

# Module Catalogue

for the Subject

## Business Management and Economics

as a minor in a Bachelor's degree programme

(60 ECTS credits)

Examination regulations version: 2015  
Responsible: Faculty of Management and Economics

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## The subject is divided into

section / sub-section	ECTS credits	starting page
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## Learning Outcomes

German contents and learning outcome available but not translated yet.

Das Bachelor-Nebenfach Wirtschaftswissenschaft wird von der Wirtschaftswissenschaftlichen Fakultät der JMU im Rahmen eines aus einem Haupt- und einem Nebenfach bestehenden grundlagenorientierten Studiengangs angeboten. Der erworbene akademische Grad richtet sich nach dem Hauptfach.

Im Rahmen des Studiums des Bachelor-Nebenfachs Wirtschaftswissenschaft erwerben die Studierenden grundlegende Kenntnisse und Fähigkeiten in den Bereichen der Betriebs- und Volkswirtschaftslehre. Sie kennen volkswirtschaftliche Sichtweisen hinsichtlich privater und unternehmerischer Entscheidungen, können Theorien verschiedener Präferenz- und Konsumententscheidungen sowie Effizienzanalysen erläutern und unterschiedliche Ansatzpunkte für wirtschaftspolitische Maßnahmen diskutieren. Aus dem Bereich der Betriebswirtschaftslehre werden klassische Fachgebiete wie bspw. Problemstellungen aus Produktion und Logistik, Theorien der Unternehmensführung, Investitions- und Finanzierungsentscheidungen oder aber auch Aspekte der Internen und Externen Rechnungslegung behandelt. Der Studiengang bietet neben einem umfangreichen Pflichtbereich die Möglichkeit, in begrenztem Umfang verschiedene Kernbereiche der Betriebs- oder Volkswirtschaftslehre nach eigenen Interessenschwerpunkten zu vertiefen.

Durch die Ausbildung und Schulung des analytischen Denkens erwerben die Studierenden die Fähigkeit, sich später in die an sie herangetragenen Aufgabengebiete zügig einzuarbeiten und insbesondere das erworbene Grund- und Fachwissen selbstständig anzuwenden sowie auf neue Aufgabenstellungen zu übertragen. Ethische, gesellschaftspolitische und ökologische Aspekte werden integriert betrachtet. Die fachlichen Kenntnisse, Fähigkeiten und Methoden befähigen die Kandidatinnen und Kandidaten darüber hinaus, komplexe Vorgänge innerhalb der Wirtschafts- und Gesellschaftssysteme sowie ökonomische Sachverhalte in ihrem Zusammenhang zu erfassen und gesellschaftlich verantwortungsvoll zu beurteilen.

## 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)):

**20-Oct-2015 (2015-204)**

**27-Mar-2019 (2019-16)**

**17-Mar-2021 (2021-36)**

**31-Jan-2023 (2022-82)**

**22-Nov-2023 (2023-91)**

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

In the case of doubt, the provisions on, in particular, module assessments specified in the FSB/SFB shall prevail.



## **Compulsory Courses**

(50 ECTS credits)

# **Business Administration**

(30 ECTS credits)

<b>Module title</b>		<b>Abbreviation</b>
Introduction to Business Administration		12-EBWL-G-152-m01
<b>Module coordinator</b>		<b>Module offered by</b>
holder of the Chair for Human Resource Management and Organisation		Faculty of Management and Economics
<b>ECTS</b>	<b>Method of grading</b>	<b>Only after succ. compl. of module(s)</b>
5	numerical grade	--
<b>Duration</b>	<b>Module level</b>	<b>Other prerequisites</b>
1 semester	undergraduate	--
<b>Contents</b>		
<p>This course introduces students to many relevant subject areas of business administration. Students acquire an overview of the different perspectives and main methodological and empirical methods necessary to analyse the behaviour of business enterprises. The course focuses on what companies or other organisations are, how they behave and in what form they are organised. For this purpose, the focus lies on the organisation of enterprises.</p> <p>Outline of syllabus</p> <ol style="list-style-type: none"> <li>1. What is business administration?</li> <li>2. Why do organisations exist?</li> <li>3. Organisational forms</li> <li>4. Goals, strategies and organisation structures of enterprises</li> <li>5. Strategic decisions of entrepreneurs</li> <li>6. From the research questions to causal relationships</li> <li>7. Empirical research in organisation - some selected examples</li> </ol>		
<b>Intended learning outcomes</b>		
<p>After completing the module, students should be able to describe and understand the organisation of enterprises as part of modern business administration as a scientific discipline. They also should master an appropriate level in the theoretical and empirical problem-solving techniques used on the level of a first grade lecture and tutorial.</p>		
<b>Courses</b> (type, number of weekly contact hours, language – if other than German)		
V (2) + T (2)		
<b>Method of assessment</b> (type, scope, language – if other than German, examination offered – if not every semester, information on whether module is creditable for bonus)		
written examination (approx. 60 minutes)		
<b>Allocation of places</b>		
<p>840 places.</p> <p>(1) No restrictions with regard to available places for Bachelor's students of Wirtschaftswissenschaft (Business Management and Economics) (BSc with 180 ECTS credits), Wirtschaftsmathematik (Mathematics for Economics) (BSc with 180 ECTS credits), Wirtschaftsinformatik (Business Information Systems) (BSc with 180 ECTS credits) as well as Bachelor's students with the minor Wirtschaftswissenschaft (Business Management and Economics) (60 ECTS credits). (2) The remaining places will be allocated to students of other subjects. (3) When places are allocated in accordance with (2) and the number of applications exceeds the number of available places, places will be allocated according to the following quotas: a) Quota 1 (50 % of places): total number of ECTS credits already achieved in the respective degree subject; among applicants with the same number of ECTS credits achieved, places will be allocated by lot. b) Quota 2 (25 % of places): number of subject semesters of the respective applicant; among applicants with the same number of subject semesters, places will be allocated by lot. c) Quota 3 (25 % of places): lottery.</p>		
<b>Additional information</b>		
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<b>Workload</b>
150 h
<b>Teaching cycle</b>
Teaching cycle: winter semester
<b>Referred to in LPO I</b> (examination regulations for teaching-degree programmes)
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<b>Module appears in</b>
<p>Bachelor's degree (1 major) Mathematics (2015)            Bachelor's degree (1 major) Business Management and Economics (2015)            Bachelor's degree (1 major) Econometrics (2015)            Bachelor's degree (1 major) Business Information Systems (2015)            Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2015)            Master's degree (1 major) China Business and Economics (2016)            Bachelor's degree (1 major) Business Information Systems (2016)            Bachelor's degree (1 major) Econometrics (2017)            Master's degree (1 major) China Business and Economics (2019)            Bachelor's degree (1 major) Business Information Systems (2019)            Bachelor's degree (1 major) Business Management and Economics (2019)            Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2019)            Bachelor's degree (1 major) Business Information Systems (2020)</p>

<b>Module title</b>		<b>Abbreviation</b>
Introduction to Market-Oriented Management		12-Mark-G-152-m01
<b>Module coordinator</b>		<b>Module offered by</b>
holder of the Chair of Business Administration and Marketing		Faculty of Management and Economics
<b>ECTS</b>	<b>Method of grading</b>	<b>Only after succ. compl. of module(s)</b>
5	numerical grade	--
<b>Duration</b>	<b>Module level</b>	<b>Other prerequisites</b>
1 semester	undergraduate	--
<b>Contents</b>		
<p>Description</p> <p>In this module, students will acquire the theoretical foundations of market-oriented management.</p> <p>Content:</p> <p>With the stakeholder approach as a starting point, the basic design of market-oriented management will be explained and exemplified in the 5 classical steps: situation analysis, objectives, strategies, tools and controlling. The course will focus not only on the behavioural approaches of consumer behaviour but also on industrial purchasing behaviour. A case study introducing students to the fundamental principles of market research based on a conjoint analysis will provide students with deeper insights into the topic.</p> <p>Outline of syllabus:</p> <ol style="list-style-type: none"> <li>1. Marketing, entrepreneurship and business management</li> <li>2. Explanations of consumer behaviour</li> <li>3. Fundamentals of market research</li> <li>4. Strategic marketing; marketing tools</li> <li>5. Corporate social responsibility versus creating shared value</li> </ol> <p>Reading:</p> <p>Foscht, T. / Swoboda, B.: Käuferverhalten: Grundlagen -- Perspektiven -- Anwendungen, 4th revised and exp. ed., Wiesbaden 2011.</p> <p>Homburg, Ch.: Grundlagen des Marketingmanagements: Einführung in Strategie, Instrumente, Umsetzung und Unternehmensführung, 4th revised and exp. ed., Wiesbaden 2012.</p> <p>Homburg, Ch.: Grundlagen des Marketingmanagements: Einführung in Strategie, Instrumente, Umsetzung und Unternehmensführung, 3rd ed., Wiesbaden, 2012a.</p> <p>Kroeber-Riel, W. / Weinberg, P.: Konsumentenverhalten, 9th ed., Munich 2009.</p> <p>Meffert, H. / Burman, Ch / Kirchgeorg, M.: Marketing -- Grundlagen marktorientierter Unternehmensführung: Konzepte -- Instrumente -- Praxisbeispiele, 11th revised and exp. ed., Wiesbaden 2012.</p> <p>Meffert, H. / Burman, Ch / Becker, Ch.: Internationales Marketing-Management -- Ein markenorientierter Ansatz, 4th ed., Stuttgart 2010.</p> <p>Meyer, M.: Ökonomische Organisation der Industrie: Netzwerkarrangements zwischen Markt und Unternehmung, Wiesbaden 1995.</p> <p>Porter, M. E.: Wettbewerbsvorteile -- Spitzenleistungen erreichen und behaupten, 8th ed., Campus Frankfurt / New York 2014. (Original: Porter, M.: Competitive Advantage, New York 1985.)</p> <p>Simon, H. / Fassnacht, M.: Preismanagement, Strategie -- Analyse -- Entscheidung -- Umsetzung, 3rd ed., Wiesbaden 2009.</p>		
<b>Intended learning outcomes</b>		
The students have a basic understanding of business management and are able to classify the knowledge systematically. In addition, they can use the acquired knowledge solve and identify the conventional problem fields of business management.		
<b>Courses</b> (type, number of weekly contact hours, language — if other than German)		
V (2) + T (2)		

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

written examination (approx. 60 minutes)

**Allocation of places**

620 places.

(1) No restrictions with regard to available places for Bachelor's students of Wirtschaftswissenschaft (Business Management and Economics) (BSc with 180 ECTS credits), Wirtschaftsmathematik (Mathematics for Economics) (BSc with 180 ECTS credits), Wirtschaftsinformatik (Business Information Systems) (BSc with 180 ECTS credits) as well as Bachelor's students with the minor Wirtschaftswissenschaft (Business Management and Economics) (60 ECTS credits). (2) The remaining places will be allocated to students of other subjects. (3) When places are allocated in accordance with (2) and the number of applications exceeds the number of available places, places will be allocated according to the following quotas: a) Quota 1 (50 % of places): total number of ECTS credits already achieved in the respective degree subject; among applicants with the same number of ECTS credits achieved, places will be allocated by lot. b) Quota 2 (25 % of places): number of subject semesters of the respective applicant; among applicants with the same number of subject semesters, places will be allocated by lot. c) Quota 3 (25 % of places): lottery.

