120 minutes) or
b) portfolio (approx. 50 hours total)
Language of assessment: English
creditable for bonus

Module Catalogue for the Subject
Management International
Master's with 1 major, 120 ECTS credits

Allocation of places
--
Additional information
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Workload
150 h
Teaching cycle
Teaching cycle: winter semester
Referred to in LPO I (examination regulations for teaching-degree programmes)
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Module appears in
keinem Studiengang zugeordnet

Module Catalogue for the Subject
Management International
Master's with 1 major, 120 ECTS credits

Module title		Abbreviation
Digital Entrepreneurship and Digital Transformation		12-M-UGF3-262-m01

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

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

Duration	Module level	Other prerequisites
1 semester	graduate	--

Contents

This module provides an introduction into digital entrepreneurship and digital transformation.

(1) Introduction
(2) Digital business models
(3) Identifying and exploiting opportunities for digital entrepreneurship
(4) Strategies for creating competitive advantage in digital entrepreneurship
(5) Digital marketing for entrepreneurs
(6) Crowdfunding for entrepreneurs
(7) Design thinking
(8) Lean startup
(9) Platform ecosystems and online communities
(10) Digital strategy and digital transformation
(11) The agile organization
(12) Crowdsourcing
(13) Cyberfraud
(14) Wrap-up and Q&A

Intended learning outcomes

Educational aims: Clarify the role of digital entrepreneurship and digital transformation. Explain theoretical concepts and mechanisms behind digital entrepreneurship and digital transformation. Enable students to critically appraise alternative approaches to digital entrepreneurship and digital transformation. Enable students to evaluate the boundaries and risks of digital entrepreneurship and digital transformation
Learning outcomes: On successful completion of this module students will be able to (1) Assess the role of digital entrepreneurship and digital transformation for creating and sustaining competitive advantage, (2) Create and evaluate concepts related to digital entrepreneurship and digital transformation, (3) Make judgements about the organizational and managerial implications of digital entrepreneurship and digital transformation, (4) Systematically choose between different routes of action.

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

V (2) + Ü (2)
Module taught in: English

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

a) written examination (approx. 60 to 120 minutes) or
b) portfolio (approx. 50 hours total)
Language of assessment: English
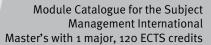creditable for bonus

Allocation of places

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Additional information

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Module Catalogue for the Subject
Management International
Master's with 1 major, 120 ECTS credits

Workload
150 h
Teaching cycle
Teaching cycle: summer semester
Referred to in LPO I (examination regulations for teaching-degree programmes)
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Module appears in
keinem Studiengang zugeordnet

Module Catalogue for the Subject
Management International
Master's with 1 major, 120 ECTS credits

Module title	Abbreviation
Marketing Analytics	12-M-MA-262-m01

Module coordinator	Module offered by
holder of the Junior Professorship of Marketing Analytics	Faculty of Management and Economics

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

Duration	Module level	Other prerequisites
1 semester	graduate	--

Contents

Marketing analytics involves the collection, management, and analysis of data to gain insights into the performance of marketing activities. In fact, it is increasingly possible to use data analysis to inform, make, and even automate marketing decisions. The goal of this course is to provide students with a hands-on understanding of key methods and specific techniques used in marketing analytics. This requires substantive knowledge in marketing as well as of fundamental ideas at the intersection of statistics, economics, psychology, and computer science.

The course will cover fundamentals of data science, including data wrangling and data exploration, and will then turn to applied, real-world marketing analytics problems such as marketing mix modeling, market segmentation, and measuring preferences and demand. Emphasis will be placed on data visualization and valuable methods for causal inference in marketing. The course will also delve into a few advanced marketing topics. To provide a hands-on learning experience, the course will include practical applications of the covered content using the R programming language.

Intended learning outcomes

- Understand key methods and techniques used in marketing analytics and how to apply them to real-world problems.
- Learn to identify the appropriate analytical methods to use for specific marketing problems.
- Develop proficiency in data wrangling and data exploration techniques.
- Develop skills in data visualization and interpretation to effectively communicate marketing insights.
- Gain hands-on experience with the R programming language and apply it to solving marketing analytics problems.

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

V (2) + Ü (2)
Module taught in: English

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

a) written examination (approx. 60 to 120 minutes) or
b) portfolio (approx. 50 hours total)
Language of assessment: English
creditable for bonus

Allocation of places

--

Additional information

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Workload

150 h

Teaching cycle

Teaching cycle: summer semester

Module Catalogue for the Subject
Management International
Master's with 1 major, 120 ECTS credits

Referred to in LPO I (examination regulations for teaching-degree programmes)
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Module appears in
keinem Studiengang zugeordnet

Module Catalogue for the Subject
Management International
Master's with 1 major, 120 ECTS credits

Module title		Abbreviation
Communication in Business and Economics		12-M-BUC-262-m01

Module coordinator		Module offered by
holder of the Professorship of Economic Journalism		Faculty of Management and Economics

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

Duration	Module level	Other prerequisites
1 semester	graduate	--

Contents

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)

a) written examination (approx. 60 to 120 minutes) or
b) portfolio (approx. 50 hours total)
Language of assessment: English
creditable for bonus

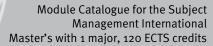**Allocation of places**

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Additional information

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Workload

150 h

Teaching cycle

Teaching cycle: winter semester

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

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Module appears in

keinem Studiengang zugeordnet

Module Catalogue for the Subject
Management International
Master's with 1 major, 120 ECTS credits

Module title	Abbreviation
E-Commerce	12-M-EC1-262-m01

Module coordinator	Module offered by
holder of the Chair of Business Administration and Marketing	Faculty of Management and Economics

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

Duration	Module level	Other prerequisites
1 semester	graduate	--

Contents

E-commerce is a highly relevant field for almost all types of companies. However, the ecommerce approaches and strategies applied by companies differ strongly depending on the respective firm context (e.g., in terms of industry, types of customers, types of products). In this seminar, students analyze the specific e-commerce strategy of a selected firm. In doing so, they evaluate the strategies' current and future potential and make suggestions for improvements and for addressing future trends. Furthermore, each lecture session will contain short presentations where the students (in groups) will either apply selected lecture topics to real-world business cases or present the core aspects of research articles dealing with e-commerce topics in general.

Intended learning outcomes

This class enables students to gain insights into real-life e-commerce strategies and to train their abilities in assessing business strategies.

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

V (2) + Ü (2)
Module taught in: English

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

a) written examination (approx. 60 to 120 minutes) or
b) portfolio (approx. 50 hours total)
Language of assessment: English
creditable for bonus

Allocation of places

Number of places: 15.
WA:
Should the number of applications exceed the number of available places, places will be allocated as follows:
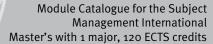(1) Students who already have successfully completed courses offered by the supervising chair will be given preferential consideration.
a. Among applicants with the same number of successfully completed modules, places will be allocated according to the total number of ECTS credits achieved in the corresponding modules.
b. When places are allocated in accordance with b) and the number of applications exceeds the number of available places, places will be allocated according to the average grade of assessments taken in the corresponding courses.
c. Among applicants with the same average grade, places will be allocated by lot.
(2) Any remaining places are available to students who have not yet successfully completed any courses of the supervising chair. The selection is made according to study progress (number of semesters); among applicants with the same number of semesters, places will be allocated by lot. A waiting list will be maintained and places re-allocated as they become available.

Additional information

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Workload

150 h

Module Catalogue for the Subject
Management International
Master's with 1 major, 120 ECTS credits

Teaching cycle
Teaching cycle: summer semester
Referred to in LPO I (examination regulations for teaching-degree programmes)
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Module appears in
keinem Studiengang zugeordnet

Module Catalogue for the Subject
Management International
Master's with 1 major, 120 ECTS credits

Module title	Abbreviation
Selected Topics in Marketing & Entrepreneurship 1	12-M-TME1-262-m01

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

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

Duration	Module level	Other prerequisites
1 semester	graduate	--

Contents

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

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

Intended learning outcomes

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

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

V (2) + Ü (2)
Module taught in: English

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

a) written examination (approx. 60 to 120 minutes) or
b) portfolio (approx. 50 hours total)
Language of assessment: English
Assessment offered: In the semester in which the course is offered
creditable for bonus