**Additional information**

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**Workload**

150 h

**Teaching cycle**

Teaching cycle: summer semester

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

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**Module appears in**

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

<b>Module title</b>		<b>Abbreviation</b>
Financial Accounting		12-ExtUR-G-152-m01
<b>Module coordinator</b>		<b>Module offered by</b>
holder of the Chair of Business Management and Business Taxation		Faculty of Management and Economics
<b>ECTS</b>	<b>Method of grading</b>	<b>Only after succ. compl. of module(s)</b>
5	numerical grade	--
<b>Duration</b>	<b>Module level</b>	<b>Other prerequisites</b>
1 semester	undergraduate	--
<b>Contents</b>		
This course offers an introduction to the fundamentals of financial accounting, including the technique of double-entry book-keeping as well as the fundamentals of recognition, valuation and presentation of assets, liabilities and equity according to German commercial law.		
<b>Intended learning outcomes</b>		
Students acquire a basic understanding of the fundamentals of financial accounting. They are able to arrange, reproduce and apply this knowledge, i.e. they are able to solve simple accounting problems.		
<b>Courses</b> (type, number of weekly contact hours, language – if other than German)		
V (2) + T (2)		
<b>Method of assessment</b> (type, scope, language – if other than German, examination offered – if not every semester, information on whether module is creditable for bonus)		
written examination (approx. 60 minutes)		
<b>Allocation of places</b>		
840 places. (1) No restrictions with regard to available places for Bachelor's students of Wirtschaftswissenschaft (Business Management and Economics) (BSc with 180 ECTS credits), Wirtschaftsmathematik (Mathematics for Economics) (BSc with 180 ECTS credits), Wirtschaftsinformatik (Business Information Systems) (BSc with 180 ECTS credits) as well as Bachelor's students with the minor Wirtschaftswissenschaft (Business Management and Economics) (60 ECTS credits). (2) The remaining places will be allocated to students of other subjects. (3) When places are allocated in accordance with (2) and the number of applications exceeds the number of available places, places will be allocated according to the following quotas: a) Quota 1 (50 % of places): total number of ECTS credits already achieved in the respective degree subject; among applicants with the same number of ECTS credits achieved, places will be allocated by lot. b) Quota 2 (25 % of places): number of subject semesters of the respective applicant; among applicants with the same number of subject semesters, places will be allocated by lot. c) Quota 3 (25 % of places): lottery.		
<b>Additional information</b>		
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<b>Workload</b>		
150 h		
<b>Teaching cycle</b>		
Teaching cycle: winter semester		
<b>Referred to in LPO I</b> (examination regulations for teaching-degree programmes)		
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<b>Module appears in</b>		
Bachelor's degree (1 major) Computer Science (2015) Bachelor's degree (1 major) Mathematics (2015) Bachelor's degree (1 major) Business Management and Economics (2015) Bachelor's degree (1 major) Economathematics (2015)		
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Bachelor's degree (1 major) Business Information Systems (2015)  
 Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2015)  
 Master's degree (1 major) China Business and Economics (2016)  
 Bachelor's degree (1 major) Business Information Systems (2016)  
 Bachelor's degree (1 major) Econometrics (2017)  
 Bachelor's degree (1 major) Computer Science (2017)  
 Bachelor's degree (1 major) Computer Science (2019)  
 Master's degree (1 major) China Business and Economics (2019)  
 Bachelor's degree (1 major) Business Information Systems (2019)  
 Bachelor's degree (1 major) Business Management and Economics (2019)  
 Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2019)  
 Bachelor's degree (1 major) Business Information Systems (2020)



<b>Module title</b>		<b>Abbreviation</b>
Managerial Accounting		12-IntUR-G-152-m01
<b>Module coordinator</b>		<b>Module offered by</b>
holder of the Chair of Business Management, Controlling and Accounting		Faculty of Management and Economics
<b>ECTS</b>	<b>Method of grading</b>	<b>Only after succ. compl. of module(s)</b>
5	numerical grade	--
<b>Duration</b>	<b>Module level</b>	<b>Other prerequisites</b>
1 semester	undergraduate	--
<b>Contents</b>		
<p>Content: This course offers an introduction to aims and methods of managerial accounting (cost accounting).</p> <p>Outline of syllabus:</p> <ol style="list-style-type: none"> <li>1. Managerial accounting and financial accounting</li> <li>2. Managerial accounting: basic terms</li> <li>3. Different types of costs</li> <li>4. Cost centre accounting based on total costs</li> <li>5. Job costing based on total costs</li> <li>6. Cost centre accounting and job costing based on direct/variable costs</li> <li>7. Budgeting and cost-variance analysis</li> <li>8. Cost-volume-profit analysis</li> <li>9. Cost information and operating decisions</li> </ol> <p>Reading: Coenenberg/Fischer/Günther: Kostenrechnung und Kostenanalyse, Stuttgart. Friedl/Hofmann/Pedell: Kostenrechnung. Eine entscheidungsorientierte Einführung. (most recent editions)</p>		
<b>Intended learning outcomes</b>		
<p>After completing the course "Management Accounting and Control", the students will be able to</p> <ol style="list-style-type: none"> <li>(i) set out the responsibilities of the company's internal accounting and control;</li> <li>(ii) define the central concepts of internal enterprise computing restriction and control and assign case studies the terms;</li> <li>(iii) apply the basic methods of internal corporate accounting and control on a full and cost base to idealized case studies of medium difficulty that calculate relevant costs and benefits and take on this basis a reasoned decision.</li> </ol>		
<b>Courses</b> (type, number of weekly contact hours, language — if other than German)		
V (2) + T (2)		
<b>Method of assessment</b> (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)		
written examination (approx. 60 minutes)		
<b>Allocation of places</b>		
<p>840 places.</p> <p>(1) No restrictions with regard to available places for Bachelor's students of Wirtschaftswissenschaft (Business Management and Economics) (BSc with 180 ECTS credits), Wirtschaftsmathematik (Mathematics for Economics) (BSc with 180 ECTS credits), Wirtschaftsinformatik (Business Information Systems) (BSc with 180 ECTS credits) as well as Bachelor's students with the minor Wirtschaftswissenschaft (Business Management and Economics) (60 ECTS credits). (2) The remaining places will be allocated to students of other subjects. (3) When places are allocated in accordance with (2) and the number of applications exceeds the number of available places, places will be allocated according to the following quotas: a) Quota 1 (50 % of places): total number of ECTS credits al-</p>		
minor in a Bachelor's degree programme Business Management and Economics (2015)	JMU Würzburg • generated 18-Apr-2025 • exam. reg. data record Bachelor (60 ECTS) Wirtschaftswissenschaft - 2015	page 17 / 220

ready achieved in the respective degree subject; among applicants with the same number of ECTS credits achieved, places will be allocated by lot. b) Quota 2 (25 % of places): number of subject semesters of the respective applicant; among applicants with the same number of subject semesters, places will be allocated by lot. c) Quota 3 (25 % of places): lottery. (4) A waiting list will be maintained and places re-allocated by lot as they become available.

**Additional information**

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**Workload**

150 h

**Teaching cycle**

Teaching cycle: summer semester

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

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**Module appears in**

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

<b>Module title</b>		<b>Abbreviation</b>
Investment and Finance. An Introduction		12-I&F-G-152-m01
<b>Module coordinator</b>		<b>Module offered by</b>
holder of the Chair of Business Management and Corporate Finance		Faculty of Management and Economics
<b>ECTS</b>	<b>Method of grading</b>	<b>Only after succ. compl. of module(s)</b>
5	numerical grade	--
<b>Duration</b>	<b>Module level</b>	<b>Other prerequisites</b>
1 semester	undergraduate	--
<b>Contents</b>		
<p>This module provides an overview of neoclassical investment and financing theory. The students will be familiarized with the basics of finance, including both tax aspects and risk considerations.</p> <p>Structure:</p> <p>Part 1: Investment calculation</p> <ul style="list-style-type: none"> <li>a. Financial Mathematics: calculation of compound interest and annuities</li> <li>b. Investments under certainty</li> <li>c. Investments taking into account taxes</li> <li>d. Investments under uncertainty</li> </ul> <p>Part 2: Financing</p> <ul style="list-style-type: none"> <li>a. Forms of financing</li> <li>b. Capital structure policy (equity versus debt financing)</li> <li>c. Dividend policy (external versus internal financing)</li> </ul>		
<b>Intended learning outcomes</b>		
<p>After completing the course „Investments and Finance: An Introduction“, the students will be able to</p> <ul style="list-style-type: none"> <li>(i) understand the fundamentals in financial mathematics;</li> <li>(ii) solve investments decisions by means of dynamic approaches, in particular via capital plans and present values;</li> <li>(iii) systematize forms of financing and evaluate their application.</li> </ul>		
<b>Courses</b> (type, number of weekly contact hours, language – if other than German)		
V (2) + T (2)		
<b>Method of assessment</b> (type, scope, language – if other than German, examination offered – if not every semester, information on whether module is creditable for bonus)		
written examination (approx. 60 minutes)		
<b>Allocation of places</b>		
<p>620 places.</p> <p>(1) No restrictions with regard to available places for Bachelor's students of Wirtschaftswissenschaft (Business Management and Economics) (BSc with 180 ECTS credits), Wirtschaftsmathematik (Mathematics for Economics) (BSc with 180 ECTS credits), Wirtschaftsinformatik (Business Information Systems) (BSc with 180 ECTS credits) as well as Bachelor's students with the minor Wirtschaftswissenschaft (Business Management and Economics) (60 ECTS credits). (2) The remaining places will be allocated to students of other subjects. (3) When places are allocated in accordance with (2) and the number of applications exceeds the number of available places, places will be allocated according to the following quotas: a) Quota 1 (50 % of places): total number of ECTS credits already achieved in the respective degree subject; among applicants with the same number of ECTS credits achieved, places will be allocated by lot. b) Quota 2 (25 % of places): number of subject semesters of the respective applicant; among applicants with the same number of subject semesters, places will be allocated by lot. c) Quota 3 (25 % of places): lottery. (4) A waiting list will be maintained and places re-allocated by lot as they become available.</p>		
minor in a Bachelor's degree programme Business Management and Economics (2015)	JMU Würzburg • generated 18-Apr-2025 • exam. reg. data record Bachelor (60 ECTS) Wirtschaftswissenschaft - 2015	page 19 / 220

<b>Additional information</b>
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<b>Workload</b>
150 h
<b>Teaching cycle</b>
Teaching cycle: winter semester
<b>Referred to in LPO I</b> (examination regulations for teaching-degree programmes)
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<b>Module appears in</b>
<p>Bachelor's degree (1 major) Computer Science (2015)          Bachelor's degree (1 major) Mathematics (2015)          Bachelor's degree (1 major) Business Management and Economics (2015)          Bachelor's degree (1 major) Econometrics (2015)          Bachelor's degree (1 major) Business Information Systems (2015)          Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2015)          Master's degree (1 major) China Business and Economics (2016)          Bachelor's degree (1 major) Business Information Systems (2016)          Bachelor's degree (1 major) Econometrics (2017)          Bachelor's degree (1 major) Computer Science (2017)          Bachelor's degree (1 major) Computer Science (2019)          Master's degree (1 major) China Business and Economics (2019)          Bachelor's degree (1 major) Business Information Systems (2019)          Bachelor's degree (1 major) Business Management and Economics (2019)          Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2019)          Bachelor's degree (1 major) Business Information Systems (2020)</p>