Allocation of places

--

Additional information

--

Workload

150 h

Teaching cycle

Teaching cycle: no courses offered

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

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Module appears in

keinem Studiengang zugeordnet

Module Catalogue for the Subject
Management International
Master's with 1 major, 120 ECTS credits

Seminar

(10 ECTS credits)

Module Catalogue for the Subject
Management International
Master's with 1 major, 120 ECTS credits

Module title	Abbreviation
Advanced Seminar: Marketing & Entrepreneurship	12-M-ASME-262-m01

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

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

Duration	Module level	Other prerequisites
1 semester	graduate	Successfully completing a module from the "Research" sub-area of the elective subject area I is strongly recommended

Contents

The seminar "Marketing & Entrepreneurship" offers an in-depth examination of the central topics of marketing and business start-ups. The focus is on innovative marketing strategies, market research, consumer psychology and the development and implementation of business ideas. Practice-oriented projects, case studies and guest lectures by experienced entrepreneurs and marketing experts provide participants with valuable insights into the practical side of marketing.

Intended learning outcomes

Students learn how to design successful marketing campaigns, analyze market trends and find creative solutions to entrepreneurial challenges. The seminar promotes entrepreneurial thinking and enables students to develop and successfully implement their own business ideas.

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)

portfolio (100 to 150 hours total)
Language of assessment: English

Allocation of places

--

Additional information

--

Workload

300 h

Teaching cycle

Teaching cycle: after announcement

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

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Module appears in

keinem Studiengang zugeordnet

Module Catalogue for the Subject
Management International
Master's with 1 major, 120 ECTS credits

Track 4: Behavioral Economics

(30 ECTS credits)

Module Catalogue for the Subject
Management International
Master's with 1 major, 120 ECTS credits

Core Electives

(20 ECTS credits)

Module Catalogue for the Subject
Management International
Master's with 1 major, 120 ECTS credits

UNIVERSITÄT WÜRZBURG
Julius-Maximilians-

Module title	Abbreviation
Applied Topics in Data Science in Business and Economics	12-M-TE-262-m01

Module coordinator	Module offered by
holder of the Chair of Data Science in Business and Economics	Faculty of Management and Economics

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

Duration	Module level	Other prerequisites
1 semester	graduate	--

Contents

This course aims to equip students with key empirical research methods and their applications in business and economics. The course will cover the development of empirical research ideas, research designs, data generation, data editing, and data analysis. The course will use a paper-based approach to introduce and apply these topics. Additionally, students will learn about existing panel datasets and be led to perform their own empirical research. Students that attend this course should have advanced knowledge in statistics and econometrics.

Intended learning outcomes

By the end of the course, students will have a comprehensive understanding of how to conduct empirical research in business and economics.

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

V (2) + Ü (2)
Module taught in: English

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

a) written examination (approx. 60 to 120 minutes) or
b) portfolio (approx. 50 hours total)
Language of assessment: English
Assessment offered: In the semester in which the course is offered
creditable for bonus

Allocation of places

24 places.
WA1:
(1) Should the number of applications exceed the number of available places, places will be allocated by lot among all applicants irrespective of their subjects.
(2) Places on all courses of the module with a restricted number of places will be allocated in the same procedure.
(3) A waiting list will be maintained and places re-allocated by lot as they become available.

Additional information

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Workload

150 h

Teaching cycle

Teaching cycle: each semester

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

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Module appears in

keinem Studiengang zugeordnet

Module title	Abbreviation
Behavioral Economics: Foundations	12-M-BEC-262-m01

Module coordinator	Module offered by
holder of the Junior Professorship of Applied Microeconomics, esp. Human-Machine Interaction	Faculty of Management and Economics