<b>Module title</b>		<b>Abbreviation</b>
Supply, Production and Operations Management. An Introduction		12-BPL-G-152-m01
<b>Module coordinator</b>		<b>Module offered by</b>
holder of the Chair of Business Management and Industrial Management		Faculty of Management and Economics
<b>ECTS</b>	<b>Method of grading</b>	<b>Only after succ. compl. of module(s)</b>
5	numerical grade	--
<b>Duration</b>	<b>Module level</b>	<b>Other prerequisites</b>
1 semester	undergraduate	--
<b>Contents</b>		
This course will provide students with an overview of fundamental processes in procurement, production and logistics and the related corporate functions as well as a model-based introduction to related planning procedures.		
<b>Intended learning outcomes</b>		
The students will be able to describe and discuss the objectives and major processes in the domains of corporate procurement, production and logistics as well as their interdependencies. Furthermore, they are capable of developing and applying basic planning models in these fields.		
<b>Courses</b> (type, number of weekly contact hours, language – if other than German)		
V (2) + T (2)		
<b>Method of assessment</b> (type, scope, language – if other than German, examination offered – if not every semester, information on whether module is creditable for bonus)		
written examination (approx. 60 minutes)		
<b>Allocation of places</b>		
620 places. (1) No restrictions with regard to available places for Bachelor's students of Wirtschaftswissenschaft (Business Management and Economics) (BSc with 180 ECTS credits), Wirtschaftsmathematik (Mathematics for Economics) (BSc with 180 ECTS credits), Wirtschaftsinformatik (Business Information Systems) (BSc with 180 ECTS credits) as well as Bachelor's students with the minor Wirtschaftswissenschaft (Business Management and Economics) (60 ECTS credits). (2) The remaining places will be allocated to students of other subjects. (3) When places are allocated in accordance with (2) and the number of applications exceeds the number of available places, places will be allocated according to the following quotas: a) Quota 1 (50 % of places): total number of ECTS credits already achieved in the respective degree subject; among applicants with the same number of ECTS credits achieved, places will be allocated by lot. b) Quota 2 (25 % of places): number of subject semesters of the respective applicant; among applicants with the same number of subject semesters, places will be allocated by lot. c) Quota 3 (25 % of places): lottery. (4) A waiting list will be maintained and places re-allocated by lot as they become available.		
<b>Additional information</b>		
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<b>Workload</b>		
150 h		
<b>Teaching cycle</b>		
Teaching cycle: winter semester		
<b>Referred to in LPO I</b> (examination regulations for teaching-degree programmes)		
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<b>Module appears in</b>		
Bachelor's degree (1 major) Computer Science (2015) Bachelor's degree (1 major) Mathematics (2015)		
minor in a Bachelor's degree programme Business Management and Economics (2015)	JMU Würzburg • generated 18-Apr-2025 • exam. reg. data record Bachelor (60 ECTS) Wirtschaftswissenschaft - 2015	page 21 / 220

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

## **Economics**

(20 ECTS credits)

<b>Module title</b>		<b>Abbreviation</b>
Introduction to Economics - Minor		12-NF-EVWL-152-m01
<b>Module coordinator</b>		<b>Module offered by</b>
holder of the Senior Professorship for Economics, Money and International Economic Relations		Faculty of Management and Economics
<b>ECTS</b>	<b>Method of grading</b>	<b>Only after succ. compl. of module(s)</b>
5	numerical grade	--
<b>Duration</b>	<b>Module level</b>	<b>Other prerequisites</b>
1 semester	undergraduate	--
<b>Contents</b>		
<p>The course deals with the following topics:</p> <ol style="list-style-type: none"> <li>1. Economics shows how markets function</li> <li>2. The division of labour is the basis of our wealth</li> <li>3. The market in action</li> <li>4. Monopolies and cartels endanger market economies</li> <li>5. The labour market and the role of unions</li> <li>6. The government's role in a social market economy</li> <li>7. Governmental redistribution guarantees the social balance in a market economy</li> <li>8. Environmental policy and the government's allocation function</li> <li>9. Objectives and agents in the macro economy</li> <li>10. How do aggregate supply and demand come into equilibrium?</li> <li>11. The role of fiscal policy</li> <li>12. How does a central bank stabilise aggregate demand by setting interest rates?</li> </ol>		
<b>Intended learning outcomes</b>		
By completing this course, students receive a fundamental understanding of economics. Students are able to grasp microeconomic as well as macroeconomic subjects and to analyze them in theoretical models.		
<b>Courses</b> (type, number of weekly contact hours, language — if other than German)		
V (2) + T (2)		
<b>Method of assessment</b> (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)		
written examination (approx. 60 minutes)		
<b>Allocation of places</b>		
<p>620 places.</p> <p>(1) No restrictions with regard to available places for Bachelor's students of Wirtschaftswissenschaft (Business Management and Economics) (BSc with 180 ECTS credits), Wirtschaftsmathematik (Mathematics for Economics) (BSc with 180 ECTS credits), Wirtschaftsinformatik (Business Information Systems) (BSc with 180 ECTS credits) as well as Bachelor's students with the minor Wirtschaftswissenschaft (Business Management and Economics) (60 ECTS credits). (2) The remaining places will be allocated to students of other subjects. (3) When places are allocated in accordance with (2) and the number of applications exceeds the number of available places, places will be allocated according to the following quotas: a) Quota 1 (50 % of places): total number of ECTS credits already achieved in the respective degree subject; among applicants with the same number of ECTS credits achieved, places will be allocated by lot. b) Quota 2 (25 % of places): number of subject semesters of the respective applicant; among applicants with the same number of subject semesters, places will be allocated by lot. c) Quota 3 (25 % of places): lottery.</p>		
<b>Additional information</b>		
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<b>Workload</b>		
150 h		



<b>Teaching cycle</b>
Teaching cycle: winter semester
<b>Referred to in LPO I</b> (examination regulations for teaching-degree programmes)
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<b>Module appears in</b>
Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2015) Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2019) Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2021) Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2023)

<b>Module title</b>		<b>Abbreviation</b>
Macroeconomics - Minor		12-NF-Mak-152-m01
<b>Module coordinator</b>		<b>Module offered by</b>
head of the Work Group of Empirical Economics		Faculty of Management and Economics
<b>ECTS</b>	<b>Method of grading</b>	<b>Only after succ. compl. of module(s)</b>
5	numerical grade	--
<b>Duration</b>	<b>Module level</b>	<b>Other prerequisites</b>
1 semester	undergraduate	--
<b>Contents</b>		
<p>The course provides a basic understanding of the driving forces behind business cycles and growth processes and discusses approaches for a sensible economic policy. After a brief introduction to national accounts, the short and medium-term effects of fiscal and monetary policies on goods and money markets in closed as well as open economies are discussed. In this context, the volatility of macroeconomic variables such as GDP, interest rates, inflation and unemployment are analysed in the economic cycle. In addition, the determinants of long-term economic growth and causes of international differences in living standards are examined. Here, the course will focus on recent developments such as monetary and fiscal policy in the euro area.</p>		
<b>Intended learning outcomes</b>		
Analytical understanding of basic macroeconomic models. Insights into the impact of economic policy measures and the ability to produce independent, well-founded analyses of macroeconomic issues.		
<b>Courses</b> (type, number of weekly contact hours, language – if other than German)		
V (2) + Ü (2)		
<b>Method of assessment</b> (type, scope, language – if other than German, examination offered – if not every semester, information on whether module is creditable for bonus)		
written examination (approx. 60 minutes)		
<b>Allocation of places</b>		
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<b>Additional information</b>		
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<b>Workload</b>		
150 h		
<b>Teaching cycle</b>		
Teaching cycle: summer semester		
<b>Referred to in LPO I</b> (examination regulations for teaching-degree programmes)		
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<b>Module appears in</b>		
<p>Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2015)          Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2019)          Master's degree (1 major) Diversity management, religion and education (2019)</p>		

<b>Module title</b>		<b>Abbreviation</b>
Microeconomics - Minor		12-NF-Mik-152-m01
<b>Module coordinator</b>		<b>Module offered by</b>
head of the Work Group of Empirical Economics		Faculty of Management and Economics
<b>ECTS</b>	<b>Method of grading</b>	<b>Only after succ. compl. of module(s)</b>
5	numerical grade	--
<b>Duration</b>	<b>Module level</b>	<b>Other prerequisites</b>
1 semester	undergraduate	--
<b>Contents</b>		
<p>From an economic point of view, the lecture will acquaint students with how consumers and companies make decisions (consumption, labour demand, production decision). Starting with a brief introduction to the theory of preferences, the course will discuss the optimal consumption decision of private households and derive the resulting demand for goods. Following a vivid introduction to the theory of production, the supply of goods of companies will be determined. The equilibrium defined by the two optimisation processes will be analysed with regard to its efficiency characteristics. The course will discuss the effects of market imperfections on the decentralised equilibrium and will provide students with a brief insight into game theory and the theory of insurance markets. In addition, topics such decisions under risk and risky asset markets will be discussed.</p>		
<b>Intended learning outcomes</b>		
<p>Students are enabled to make up their mind on economic policy measures, like government interventions due to monopoly power or tax measures. Basic solution concepts are introduced for a vast array of microeconomic problems at a basic level. Accordingly students are able to understand and analyze relevant problems.</p>		
<b>Courses</b> (type, number of weekly contact hours, language – if other than German)		
V (2) + Ü (2)		
<b>Method of assessment</b> (type, scope, language – if other than German, examination offered – if not every semester, information on whether module is creditable for bonus)		
written examination (approx. 60 minutes)		
<b>Allocation of places</b>		
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<b>Additional information</b>		
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<b>Workload</b>		
150 h		
<b>Teaching cycle</b>		
Teaching cycle: summer semester		
<b>Referred to in LPO I</b> (examination regulations for teaching-degree programmes)		
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<b>Module appears in</b>		
<p>Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2015)            Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2019)            Master's degree (1 major) Diversity management, religion and education (2019)</p>		

<b>Module title</b>		<b>Abbreviation</b>
Introduction to Economic Policy		12-WiPo-G-152-m01
<b>Module coordinator</b>		<b>Module offered by</b>
holder of the Chair of Labour Economics		Faculty of Management and Economics
<b>ECTS</b>	<b>Method of grading</b>	<b>Only after succ. compl. of module(s)</b>
5	numerical grade	--
<b>Duration</b>	<b>Module level</b>	<b>Other prerequisites</b>
1 semester	undergraduate	--
<b>Contents</b>		
<p>This course provides an introduction into public economics/finance. Public finance studies the role of the government in the economy. It basically answers four questions: When should the government intervene? How might the government intervene? What is the effect of those interventions? Why do governments choose to intervene in the way that they do? The lecture will cover the following topics:</p> <ol style="list-style-type: none"> <li>1. Introduction into public economics/finance</li> <li>2. Theoretical toolkit</li> <li>3. Empirical toolkit</li> <li>4. Public goods</li> <li>5. Cost Benefit Analysis</li> </ol> <p>Main reference for the lecture is Gruber, J. (2016): Public Finance and Public Policy, 5<sup>th</sup> edition, Worth Publishers, New York.</p>		
<b>Intended learning outcomes</b>		
<p>The aim of the course is to provide students with an understanding of the public policy making process of the government and to endow them with the necessary skills to judge about and/or design public policies. Students will learn the core theoretical models of public economics as well as modern empirical methods of public finance. The focus will not lie on the theoretical details, but rather on the beauty of the different methods to provide answers to public policy questions.</p>		
<b>Courses</b> (type, number of weekly contact hours, language – if other than German)		
V (2) + Ü (2)		
<b>Method of assessment</b> (type, scope, language – if other than German, examination offered – if not every semester, information on whether module is creditable for bonus)		
written examination (approx. 60 minutes)		
<b>Allocation of places</b>		
<p>620 places.            (1) No restrictions with regard to available places for Bachelor's students of Wirtschaftswissenschaft (Business Management and Economics) (BSc with 180 ECTS credits), Wirtschaftsmathematik (Mathematics for Economics) (BSc with 180 ECTS credits), Wirtschaftsinformatik (Business Information Systems) (BSc with 180 ECTS credits) as well as Bachelor's students with the minor Wirtschaftswissenschaft (Business Management and Economics) (60 ECTS credits). (2) The remaining places will be allocated to students of other subjects. (3) When places are allocated in accordance with (2) and the number of applications exceeds the number of available places, places will be allocated according to the following quotas: a) Quota 1 (50 % of places): total number of ECTS credits already achieved in the respective degree subject; among applicants with the same number of ECTS credits achieved, places will be allocated by lot. b) Quota 2 (25 % of places): number of subject semesters of the respective applicant; among applicants with the same number of subject semesters, places will be allocated by lot. c) Quota 3 (25 % of places): lottery.</p>		
<b>Additional information</b>		
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<b>Workload</b>		
150 h		
minor in a Bachelor's degree programme Business Management and Economics (2015)	JMU Würzburg • generated 18-Apr-2025 • exam. reg. data record Bachelor (60 ECTS) Wirtschaftswissenschaft - 2015	page 28 / 220

<b>Teaching cycle</b>
Teaching cycle: winter semester
<b>Referred to in LPO I</b> (examination regulations for teaching-degree programmes)
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<b>Module appears in</b>
<p>Bachelor's degree (1 major) Mathematics (2015)          Bachelor's degree (1 major) Business Management and Economics (2015)          Bachelor's degree (1 major) Econometrics (2015)          Bachelor's degree (1 major) Business Information Systems (2015)          Bachelor's degree (1 major) Political and Social Studies (2015)          Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2015)          Master's degree (1 major) China Business and Economics (2016)          Bachelor's degree (1 major) Business Information Systems (2016)          Bachelor's degree (1 major) Econometrics (2017)          Master's degree (1 major) China Business and Economics (2019)</p>

## Compulsory Electives

(10 ECTS credits)

<b>Module title</b>		<b>Abbreviation</b>
Entrepreneurship, Competition and Strategy		12-U&UF-F-152-m01
<b>Module coordinator</b>		<b>Module offered by</b>
Dean of the Faculty of Business Management and Economics		Faculty of Management and Economics
<b>ECTS</b>	<b>Method of grading</b>	<b>Only after succ. compl. of module(s)</b>
5	numerical grade	--
<b>Duration</b>	<b>Module level</b>	<b>Other prerequisites</b>
1 semester	undergraduate	--
<b>Contents</b>		
<p>Description:</p> <p>The module builds on the introductory course "Grundlagen marktorientierter Unternehmensführung" ("Fundamentals of Market-based Management"). It provides a systematic introduction to the approaches of corporate management (stakeholder and shareholder value approach) as well as an overview of market-oriented corporate governance. In addition, aspects of responsible leadership will be discussed.</p> <p>The theory of Chester Barnard with the idea of creating a complex economic incentive contribution balance in the company will help students develop an in-depth understanding of typical management tasks. In addition, the course will focus on the development of business plans for the successful establishment and the continued existence of companies.</p> <p>Outline of syllabus:</p> <ol style="list-style-type: none"> <li>1. Business and strategy in economic theory</li> <li>2. Business plan as a strategy concept</li> <li>3. Stakeholder management and responsible leadership</li> <li>4. Stakeholder value, shareholder value and creating shared value</li> </ol>		
<b>Intended learning outcomes</b>		
Students will gain profound knowledge of basics in business as well as basics in different approaches in corporate management. Furthermore the students will get an overview of the main tools to create a business plan.		
<b>Courses</b> (type, number of weekly contact hours, language – if other than German)		
V (2) + Ü (2)		
<b>Method of assessment</b> (type, scope, language – if other than German, examination offered – if not every semester, information on whether module is creditable for bonus)		
written examination (approx. 60 minutes)		
<b>Allocation of places</b>		
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<b>Additional information</b>		
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<b>Workload</b>		
150 h		
<b>Teaching cycle</b>		
Teaching cycle: no courses offered		
<b>Referred to in LPO I</b> (examination regulations for teaching-degree programmes)		
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<b>Module appears in</b>		
Bachelor's degree (1 major) Business Management and Economics (2015)		
Bachelor's degree (1 major) Economathematics (2015)		
Bachelor's degree (1 major) Business Information Systems (2015)		
minor in a Bachelor's degree programme Business Management and Economics (2015)	JMU Würzburg • generated 18-Apr-2025 • exam. reg. data record Bachelor (60 ECTS) Wirtschaftswissenschaft - 2015	page 31 / 220

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



<b>Module title</b>		<b>Abbreviation</b>
<b>Supply, Production and Logistics Management. Material Requirements Planning</b>		12-BPL-F-152-m01
<b>Module coordinator</b>		<b>Module offered by</b>
holder of the Chair of Business Management and Industrial Management		Faculty of Management and Economics
<b>ECTS</b>	<b>Method of grading</b>	<b>Only after succ. compl. of module(s)</b>
5	numerical grade	--
<b>Duration</b>	<b>Module level</b>	<b>Other prerequisites</b>
1 semester	undergraduate	--
<b>Contents</b>		
This module builds on the course "Beschaffung, Produktion und Logistik - Grundlagen" ("Procurement, Production and Logistics - Basics"). Selected tasks and processes, in particular in the area of materials management, will be analysed in detail and related planning and control models and methods will be developed.		
<b>Intended learning outcomes</b>		
The students are able to analyze the areas of responsibility of the functions of procurement, production and logistics as well as their interdependencies in an integrated perspective and evaluate concepts for their management. In addition, they are able to develop models in the domain of materials management and apply solution procedures to the planning problems.		
<b>Courses</b> (type, number of weekly contact hours, language – if other than German)		
V (2) + Ü (2)		
<b>Method of assessment</b> (type, scope, language – if other than German, examination offered – if not every semester, information on whether module is creditable for bonus)		
written examination (approx. 60 minutes)		
<b>Allocation of places</b>		
--		
<b>Additional information</b>		
--		
<b>Workload</b>		
150 h		
<b>Teaching cycle</b>		
Teaching cycle: summer semester		
<b>Referred to in LPO I</b> (examination regulations for teaching-degree programmes)		
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<b>Module appears in</b>		
Bachelor's degree (1 major) Business Management and Economics (2015) Bachelor's degree (1 major) Economathematics (2015) Bachelor's degree (1 major) Business Information Systems (2015) Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2015) Master's degree (1 major) China Business and Economics (2016) Bachelor's degree (1 major) Business Information Systems (2016) Bachelor's degree (1 major) Economathematics (2017) Master's degree (1 major) China Business and Economics (2019) Bachelor's degree (1 major) Business Information Systems (2019) Bachelor's degree (1 major) Business Management and Economics (2019) Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2019) Bachelor's degree (1 major) Business Information Systems (2020)		
minor in a Bachelor's degree programme Business Management and Economics (2015)	JMU Würzburg • generated 18-Apr-2025 • exam. reg. data record Bachelor (60 ECTS) Wirtschaftswissenschaft - 2015	page 33 / 220

<b>Module title</b>		<b>Abbreviation</b>
Seminar: Supply, Production and Logistics Management		12-BPL-FS-152-m01
<b>Module coordinator</b>		<b>Module offered by</b>
holder of the Chair of Business Management and Industrial Management		Faculty of Management and Economics
<b>ECTS</b>	<b>Method of grading</b>	<b>Only after succ. compl. of module(s)</b>
5	numerical grade	--
<b>Duration</b>	<b>Module level</b>	<b>Other prerequisites</b>
1 semester	undergraduate	--
<b>Contents</b>		
<p>The seminar will focus on special problems in the areas of procurement, production, logistics or business management. Students will independently work on the respective problem and write a seminar (term) paper. Usually, this will be largely literature based with students learning how to carry out structured literature analyses and prepare systematic evaluations. In individual cases, students may also conduct empirical research of their own or further develop formal models. Students will be required to deliver a talk on the subject in class.</p>		
<b>Intended learning outcomes</b>		
<p>The students will be able to study advanced problems on their own and structure them in a (seminar) paper. They will learn to present the central results and discuss related issues in class.</p>		
<b>Courses</b> (type, number of weekly contact hours, language – if other than German)		
S (2)		
<b>Method of assessment</b> (type, scope, language – if other than German, examination offered – if not every semester, information on whether module is creditable for bonus)		
<p>a) term paper (approx. 15 pages) and presentation (approx. 20 minutes), weighted 2:1 or  b) term paper (approx. 20 to 25 pages)  Language of assessment: German and/or English</p>		
<b>Allocation of places</b>		
<p>15 places. (1) Should the number of applications exceed the number of available places, places will be allocated by lot among all applicants irrespective of their subjects. (2) Places on all courses of the module with a restricted number of places will be allocated in the same procedure. (3) A waiting list will be maintained and places re-allocated by lot as they become available.</p>		
<b>Additional information</b>		
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<b>Workload</b>		
150 h		
<b>Teaching cycle</b>		
Teaching cycle: each semester		
<b>Referred to in LPO I</b> (examination regulations for teaching-degree programmes)		
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<b>Module appears in</b>		
<p>Bachelor's degree (1 major) Business Management and Economics (2015)  Bachelor's degree (1 major) Economathematics (2015)  Bachelor's degree (1 major) Business Information Systems (2015)  Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2015)  Master's degree (1 major) China Business and Economics (2016)  Bachelor's degree (1 major) Business Information Systems (2016)  Bachelor's degree (1 major) Economathematics (2017)  Master's degree (1 major) China Business and Economics (2019)</p>		
minor in a Bachelor's degree programme Business Management and Economics (2015)	JMU Würzburg • generated 18-Apr-2025 • exam. reg. data record Bachelor (60 ECTS) Wirtschaftswissenschaft - 2015	page 34 / 220

Bachelor's degree (1 major) Business Information Systems (2019)  
Bachelor's degree (1 major) Business Management and Economics (2019)  
Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2019)  
Bachelor's degree (1 major) Business Information Systems (2020)

<b>Module title</b>		<b>Abbreviation</b>
<b>Financial Accounting and Auditing 1 - Financial Statements (German GAAP, IFRS)</b>		12-Wipr1-F-152-mo1
<b>Module coordinator</b>		<b>Module offered by</b>
holder of the Chair of Business Management and Accounting		Faculty of Management and Economics
<b>ECTS</b>	<b>Method of grading</b>	<b>Only after succ. compl. of module(s)</b>
5	numerical grade	--
<b>Duration</b>	<b>Module level</b>	<b>Other prerequisites</b>
1 semester	undergraduate	--
<b>Contents</b>		
<p>The historical role of financial accounting is to aggregate information and make it accessible to various actors. Companies in Germany are generally obliged to prepare annual financial statements following the German Commercial Code (HGB). These national accounting rules are essential for non-capital market-oriented and small and medium-sized enterprises (SMEs). This module offers a systematic approach and interpretation of these accounting principles. In addition to covering accounting principles under HGB, recognition criteria, accounting for assets and liabilities, and the profit and loss statement are discussed in detail.</p>		
<b>Intended learning outcomes</b>		
Students understand the key concepts and elements of accounting under HGB. They also have an in-depth knowledge of the steps necessary to prepare and interpret financial statements following national accounting.		
<b>Courses</b> (type, number of weekly contact hours, language – if other than German)		
V (2) + Ü (2)		
<b>Method of assessment</b> (type, scope, language – if other than German, examination offered – if not every semester, information on whether module is creditable for bonus)		
written examination (approx. 60 minutes) Language of assessment: German and/or English		
<b>Allocation of places</b>		
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<b>Additional information</b>		
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<b>Workload</b>		
150 h		
<b>Teaching cycle</b>		
Teaching cycle: summer semester		
<b>Referred to in LPO I</b> (examination regulations for teaching-degree programmes)		
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<b>Module appears in</b>		
<p>Bachelor's degree (1 major) Business Management and Economics (2015)            Bachelor's degree (1 major) Economathematics (2015)            Bachelor's degree (1 major) Business Information Systems (2015)            Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2015)            Master's degree (1 major) China Business and Economics (2016)            Bachelor's degree (1 major) Business Information Systems (2016)            Bachelor's degree (1 major) Economathematics (2017)            Master's degree (1 major) China Business and Economics (2019)            Bachelor's degree (1 major) Business Information Systems (2019)            Bachelor's degree (1 major) Business Management and Economics (2019)</p>		
minor in a Bachelor's degree programme Business Management and Economics (2015)	JMU Würzburg • generated 18-Apr-2025 • exam. reg. data record Bachelor (60 ECTS) Wirtschaftswissenschaft - 2015	page 36 / 220

Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2019)  
Bachelor's degree (1 major) Business Information Systems (2020)

<b>Module title</b>		<b>Abbreviation</b>
<b>Financial Accounting and Auditing 2 - Consolidated Financial Statements (German GAAP, IFRS)</b>		12-Wipr2-F-152-m01
<b>Module coordinator</b>		<b>Module offered by</b>
holder of the Chair of Business Management and Accounting		Faculty of Management and Economics
<b>ECTS</b>	<b>Method of grading</b>	<b>Only after succ. compl. of module(s)</b>
5	numerical grade	--
<b>Duration</b>	<b>Module level</b>	<b>Other prerequisites</b>
1 semester	undergraduate	--
<b>Contents</b>		
<p>As the economy becomes more global, so do the activities of companies and investors. This results in a greater need for internationally accepted accounting standards to ensure that financial records and reports are comparable, reliable, and transparent at international and domestic levels. Thus, international accounting aims to provide a global financial reporting framework that ensures the efficient flow of information in capital markets worldwide. This module introduces the principles and rules for international accounting under IFRS (International Financial Reporting Standards). It provides students with a systematic approach to international accounting and in-depth knowledge of relevant international accounting standards. Students get to know the institutional background of international accounting, the principles driving reporting under IFRS, and specific standards covering core business transactions. In addition, various problems concerning the provision of information by companies and their use by investors are discussed.</p>		
<b>Intended learning outcomes</b>		
<p>Students understand the key concepts and elements of accounting under IFRS (International Financial Reporting Standards). They also have an in-depth knowledge of the steps necessary to prepare and interpret financial statements following international accounting rules. Students know the institutional framework, can solve relevant accounting problems, and can critically evaluate financial statements.</p>		
<b>Courses</b> (type, number of weekly contact hours, language — if other than German)		
V (2) + Ü (2)		
<b>Method of assessment</b> (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)		
written examination (approx. 60 minutes) Language of assessment: German and/or English		
<b>Allocation of places</b>		
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<b>Additional information</b>		
--		
<b>Workload</b>		
150 h		
<b>Teaching cycle</b>		
Teaching cycle: winter semester		
<b>Referred to in LPO I</b> (examination regulations for teaching-degree programmes)		
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<b>Module appears in</b>		
<p>Bachelor's degree (1 major) Business Management and Economics (2015)            Bachelor's degree (1 major) Economathematics (2015)            Bachelor's degree (1 major) Business Information Systems (2015)            Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2015)</p>		
minor in a Bachelor's degree programme Business Management and Economics (2015)	JMU Würzburg • generated 18-Apr-2025 • exam. reg. data record Bachelor (60 ECTS) Wirtschaftswissenschaft - 2015	page 38 / 220

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

<b>Module title</b>		<b>Abbreviation</b>
Financial Accounting and Auditing 3 - Auditing		12-Wipr3-F-152-m01
<b>Module coordinator</b>		<b>Module offered by</b>
holder of the Chair of Business Management and Accounting		Faculty of Management and Economics
<b>ECTS</b>	<b>Method of grading</b>	<b>Only after succ. compl. of module(s)</b>
5	numerical grade	--
<b>Duration</b>	<b>Module level</b>	<b>Other prerequisites</b>
1 semester	undergraduate	--
<b>Contents</b>		
<p>Fundamental investing involves valuation, and much of the information for valuation is contained in financial statements. This module provides a basic understanding of financial statement analysis, particularly on how to extract value-relevant information from financial statements, carry out financial statement analysis, and use financial data to value corporations. The module also provides the necessary tools to gain insights into what generates value in a corporation.</p>		
<b>Intended learning outcomes</b>		
<p>Students can understand publicly traded companies' financial statements (US GAAP/IFRS), identify value-relevant information in financial statements, and use this information for valuation. They know the relevant techniques to evaluate financial statements and understand the fundamental role of financial information in the valuation process. Students can apply valuation technics to real-world cases and recommend investment decisions.</p>		
<b>Courses</b> (type, number of weekly contact hours, language — if other than German)		
V (2) + Ü (2)		
<b>Method of assessment</b> (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)		
written examination (approx. 60 minutes) Language of assessment: German and/or English		
<b>Allocation of places</b>		
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<b>Additional information</b>		
--		
<b>Workload</b>		
150 h		
<b>Teaching cycle</b>		
Teaching cycle: winter semester		
<b>Referred to in LPO I</b> (examination regulations for teaching-degree programmes)		
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<b>Module appears in</b>		
<p>Bachelor's degree (1 major) Business Management and Economics (2015)          Bachelor's degree (1 major) Economathematics (2015)          Bachelor's degree (1 major) Business Information Systems (2015)          Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2015)          Master's degree (1 major) China Business and Economics (2016)          Bachelor's degree (1 major) Business Information Systems (2016)          Bachelor's degree (1 major) Economathematics (2017)          Master's degree (1 major) China Business and Economics (2019)          Bachelor's degree (1 major) Business Information Systems (2019)</p>		
minor in a Bachelor's degree programme Business Management and Economics (2015)	JMU Würzburg • generated 18-Apr-2025 • exam. reg. data record Bachelor (60 ECTS) Wirtschaftswissenschaft - 2015	page 40 / 220



Bachelor's degree (1 major) Business Management and Economics (2019)  
Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2019)  
Bachelor's degree (1 major) Business Information Systems (2020)

<b>Module title</b>		<b>Abbreviation</b>
Seminar: Financial Accounting and Auditing		12-Wipr-FS-152-mo1
<b>Module coordinator</b>		<b>Module offered by</b>
holder of the Chair of Business Management and Accounting		Faculty of Management and Economics
<b>ECTS</b>	<b>Method of grading</b>	<b>Only after succ. compl. of module(s)</b>
5	numerical grade	--
<b>Duration</b>	<b>Module level</b>	<b>Other prerequisites</b>
1 semester	undergraduate	--
<b>Contents</b>		
This module is a seminar. The aim of the seminar is to critically analyze a current issue in financial accounting using the relevant academic literature and discuss results with seminar participants.		
<b>Intended learning outcomes</b>		
After completing the seminar, students will be able to use scientific methods to analyze complex issues in financial accounting, and to suggest solutions. They can present and defend their results and analyzes.		
<b>Courses</b> (type, number of weekly contact hours, language – if other than German)		
S (2)		
<b>Method of assessment</b> (type, scope, language – if other than German, examination offered – if not every semester, information on whether module is creditable for bonus)		
term paper (approx. 25 pages) and presentation (approx. 20 minutes), weighted 2:1 Language of assessment: German and/or English		
<b>Allocation of places</b>		
15 places. (1) Should the number of applications exceed the number of available places, places will be allocated by lot among all applicants irrespective of their subjects. (2) Places on all courses of the module with a restricted number of places will be allocated in the same procedure. (3) A waiting list will be maintained and places re-allocated by lot as they become available.		
<b>Additional information</b>		
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<b>Workload</b>		
150 h		
<b>Teaching cycle</b>		
Teaching cycle: each semester		
<b>Referred to in LPO I</b> (examination regulations for teaching-degree programmes)		
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<b>Module appears in</b>		
Bachelor's degree (1 major) Business Management and Economics (2015) Bachelor's degree (1 major) Economathematics (2015) Bachelor's degree (1 major) Business Information Systems (2015) Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2015) Master's degree (1 major) China Business and Economics (2016) Bachelor's degree (1 major) Business Information Systems (2016) Bachelor's degree (1 major) Economathematics (2017) Master's degree (1 major) China Business and Economics (2019) Bachelor's degree (1 major) Business Information Systems (2019) Bachelor's degree (1 major) Business Management and Economics (2019) Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2019)		
minor in a Bachelor's degree programme Business Management and Economics (2015)	JMU Würzburg • generated 18-Apr-2025 • exam. reg. data record Bachelor (60 ECTS) Wirtschaftswissenschaft - 2015	page 42 / 220

Bachelor's degree (1 major) Business Information Systems (2020)

<b>Module title</b>		<b>Abbreviation</b>
Investment and Finance - Advanced Level		12-I&F-F-152-m01
<b>Module coordinator</b>		<b>Module offered by</b>
holder of the Chair of Business Management and Corporate Finance		Faculty of Management and Economics
<b>ECTS</b>	<b>Method of grading</b>	<b>Only after succ. compl. of module(s)</b>
5	numerical grade	--
<b>Duration</b>	<b>Module level</b>	<b>Other prerequisites</b>
1 semester	undergraduate	--
<b>Contents</b>		
<p>Based on the decision theory under certainty, this module covers normative decision theory under uncertainty in its manifestations of the expected utility theory and the <math>\mu - \#</math> theory.</p> <p>Syllabus:</p> <p>Part 1: Decisions under certainty</p> <ol style="list-style-type: none"> <li>1. Fisher mode</li> <li>2. Revealed preferences</li> <li>3. Preference relations</li> </ol> <p>Part 2: Decisions under uncertainty: Expected Utility Theory</p> <ol style="list-style-type: none"> <li>1. The basic model</li> <li>1. Risk preferences</li> <li>2. Intensity of risk aversion</li> <li>3. Stochastic dominance</li> <li>4. Prospect Theory</li> </ol> <p>Part 3: Decisions under uncertainty: <math>\mu - \#</math> principle</p> <ol style="list-style-type: none"> <li>1. Introduction</li> <li>2. Relation to expected utility theory</li> <li>3. Application in Portfolio Theory &amp; Tobin-Separation</li> <li>4. Properties</li> </ol>		
<b>Intended learning outcomes</b>		
The students acquire knowledge about how to describe appropriate decision situations and how to solve them based on the learned concepts.		
<b>Courses</b> (type, number of weekly contact hours, language – if other than German)		
V (2) + Ü (2)		
<b>Method of assessment</b> (type, scope, language – if other than German, examination offered – if not every semester, information on whether module is creditable for bonus)		
written examination (approx. 60 minutes)		
<b>Allocation of places</b>		
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<b>Additional information</b>		
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<b>Workload</b>		
150 h		
<b>Teaching cycle</b>		
Teaching cycle: summer semester		
minor in a Bachelor's degree programme Business Management and Economics (2015)	JMU Würzburg • generated 18-Apr-2025 • exam. reg. data record Bachelor (60 ECTS) Wirtschaftswissenschaft - 2015	page 44 / 220

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**Module appears in**

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

<b>Module title</b>		<b>Abbreviation</b>
Seminar: Investment and Finance		12-I&F-FS-152-m01
<b>Module coordinator</b>		<b>Module offered by</b>
holder of the Chair of Business Management and Corporate Finance		Faculty of Management and Economics
<b>ECTS</b>	<b>Method of grading</b>	<b>Only after succ. compl. of module(s)</b>
5	numerical grade	--
<b>Duration</b>	<b>Module level</b>	<b>Other prerequisites</b>
1 semester	undergraduate	--
<b>Contents</b>		
<p>This seminar deals with current topics in investment and finance. Students are required to independently analyze a selected topic and to write a seminar thesis. Moreover, they are required to present, discuss and defend their thesis. The seminar may be largely literature based or empirical or may be based on independent work with formal models.</p>		
<b>Intended learning outcomes</b>		
<p>Students will gain in-depth knowledge in recent application areas of investment and finance. They are able to transport their knowledge in a written seminar thesis, and to present and defend it in a final talk.</p>		
<b>Courses</b> (type, number of weekly contact hours, language – if other than German)		
S (2)		
<b>Method of assessment</b> (type, scope, language – if other than German, examination offered – if not every semester, information on whether module is creditable for bonus)		
term paper (approx. 20 pages) and presentation (approx. 15 minutes), weighted 2:1		
<b>Allocation of places</b>		
<p>15 places. (1) Should the number of applications exceed the number of available places, places will be allocated by lot among all applicants irrespective of their subjects. (2) Places on all courses of the module with a restricted number of places will be allocated in the same procedure. (3) A waiting list will be maintained and places re-allocated by lot as they become available.</p>		
<b>Additional information</b>		
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<b>Workload</b>		
150 h		
<b>Teaching cycle</b>		
Teaching cycle: each semester		
<b>Referred to in LPO I</b> (examination regulations for teaching-degree programmes)		
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<b>Module appears in</b>		
<p>Bachelor's degree (1 major) Business Management and Economics (2015)            Bachelor's degree (1 major) Economathematics (2015)            Bachelor's degree (1 major) Business Information Systems (2015)            Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2015)            Master's degree (1 major) China Business and Economics (2016)            Bachelor's degree (1 major) Business Information Systems (2016)            Bachelor's degree (1 major) Economathematics (2017)            Master's degree (1 major) China Business and Economics (2019)</p>		