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

Duration	Module level	Other prerequisites
1 semester	graduate	--

Contents

Behavioral economics refers to the field of research which, inspired by numerous documented deviations from the rational behavior assumed in neoclassical analysis, tries to improve the psychological realism of the idea of man in economics by incorporating insights from psychology into traditional economic analysis. In this course, students will become familiar with several of the most influential behavioral-economic theories of individual and strategic decision-making, which allow to explain a plethora of empirically documented deviations from the neoclassical model. These include departures from the assumptions of selfishness, time consistency, as well as rationality and rational expectations. The discussed behavioral-economic theories usually contain the neoclassical standard model as a special case and, therefore, are to be considered as extensions of rather than alternatives to the neoclassical model. While this lecture focuses on theories of individual decision-making, we will explore the implications of these theories also in the context of market settings and economic games. All necessary ideas and concepts will be introduced and discussed throughout the course. Nevertheless, as behavioral economics represents an extension of the neoclassical model, a solid understanding of the latter will be helpful. Consequently, students who completed advanced classes in microeconomics or game theory will most likely benefit most from this course.

While the exposition is primarily based on research articles, some topics of the lecture can be reviewed in the following textbooks:
- Dahmi (2016): "The Foundations of Behavioral Economic Analysis"
- Angner (2012): "A Course in Behavioral Economics"
- Wilkinson and Klaes (2012): "An Introduction to Behavioral Economics"
- Wakker (2010): "Prospect Theory for Risk and Ambiguity"

Intended learning outcomes

After completing the course students will be able to
- explain essential findings of behavioral economic theory,
- apply the involved methods to given stylized examples on their own,
- recognize in which real-life situations and how the results can be applied.

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

V (2) + Ü (2)
Module taught in: English

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

a) written examination (approx. 60 to 120 minutes) or
b) portfolio (approx. 50 hours total)
Language of assessment: English
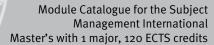creditable for bonus

Allocation of places

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Additional information

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Module Catalogue for the Subject
Management International
Master's with 1 major, 120 ECTS credits

Workload
150 h
Teaching cycle
Teaching cycle: winter semester
Referred to in LPO I (examination regulations for teaching-degree programmes)
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Module appears in
keinem Studiengang zugeordnet

Module Catalogue for the Subject
Management International
Master's with 1 major, 120 ECTS credits

Module title	Abbreviation
Behavioral Economics: Applications	12-M-BEA-262-m01

Module coordinator	Module offered by
--	Faculty of Management and Economics

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

Duration	Module level	Other prerequisites
1 semester	--	--

Contents

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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 to 120 minutes) or
b) portfolio (approx. 50 hours total)
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

keinem Studiengang zugeordnet

Module Catalogue for the Subject
Management International
Master's with 1 major, 120 ECTS credits

Module title	Abbreviation
Contract Theory	12-M-CT-262-m01

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

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

Duration	Module level	Other prerequisites
1 semester	graduate	--

Contents

During the 1960/70s, microeconomic theory came to acknowledge that many (if not most) economic transactions are characterized by asymmetric distribution of information – i.e., at least one of the parties participating in a transaction usually is privy to information that the remaining parties do not have access to. This asymmetric distribution of information subsequently was recognized to be a major impediment for transactions to be economically efficient. Contract theory addresses the question how the inefficiencies arising from asymmetric distribution of information can best be mitigated by appropriate design of the contractual (or, more generally, institutional) framework that governs the transaction under consideration. This lecture covers the baseline models of "moral hazard" (i.e., situations where one party has private knowledge after a contract has been signed) and "adverse selection" (i.e., situations where one party has private knowledge before a contract is signed). As applications we will address questions discussed in organizational, personnel or industrial economics, such as incentive design within organizations or the design of labor law regulations and competition laws.

Even though we will work with precise mathematical formalizations of the ideas that we want to think and talk about, this course requires little more than a solid understanding of basic differential calculus. More important than having a solid mathematical background is having a strong interest in formal economic analysis and fun with logical thinking and puzzle solving.

The exposition is primarily based on the following textbook: Laffont and Martimort (2002): "The Theory of Incentives"

Intended learning outcomes

After completing the course students will be able to
- explain essential findings of contract theory,
- apply the involved methods to given stylized examples on their own,
- interpret the properties of real-life contracts as the outcome of the interaction between two or more contracting parties in the presence of asymmetric information,
- evaluate government interventions with regard to their effect on the efficiency properties of the interaction between the contracting parties.

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

V (2) + Ü (2)
Module taught in: English

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

a) written examination (approx. 60 to 120 minutes) or
b) portfolio (approx. 50 hours total)
Language of assessment: English
creditable for bonus

Allocation of places

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Additional information

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Module Catalogue for the Subject
Management International
Master's with 1 major, 120 ECTS credits

Workload
150 h
Teaching cycle
Teaching cycle: no courses offered
Referred to in LPO I (examination regulations for teaching-degree programmes)
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Module appears in
keinem Studiengang zugeordnet

Module Catalogue for the Subject
Management International
Master's with 1 major, 120 ECTS credits

Module title		Abbreviation
Experimental Economics		12-M-EE-262-m01

Module coordinator		Module offered by
holder of the Chair of Labour Economics		Faculty of Management and Economics

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

Duration	Module level	Other prerequisites
1 semester	graduate	--

Contents

Aim and outline of the course:

The Nobel Prizes for Daniel Kahneman and Vernon Smith 2002 and for Richard Thaler 2017 have underlined the increasing importance of experimental methods in economics. Experimental methods are used to collect data using randomization or a highly controlled environment. This course offers an introduction to the methodology of experimental economics and economic laboratory experiments.

In the methodology part it is shown why experiments are a good tool to generate scientific knowledge. Furthermore, widely used techniques in economic experiments are explained and how economic experiments differ from experiments in other social sciences. This part also deals with methods of reasoning, i.e. how inferences can be drawn from evidence that is generated by experiments.

The unifying theme of all laboratory experiments that will be covered is, understanding the behavior of agents, who produce and/or distribute goods by interacting with each other. The first topic is about markets and it includes experiments that shown under which conditions and institutions markets work very efficient and under which conditions and institutions they fail to yield a desirable outcome. The second topic includes experiments that look at the behavior of two agents, who bargain about the distribution of a common pie. On the basis of these results we will discuss experiments that try to explain bargaining behavior and show how agents deviate systematically from the neoclassical framework, i.e. the "homo oeconomicus". The third topic deals with cooperation and institutions that support cooperation in the long run as equilibrium. Further, systematic evidence will be presented on how individuals can be classified in different cooperative types and how these types can explain economic outcomes in natural environments. The forth topic concerns reciprocity, a strong determining factor of human behavior that is nearly universal. We will cover experiments that show how reciprocity can enforce relational contracts in the absence of third party enforcement. Moreover, there will be a special emphasis on how reciprocity affects labor markets.

When time permits up to two additional topics will be covered. The first topic is about gender differences in competitiveness, risk-aversion and overconfidence. The second topic is about the elicitation of social norms.

Prerequisites: Participants should have a basic knowledge about microeconomics, game theory and econometrics.

Literature:

The course will be mainly paper based but the following books provide a good overview and complement the discussed papers.

- Dhami, S. (2016). The Foundations of Behavioral Economic Analysis. Oxford University Press.
- Guala, F. (2005). The Methodology of Experimental Economics. Cambridge University Press

In addition lecture slides will be provided.

Intended learning outcomes

The aim of the course is to familiarize students with the methodology experimental economics. Further, students will be enabled to understand how causal evidence can be obtained using controlled variation and how to generalize from results that are derived in artificial laboratory setting to more natural environments. Moreover, the

Module Catalogue for the Subject
Management International
Master's with 1 major, 120 ECTS credits

course shall deepen students' understanding of human decision making in multi-agent settings and to make them aware of systematic heterogeneous human behavior in the production and distribution of goods.

Courses (type, number of weekly contact hours, language — if other than German)
V (2) + Ü (2) Module taught in: English

Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)
a) written examination (approx. 60 to 120 minutes) or b) portfolio (approx. 50 hours) Language of assessment: English Assessment offered: In the semester in which the course is offered creditable for bonus

Allocation of places
30 places. WA1: (1) Should the number of applications exceed the number of available places, places will be allocated by lot among all applicants irrespective of their subjects. (2) Places on all courses of the module with a restricted number of places will be allocated in the same procedure. (3) A waiting list will be maintained and places re-allocated by lot as they become available.