<b>Module title</b>		<b>Abbreviation</b>
<b>Business Valuation between Financial Mathematics and Data on Capital Market</b>		12-UBW-F-152-m01
<b>Module coordinator</b>		<b>Module offered by</b>
holder of the Chair of Business Management and Corporate Finance		Faculty of Management and Economics
<b>ECTS</b>	<b>Method of grading</b>	<b>Only after succ. compl. of module(s)</b>
5	numerical grade	--
<b>Duration</b>	<b>Module level</b>	<b>Other prerequisites</b>
1 semester	undergraduate	--
<b>Contents</b>		
<p>Content: This course deals with the "objectified corporate valuation" of public companies, the components of the discount rate and the mathematical structure of the DCF methods.</p> <p>Outline of syllabus:</p> <ol style="list-style-type: none"> <li>1. Introduction</li> <li>2. Uncertainty as the central problem in the valuation of a company</li> <li>3. Estimation of surpluses: accuracy and consistency</li> <li>4. Risk free rate: capitalised value under certainty applying different interest rate structures</li> <li>5. The risk premium: identification of the relevant risk and its equivalence for valuation object and alternative investment</li> <li>6. Different discounted cash flow valuation methods: formal foundations and economic principles</li> </ol>		
<b>Intended learning outcomes</b>		
<p>After completion of the module "Business valuation between Financial Mathematics and capital market data" students can</p> <ol style="list-style-type: none"> <li>(i) understand the modern process of objectified business valuation theory;</li> <li>(ii) examine submitted reviews according to consistent application of these methods.</li> </ol>		
<b>Courses</b> (type, number of weekly contact hours, language – if other than German)		
V (2) + Ü (2)		
<b>Method of assessment</b> (type, scope, language – if other than German, examination offered – if not every semester, information on whether module is creditable for bonus)		
written examination (approx. 60 minutes)		
<b>Allocation of places</b>		
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<b>Additional information</b>		
--		
<b>Workload</b>		
150 h		
<b>Teaching cycle</b>		
Teaching cycle: after announcement		
<b>Referred to in LPO I</b> (examination regulations for teaching-degree programmes)		
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<b>Module appears in</b>		
<p>Bachelor's degree (1 major) Business Management and Economics (2015)</p> <p>Bachelor's degree (1 major) Economathematics (2015)</p> <p>Bachelor's degree (1 major) Business Information Systems (2015)</p>		
minor in a Bachelor's degree programme Business Management and Economics (2015)	JMU Würzburg • generated 18-Apr-2025 • exam. reg. data record Bachelor (60 ECTS) Wirtschaftswissenschaft - 2015	page 47 / 220

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



<b>Module title</b>		<b>Abbreviation</b>
Business Taxation 1: An Introduction to Tax Law & Tax Planning		12-St1-F-152-m01
<b>Module coordinator</b>		<b>Module offered by</b>
holder of the Chair of Business Management and Business Taxation		Faculty of Management and Economics
<b>ECTS</b>	<b>Method of grading</b>	<b>Only after succ. compl. of module(s)</b>
5	numerical grade	--
<b>Duration</b>	<b>Module level</b>	<b>Other prerequisites</b>
1 semester	undergraduate	--
<b>Contents</b>		
This module will introduce students to the field of business taxation. It will provide an overview of German tax law and will analyse tax effects on economic decisions in standard models for investment and financing decisions.		
<b>Intended learning outcomes</b>		
Students get an overview of the German tax law and they acquire the ability to recognize and understand the effect of taxation in fundamental economic decisions. Therefore, the module is recommended also for students who don't want to specialize in finance and accounting but rather in management studies.		
<b>Courses</b> (type, number of weekly contact hours, language – if other than German)		
V (2) + Ü (2)		
<b>Method of assessment</b> (type, scope, language – if other than German, examination offered – if not every semester, information on whether module is creditable for bonus)		
written examination (approx. 60 minutes) creditable for bonus		
<b>Allocation of places</b>		
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<b>Additional information</b>		
--		
<b>Workload</b>		
150 h		
<b>Teaching cycle</b>		
Teaching cycle: summer semester		
<b>Referred to in LPO I</b> (examination regulations for teaching-degree programmes)		
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<b>Module appears in</b>		
Bachelor's degree (1 major) Business Management and Economics (2015) Bachelor's degree (1 major) Economathematics (2015) Bachelor's degree (1 major) Business Information Systems (2015) Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2015) Master's degree (1 major) China Business and Economics (2016) Bachelor's degree (1 major) Business Information Systems (2016) Bachelor's degree (1 major) Economathematics (2017) Master's degree (1 major) China Business and Economics (2019) Bachelor's degree (1 major) Business Information Systems (2019) Bachelor's degree (1 major) Business Management and Economics (2019) Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2019) Bachelor's degree (1 major) Business Information Systems (2020)		
minor in a Bachelor's degree programme Business Management and Economics (2015)	JMU Würzburg • generated 18-Apr-2025 • exam. reg. data record Bachelor (60 ECTS) Wirtschaftswissenschaft - 2015	page 49 / 220

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

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

<b>Teaching cycle</b>
Teaching cycle: winter semester
<b>Referred to in LPO I</b> (examination regulations for teaching-degree programmes)
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<b>Module appears in</b>
<p>Bachelor's degree (1 major) Business Management and Economics (2015)          Bachelor's degree (1 major) Economathematics (2015)          Bachelor's degree (1 major) Business Information Systems (2015)          Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2015)          Master's degree (1 major) China Business and Economics (2016)          Bachelor's degree (1 major) Business Information Systems (2016)          Bachelor's degree (1 major) Economathematics (2017)          Master's degree (1 major) China Business and Economics (2019)          Bachelor's degree (1 major) Business Information Systems (2019)          Bachelor's degree (1 major) Business Management and Economics (2019)          Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2019)          Bachelor's degree (1 major) Business Information Systems (2020)          Master's degree (1 major) China Business and Economics (2021)          Bachelor's degree (1 major) Business Information Systems (2021)          Bachelor's degree (1 major) Economathematics (2021)          Bachelor's degree (1 major) Business Management and Economics (2021)          Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2021)          Bachelor's degree (1 major) Economathematics (2022)          exchange program Business Management and Economics (2022)          Bachelor's degree (1 major) Business Information Systems (2023)          Bachelor's degree (1 major) Economathematics (2023)          Bachelor's degree (1 major) Business Management and Economics (2023)          Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2023)</p>

<b>Module title</b>		<b>Abbreviation</b>
Business Taxation 3: Introduction to VAT		12-St3-F-152-m01
<b>Module coordinator</b>		<b>Module offered by</b>
holder of the Chair of Business Management and Business Taxation		Faculty of Management and Economics
<b>ECTS</b>	<b>Method of grading</b>	<b>Only after succ. compl. of module(s)</b>
5	numerical grade	--
<b>Duration</b>	<b>Module level</b>	<b>Other prerequisites</b>
1 semester	undergraduate	--
<b>Contents</b>		
Introduction to German value added tax.		
<b>Intended learning outcomes</b>		
Students acquire a thorough knowledge of German VAT law. They are able to solve VAT problems of low to medium complexity by using the tax code itself as well as related literature.		
<b>Courses</b> (type, number of weekly contact hours, language – if other than German)		
V (2) + Ü (2)		
<b>Method of assessment</b> (type, scope, language – if other than German, examination offered – if not every semester, information on whether module is creditable for bonus)		
a) written examination (approx. 60 minutes) or b) oral examination (one candidate each: approx. 10 to 15 minutes, groups of 2: approx. 20 minutes, groups of 3: approx. 30 minutes) creditable for bonus		
<b>Allocation of places</b>		
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<b>Additional information</b>		
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<b>Workload</b>		
150 h		
<b>Teaching cycle</b>		
Teaching cycle: summer semester		
<b>Referred to in LPO I</b> (examination regulations for teaching-degree programmes)		
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<b>Module appears in</b>		
Bachelor's degree (1 major) Business Management and Economics (2015) Bachelor's degree (1 major) Economathematics (2015) Bachelor's degree (1 major) Business Information Systems (2015) Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2015) Master's degree (1 major) China Business and Economics (2016) Bachelor's degree (1 major) Business Information Systems (2016) Bachelor's degree (1 major) Economathematics (2017) Master's degree (1 major) China Business and Economics (2019) Bachelor's degree (1 major) Business Information Systems (2019) Bachelor's degree (1 major) Business Management and Economics (2019) Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2019) Bachelor's degree (1 major) Business Information Systems (2020) Master's degree (1 major) China Business and Economics (2021)		
minor in a Bachelor's degree programme Business Management and Economics (2015)	JMU Würzburg • generated 18-Apr-2025 • exam. reg. data record Bachelor (60 ECTS) Wirtschaftswissenschaft - 2015	page 53 / 220

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

<b>Module title</b>		<b>Abbreviation</b>
Selected Topics in Business Taxation - Lecture		12-StAP-V-152-m01
<b>Module coordinator</b>		<b>Module offered by</b>
holder of the Chair of Business Management and Business Taxation		Faculty of Management and Economics
<b>ECTS</b>	<b>Method of grading</b>	<b>Only after succ. compl. of module(s)</b>
5	numerical grade	--
<b>Duration</b>	<b>Module level</b>	<b>Other prerequisites</b>
1 semester	undergraduate	--
<b>Contents</b>		
This module deals with selected problems and issues of business taxation.		
<b>Intended learning outcomes</b>		
The students will be able to edit and solve selected problems and issues of business.		
<b>Courses</b> (type, number of weekly contact hours, language — if other than German)		
V (2) + Ü (2)		
<b>Method of assessment</b> (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)		
<p>a) written examination (approx. 60 minutes) or  b) term paper (approx. 10 to 15 pages) and presentation (approx. 20 minutes), weighted 2:1 or  c) oral examination (one candidate each: approx. 10 to 15 minutes; groups of 2: approx. 20 minutes; groups of 3: approx. 30 minutes)</p> <p>Language of assessment: German and/or English  Assessment offered: Only when announced in the semester in which the courses are offered and in the subsequent semester  creditable for bonus</p>		
<b>Allocation of places</b>		
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<b>Additional information</b>		
--		
<b>Workload</b>		
150 h		
<b>Teaching cycle</b>		
Teaching cycle: after announcement		
<b>Referred to in LPO I</b> (examination regulations for teaching-degree programmes)		
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<b>Module appears in</b>		
<p>Bachelor's degree (1 major) Business Management and Economics (2015)  Bachelor's degree (1 major) Economathematics (2015)  Bachelor's degree (1 major) Business Information Systems (2015)  Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2015)  Master's degree (1 major) China Business and Economics (2016)  Bachelor's degree (1 major) Business Information Systems (2016)  Bachelor's degree (1 major) Economathematics (2017)  Master's degree (1 major) China Business and Economics (2019)  Bachelor's degree (1 major) Business Information Systems (2019)  Bachelor's degree (1 major) Business Management and Economics (2019)</p>		
minor in a Bachelor's degree programme Business Management and Economics (2015)	JMU Würzburg • generated 18-Apr-2025 • exam. reg. data record Bachelor (60 ECTS) Wirtschaftswissenschaft - 2015	page 55 / 220

Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2019)  
Bachelor's degree (1 major) Business Information Systems (2020)



<b>Module title</b>		<b>Abbreviation</b>
Selected Topics in Business Taxation - Seminar		12-StAP-S-152-m01
<b>Module coordinator</b>		<b>Module offered by</b>
holder of the Chair of Business Management and Business Taxation		Faculty of Management and Economics
<b>ECTS</b>	<b>Method of grading</b>	<b>Only after succ. compl. of module(s)</b>
5	numerical grade	--
<b>Duration</b>	<b>Module level</b>	<b>Other prerequisites</b>
1 semester	undergraduate	--
<b>Contents</b>		
This module deals with selected problems and issues of business taxation.		
<b>Intended learning outcomes</b>		
The students will be able to edit and solve selected problems and issues of business taxation.		
<b>Courses</b> (type, number of weekly contact hours, language — if other than German)		
S (2)		
<b>Method of assessment</b> (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)		
<p>a) written examination (approx. 60 minutes) or  b) term paper (approx. 10 to 15 pages) and presentation (approx. 20 minutes), weighted 2:1 or  c) oral examination (one candidate each: approx. 10 to 15 minutes; groups of 2: approx. 20 minutes; groups of 3: approx. 30 minutes)</p> <p>Language of assessment: German and/or English  Assessment offered: Only when announced in the semester in which the courses are offered and in the subsequent semester  creditable for bonus</p>		
<b>Allocation of places</b>		
20 places. (1) Should the number of applications exceed the number of available places, places will be allocated by lot among all applicants irrespective of their subjects. (2) Places on all courses of the module with a restricted number of places will be allocated in the same procedure. (3) A waiting list will be maintained and places re-allocated by lot as they become available.		
<b>Additional information</b>		
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<b>Workload</b>		
150 h		
<b>Teaching cycle</b>		
Teaching cycle: each semester		
<b>Referred to in LPO I</b> (examination regulations for teaching-degree programmes)		
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<b>Module appears in</b>		
<p>Bachelor's degree (1 major) Business Management and Economics (2015)  Bachelor's degree (1 major) Economathematics (2015)  Bachelor's degree (1 major) Business Information Systems (2015)  Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2015)  Master's degree (1 major) China Business and Economics (2016)  Bachelor's degree (1 major) Business Information Systems (2016)  Bachelor's degree (1 major) Economathematics (2017)  Master's degree (1 major) China Business and Economics (2019)</p>		
minor in a Bachelor's degree programme Business Management and Economics (2015)	JMU Würzburg • generated 18-Apr-2025 • exam. reg. data record Bachelor (60 ECTS) Wirtschaftswissenschaft - 2015	page 57 / 220

Bachelor's degree (1 major) Business Information Systems (2019)  
Bachelor's degree (1 major) Business Management and Economics (2019)  
Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2019)  
Bachelor's degree (1 major) Business Information Systems (2020)

<b>Module title</b>		<b>Abbreviation</b>
Integrated Business Processes		12-GP-G-152-m01
<b>Module coordinator</b>		<b>Module offered by</b>
holder of the Chair of Business Management and Business Information Systems		Faculty of Management and Economics
<b>ECTS</b>	<b>Method of grading</b>	<b>Only after succ. compl. of module(s)</b>
5	numerical grade	--
<b>Duration</b>	<b>Module level</b>	<b>Other prerequisites</b>
1 semester	undergraduate	--
<b>Contents</b>		
<p>This course is aimed at students of Wirtschaftsinformatik (Business Information Systems) and Wirtschaftswissenschaft (Business Management and Economics) interested in the topic. The course is divided up into two parts. In the theoretical part, students will acquire the necessary theoretical knowledge that will serve as a basis for the practical part. The practical exercise will present students with an opportunity to apply their newly acquired knowledge by working with an SAP S4/HANA on case studies on the model company Almika. In this context, the human resources, purchasing, sales, service, project management and finance departments will be dealt with.</p> <p>The course will introduce students to business processes of an ERP system (Enterprise Resource Planning) using the example of SAP S/4HANA. In addition to the basic principles, students will also become familiar with the processes and functionalities.</p>		
<b>Intended learning outcomes</b>		
<p>After completing the course, the students will be able to</p> <ol style="list-style-type: none"> <li>1. reflect technical principles and operational models of ERP systems,</li> <li>2. understand the functionality of ERP systems and</li> <li>3. perform and understand business processes within the ERP system SAP Business ByDesign.</li> </ol>		
<b>Courses</b> (type, number of weekly contact hours, language – if other than German)		
V (2) + Ü (2)		
<b>Method of assessment</b> (type, scope, language – if other than German, examination offered – if not every semester, information on whether module is creditable for bonus)		
<p>a) written examination (approx. 60 minutes) or  b) term paper (approx. 15 pages) or  c) term paper (approx. 10 to 15 pages) and presentation (approx. 10 minutes); (weighted 2:1)  creditable for bonus</p>		
<b>Allocation of places</b>		
<p>15 places. (1) The number of places is not restricted for students of the Bachelor's degree subject Wirtschaftsinformatik (Business Information Systems) (BSc with 180 ECTS credits). (2) Additional places will be allocated to students of other subjects provided there is enough capacity. These additional places will be allocated by lot among all applicants irrespective of their subjects. (3) Places on all courses of the module with a restricted number of places will be allocated in the same procedure. (4) A waiting list will be maintained and places re-allocated by lot as they become available.</p>		
<b>Additional information</b>		
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<b>Workload</b>		
150 h		
<b>Teaching cycle</b>		
Teaching cycle: summer semester		
<b>Referred to in LPO I</b> (examination regulations for teaching-degree programmes)		
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minor in a Bachelor's degree programme Business Management and Economics (2015)	JMU Würzburg • generated 18-Apr-2025 • exam. reg. data record Bachelor (60 ECTS) Wirtschaftswissenschaft - 2015	page 59 / 220

**Module appears in**

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

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

<b>Module title</b>		<b>Abbreviation</b>
Seminar: Information Technologies		12-Wiinf-FS-152-m01
<b>Module coordinator</b>		<b>Module offered by</b>
holder of the Chair of Business Management and Business Information Systems		Faculty of Management and Economics
<b>ECTS</b>	<b>Method of grading</b>	<b>Only after succ. compl. of module(s)</b>
5	numerical grade	--
<b>Duration</b>	<b>Module level</b>	<b>Other prerequisites</b>
1 semester	undergraduate	--
<b>Contents</b>		
<p>In this course, students will acquire important knowledge and skills that will enable them to prepare a well-structured term paper and to present the results of their work with the help of relevant topics in the fields of information systems and enterprise systems.</p> <p>Reading: will vary according to topic</p>		
<b>Intended learning outcomes</b>		
<p>After completing the course "Wirtschaftsinformatik-Seminar", students will be able to</p> <ol style="list-style-type: none"> <li>1. understand the fundamentals of scientific literature reviews;</li> <li>2. integrate elaborated content in a scientific thesis;</li> <li>3. create presentations independently.</li> </ol>		
<b>Courses</b> (type, number of weekly contact hours, language — if other than German)		
S (2)		
<b>Method of assessment</b> (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)		
<p>term paper (approx. 20 pages) and presentation (approx. 20 minutes), weighted 2:1 Language of assessment: German and/or English creditable for bonus</p>		
<b>Allocation of places</b>		
<p>15 places. Should the number of applications exceed the number of available places, places will be allocated as follows: (1) Bachelor's students of Wirtschaftsinformatik (Business Information Systems) (BSc with 180 ECTS credits) will be given preferential consideration. (2) The remaining places will be allocated to students of other subjects. (3) When places are allocated in accordance with (1) and (2) and the number of applications exceeds the number of available places, places will be allocated by lot among applicants from this group. (4) Places on all courses of the module with a restricted number of places will be allocated in the same procedure. (5) A waiting list will be maintained and places re-allocated by lot as they become available.</p>		
<b>Additional information</b>		
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<b>Workload</b>		
150 h		
<b>Teaching cycle</b>		
Teaching cycle: each semester		
<b>Referred to in LPO I</b> (examination regulations for teaching-degree programmes)		
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<b>Module appears in</b>		
Bachelor's degree (1 major) Business Management and Economics (2015)		
minor in a Bachelor's degree programme Business Management and Economics (2015)	JMU Würzburg • generated 18-Apr-2025 • exam. reg. data record Bachelor (60 ECTS) Wirtschaftswissenschaft - 2015	page 63 / 220

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



<b>Module title</b>		<b>Abbreviation</b>
Human Resource Management & Organizational Theory		12-P&O-F-152-m01
<b>Module coordinator</b>		<b>Module offered by</b>
holder of the Chair for Human Resource Management and Organisation		Faculty of Management and Economics
<b>ECTS</b>	<b>Method of grading</b>	<b>Only after succ. compl. of module(s)</b>
5	numerical grade	--
<b>Duration</b>	<b>Module level</b>	<b>Other prerequisites</b>
1 semester	undergraduate	--
<b>Contents</b>		
<p>The lecture "Personal" ("Human Resources Management") presents and discusses basic theories, estimation techniques and empirical results from the area of personnel economics and human resource management.</p> <p>Syllabus</p> <ol style="list-style-type: none"> <li>1. Human Resource Management in enterprises</li> <li>2. The economic drivers of employers and employees</li> <li>3. Incentive and remuneration systems</li> <li>4. Challenges for the management of teams</li> <li>5. Information as a driving force of personnel management</li> <li>6. Demographic challenges of human resource management</li> </ol>		
<b>Intended learning outcomes</b>		
<p>The aim of the lecture is to enable students to understand and apply basic theories, estimation techniques and empirical results in the areas personnel economics and management on the basis of text books and scientific literature.</p>		
<b>Courses</b> (type, number of weekly contact hours, language — if other than German)		
V (2) + Ü (2)		
<b>Method of assessment</b> (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)		
written examination (approx. 60 minutes)		
<b>Allocation of places</b>		
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<b>Additional information</b>		
--		
<b>Workload</b>		
150 h		
<b>Teaching cycle</b>		
Teaching cycle: summer semester		
<b>Referred to in LPO I</b> (examination regulations for teaching-degree programmes)		
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<b>Module appears in</b>		
<p>Bachelor's degree (1 major) Business Management and Economics (2015)</p> <p>Bachelor's degree (1 major) Economathematics (2015)</p> <p>Bachelor's degree (1 major) Business Information Systems (2015)</p> <p>Master's degree (1 major) Media Communication (2015)</p> <p>Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2015)</p> <p>Master's degree (1 major) China Business and Economics (2016)</p>		
minor in a Bachelor's degree programme Business Management and Economics (2015)	JMU Würzburg • generated 18-Apr-2025 • exam. reg. data record Bachelor (60 ECTS) Wirtschaftswissenschaft - 2015	page 65 / 220

Bachelor's degree (1 major) Business Information Systems (2016)  
 Master's degree (1 major) Media Communication (2016)  
 Bachelor's degree (1 major) Econometrics (2017)  
 Master's degree (1 major) Media Communication (2018)  
 Master's degree (1 major) China Business and Economics (2019)  
 Bachelor's degree (1 major) Business Information Systems (2019)  
 Bachelor's degree (1 major) Business Management and Economics (2019)  
 Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2019)  
 Master's degree (1 major) Media Communication (2019)  
 Bachelor's degree (1 major) Business Information Systems (2020)