Additional information
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Workload
150 h

Teaching cycle
Teaching cycle: after announcement

Referred to in LPO I (examination regulations for teaching-degree programmes)
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Module appears in
keinem Studiengang zugeordnet

Module Catalogue for the Subject
Management International
Master's with 1 major, 120 ECTS credits

Module title	Abbreviation
Applied Data Analysis and Machine Learning	12-M-TDS-262-m01

Module coordinator	Module offered by
holder of the Junior Professorship of Microeconomics, esp. Economics of Digitization	Faculty of Management and Economics

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

Duration	Module level	Other prerequisites
1 semester	graduate	--

Contents

Data science is concerned with extracting knowledge and valuable insights from data assets. This course provides an introduction to data science and its application in business and economics. Participants will be familiarized with data handling in Python, data visualization, and various machine learning techniques for prediction and estimation. We will apply the acquired knowledge in topics from business and economics.

The course will be divided into two parts: the lecture where the techniques will be taught as well as exercise in which students will be able to work with data on their own.

Intended learning outcomes

In this module,
- students learn data handling and visualization in Python.
- students are familiarized with the development and evaluation of machine learning models.
- students gain an understanding of how to apply the taught techniques to real data sets.

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

V (2) + Ü (2)
Module taught in: English

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

a) written examination (approx. 60 to 120 minutes) or
b) portfolio (approx. 50 hours total)
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

Teaching cycle: summer semester

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

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Module appears in

keinem Studiengang zugeordnet

Module Catalogue for the Subject
Management International
Master's with 1 major, 120 ECTS credits

Module title		Abbreviation
Selected Topics in Behavioral Economics 1		12-M-TBEC1-262-m01

Module coordinator	Module offered by
--	Faculty of Management and Economics

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

Duration	Module level	Other prerequisites	
1 semester	--	--	

Contents

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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 to 120 minutes) or
b) portfolio (approx. 50 hours total)
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

keinem Studiengang zugeordnet

Module Catalogue for the Subject
Management International
Master's with 1 major, 120 ECTS credits

Seminar

(10 ECTS credits)

Module Catalogue for the Subject
Management International
Master's with 1 major, 120 ECTS credits

Module title		Abbreviation
Advanced Seminar: Behavioral Economics		12-M-ASBE-262-m01

Module coordinator	Module offered by
--	Faculty of Management and Economics

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

Duration	Module level	Other prerequisites
1 semester	--	Successfully completing a module from the "Research" sub-area of the elective subject area I is strongly recommended

Contents

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Intended learning outcomes

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

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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)

portfolio (100 to 150 hours total)
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

keinem Studiengang zugeordnet

Module Catalogue for the Subject
Management International
Master's with 1 major, 120 ECTS credits

Thesis

(30 ECTS credits)

Module Catalogue for the Subject
Management International
Master's with 1 major, 120 ECTS credits

Module title	Abbreviation
Master-Thesis Management International	12-M-MTMI-262-m01

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

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

Duration	Module level	Other prerequisites
1 semester	graduate	Highly recommended: Successful completion of module 12-M-ASFA or 12-M-ASOI or 12-M-ASME or 12-M-ASBE (seminars from the tracks). If necessary, topic-specific modules as determined by the supervisor.

Contents

Students will complete their degree with a Master's thesis in which they will be required to independently research and write on a topic in the area of business management and economics, drawing on the subject-specific knowledge they have acquired and adhering to the principles of good scientific practice. This thesis may either take the form of an analysis and structured presentation of the existing literature on a certain topic or may, as is often the case, also include a presentation of the students' own original achievements, e. g. new algorithms developed by students or the (further) development of a theoretical model.

Intended learning outcomes

In the master thesis students prove that they can plan and carry out a science-based work to solve a particular problem within a specified period autonomously and to document the results in accordance with the professional scientific standards in writing. Students are able to understand relevant contributions to research and professional practice, critically analyze and assess the relevance to their own specific questions. They can assess and recognize major lines of development and dynamics of the subject and therefore also the need to retrain continuously.

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

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 (60 to 80 pages)
Language of assessment: English
Assessment offered: Ongoing, after consultation with supervisor and registration

Allocation of places

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Additional information

Time to complete: 6 months

Workload

900 h

Teaching cycle

Teaching cycle: each semester

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

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Module appears in

keinem Studiengang zugeordnet