<b>Module title</b>		<b>Abbreviation</b>
Seminar: Human Resource Management & Organizational Theory		12-P&O-FS-152-m01
<b>Module coordinator</b>		<b>Module offered by</b>
holder of the Chair for Human Resource Management and Organisation		Faculty of Management and Economics
<b>ECTS</b>	<b>Method of grading</b>	<b>Only after succ. compl. of module(s)</b>
5	numerical grade	--
<b>Duration</b>	<b>Module level</b>	<b>Other prerequisites</b>
1 semester	undergraduate	--
<b>Contents</b>		
Students will write a seminar paper on, deliver a talk on and discuss current issues in the field of human resources management and organisation in class.		
<b>Intended learning outcomes</b>		
The students learn to handle, formulate in own words, present, and discuss current research literature.		
<b>Courses</b> (type, number of weekly contact hours, language – if other than German)		
S (2)		
<b>Method of assessment</b> (type, scope, language – if other than German, examination offered – if not every semester, information on whether module is creditable for bonus)		
term paper (approx. 15 pages) and presentation (approx. 20 minutes), weighted 2:1 Language of assessment: German and/or English Assessment offered: Once a year, winter semester		
<b>Allocation of places</b>		
15 places. (1) Should the number of applications exceed the number of available places, places will be allocated by lot among all applicants irrespective of their subjects. (2) Places on all courses of the module with a restricted number of places will be allocated in the same procedure. (3) A waiting list will be maintained and places re-allocated by lot as they become available.		
<b>Additional information</b>		
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<b>Workload</b>		
150 h		
<b>Teaching cycle</b>		
Teaching cycle: each semester		
<b>Referred to in LPO I</b> (examination regulations for teaching-degree programmes)		
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<b>Module appears in</b>		
Bachelor's degree (1 major) Business Management and Economics (2015) Bachelor's degree (1 major) Economathematics (2015) Bachelor's degree (1 major) Business Information Systems (2015) Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2015) Master's degree (1 major) China Business and Economics (2016) Bachelor's degree (1 major) Business Information Systems (2016) Bachelor's degree (1 major) Economathematics (2017) Master's degree (1 major) China Business and Economics (2019) Bachelor's degree (1 major) Business Information Systems (2019) Bachelor's degree (1 major) Business Management and Economics (2019) Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2019)		
minor in a Bachelor's degree programme Business Management and Economics (2015)	JMU Würzburg • generated 18-Apr-2025 • exam. reg. data record Bachelor (60 ECTS) Wirtschaftswissenschaft - 2015	page 67 / 220

Bachelor's degree (1 major) Business Information Systems (2020)

<b>Module title</b>		<b>Abbreviation</b>
Innovation Management		12-IM-152-m01
<b>Module coordinator</b>		<b>Module offered by</b>
holder of the Chair of Entrepreneurship and Strategy		Faculty of Management and Economics
<b>ECTS</b>	<b>Method of grading</b>	<b>Only after succ. compl. of module(s)</b>
5	numerical grade	--
<b>Duration</b>	<b>Module level</b>	<b>Other prerequisites</b>
1 semester	undergraduate	--
<b>Contents</b>		
<p>This theory-led and practice-oriented module equips you with essential knowledge in the areas of strategic management and innovation management. It is a primer on these topics that provides a broad overview on the field.</p> <p><i>Strategic management</i></p> <ol style="list-style-type: none"> <li>(1) Introduction</li> <li>(2) Strategic analysis</li> <li>(3) Business strategy</li> <li>(4) Corporate strategy</li> <li>(5) Strategy implementation</li> <li>(6) Strategic leadership</li> <li>(7) Internationalization, corporate governance, and corporate social responsibility</li> </ol> <p><i>Innovation management</i></p> <ol style="list-style-type: none"> <li>(8) Introduction</li> <li>(9) Sources of technology and innovation</li> <li>(10) Developing new products and services</li> <li>(11) Introducing new products and services</li> <li>(12) Technology and innovation strategy</li> <li>(13) Open innovation</li> <li>(14) Wrap-up and Q&amp;A</li> </ol>		
<b>Intended learning outcomes</b>		
<p><i>Educational aims</i></p> <ul style="list-style-type: none"> <li>• Understand the role of strategic and innovation management</li> <li>• Understand theoretical concepts related to strategic and innovation management</li> <li>• Critically appraise alternative approaches to strategic and innovation management</li> <li>• Evaluate the boundaries and risks of strategic and innovation management</li> </ul> <p><i>Learning outcomes</i></p> <p>On successful completion of this module you will be able to:</p> <ul style="list-style-type: none"> <li>• Create and evaluate concepts related to strategic and innovation management</li> </ul>		
minor in a Bachelor's degree programme Business Management and Economics (2015)	JMU Würzburg • generated 18-Apr-2025 • exam. reg. data record Bachelor (60 ECTS) Wirtschaftswissenschaft - 2015	page 69 / 220

<ul style="list-style-type: none"> <li>• Assess the role of strategic and innovation management for creating and sustaining competitive advantage</li> <li>• Make judgements about the organizational and managerial implications of strategic and innovation management</li> <li>• Systematically choose between different routes of action</li> </ul>
<b>Courses</b> (type, number of weekly contact hours, language – if other than German)
V (2) + Ü (2)
<b>Method of assessment</b> (type, scope, language – if other than German, examination offered – if not every semester, information on whether module is creditable for bonus)
written examination (approx. 60 minutes) Language of assessment: German and/or English
<b>Allocation of places</b>
--
<b>Additional information</b>
--
<b>Workload</b>
150 h
<b>Teaching cycle</b>
Teaching cycle: summer semester
<b>Referred to in LPO I</b> (examination regulations for teaching-degree programmes)
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<b>Module appears in</b>
Bachelor's degree (1 major) Business Management and Economics (2015) Bachelor's degree (1 major) Econometrics (2015) Bachelor's degree (1 major) Business Information Systems (2015) Master's degree (1 major) Media Communication (2015) Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2015) Master's degree (1 major) China Business and Economics (2016) Bachelor's degree (1 major) Business Information Systems (2016) Master's degree (1 major) Media Communication (2016) Bachelor's degree (1 major) Econometrics (2017) Master's degree (1 major) Media Communication (2018) Master's degree (1 major) China Business and Economics (2019) Master's degree (1 major) Media Communication (2019)

<b>Module title</b>		<b>Abbreviation</b>
Entrepreneurship		12-EPS-152-m01
<b>Module coordinator</b>		<b>Module offered by</b>
holder of the Chair of Entrepreneurship and Strategy		Faculty of Management and Economics
<b>ECTS</b>	<b>Method of grading</b>	<b>Only after succ. compl. of module(s)</b>
5	numerical grade	--
<b>Duration</b>	<b>Module level</b>	<b>Other prerequisites</b>
1 semester	undergraduate	--
<b>Contents</b>		
<p>This theory-led and practice-oriented module provides you with a toolbox of key concepts and theories to support careers as entrepreneurs or in entrepreneurship-related fields, such as venture capital or public entrepreneurship support.</p> <ol style="list-style-type: none"> <li>(1) Introduction</li> <li>(2) Who becomes an entrepreneur?</li> <li>(3) Opportunity identification &amp; exploitation entrepreneurship</li> <li>(4) The business model</li> <li>(5) The business plan</li> <li>(6) Entrepreneurial strategies</li> <li>(7) Finance for entrepreneurs</li> <li>(8) Marketing for entrepreneurs</li> <li>(9) Entrepreneurial networks</li> <li>(10) Digital strategy and digital transformation</li> <li>(11) Entrepreneurial leadership and team</li> <li>(12) Entrepreneurial exit and failure</li> <li>(13) Corporate entrepreneurship and innovation</li> <li>(14) Wrap-up and Q&amp;A</li> </ol>		
<b>Intended learning outcomes</b>		
<p><i>Educational aims</i></p> <ul style="list-style-type: none"> <li>• Clarify the role of entrepreneurship</li> <li>• Explain theoretical concepts and mechanisms behind entrepreneurship</li> <li>• Enable students to critically appraise alternative approaches to entrepreneurship</li> <li>• Enable students to evaluate the boundaries and risks of entrepreneurship</li> </ul> <p><i>Learning outcomes</i></p> <p>On successful completion of this module you will be able to:</p> <ul style="list-style-type: none"> <li>• Assess alternative options for creating and sustaining competitive advantage of startups</li> <li>• Create and evaluate concepts related to entrepreneurship</li> <li>• Make judgements about the organizational and managerial implications of entrepreneurial decisions</li> <li>• Systematically choose between different routes of action</li> </ul>		

<b>Courses</b> (type, number of weekly contact hours, language — if other than German)
V (2) + Ü (2)
<b>Method of assessment</b> (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)
written examination (approx. 60 minutes) Language of assessment: German and/or English
<b>Allocation of places</b>
--
<b>Additional information</b>
--
<b>Workload</b>
150 h
<b>Teaching cycle</b>
Teaching cycle: winter semester
<b>Referred to in LPO I</b> (examination regulations for teaching-degree programmes)
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<b>Module appears in</b>
Bachelor's degree (1 major) Business Management and Economics (2015) Bachelor's degree (1 major) Econometrics (2015) Bachelor's degree (1 major) Business Information Systems (2015) Master's degree (1 major) Media Communication (2015) Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2015) Master's degree (1 major) China Business and Economics (2016) Bachelor's degree (1 major) Business Information Systems (2016) Master's degree (1 major) Media Communication (2016) Bachelor's degree (1 major) Econometrics (2017) Master's degree (1 major) Media Communication (2018) Master's degree (1 major) China Business and Economics (2019) Master's degree (1 major) Media Communication (2019)



<b>Module title</b>		<b>Abbreviation</b>
Managerial Accounting: cost-based decision-making and control		12-KR-152-m01
<b>Module coordinator</b>		<b>Module offered by</b>
holder of the Chair of Business Management, Controlling and Accounting		Faculty of Management and Economics
<b>ECTS</b>	<b>Method of grading</b>	<b>Only after succ. compl. of module(s)</b>
5	numerical grade	--
<b>Duration</b>	<b>Module level</b>	<b>Other prerequisites</b>
1 semester	undergraduate	--
<b>Contents</b>		
First, this module will discuss basic principles of accounting such as full and direct costing as well as cost and performance accounting in the context of decision-making. The course will then focus on decision-making processes (short-term production planning, pricing decisions) and internal control calculations (the role of controls, deviation analyses).		
<b>Intended learning outcomes</b>		
This module provides competences in order to apply systems of full and direct costing, cost and performance accounting with regard to decision-making and internal control processes. After completing the course unit, students will be able to understand and assess the theoretical principles and interrelationships in decision-making and control as well as be able to apply them to examples from corporate practice. The goal is to promote analytical thinking and problem-solving abilities by analyses of complex problem structures.		
<b>Courses</b> (type, number of weekly contact hours, language – if other than German)		
V (2) + Ü (2)		
<b>Method of assessment</b> (type, scope, language – if other than German, examination offered – if not every semester, information on whether module is creditable for bonus)		
written examination (approx. 60 minutes)		
<b>Allocation of places</b>		
--		
<b>Additional information</b>		
--		
<b>Workload</b>		
150 h		
<b>Teaching cycle</b>		
Teaching cycle: winter semester		
<b>Referred to in LPO I</b> (examination regulations for teaching-degree programmes)		
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<b>Module appears in</b>		
Bachelor's degree (1 major) Business Management and Economics (2015) Bachelor's degree (1 major) Economathematics (2015) Bachelor's degree (1 major) Business Information Systems (2015) Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2015) Master's degree (1 major) China Business and Economics (2016) Bachelor's degree (1 major) Business Information Systems (2016) Bachelor's degree (1 major) Economathematics (2017) Master's degree (1 major) China Business and Economics (2019) Bachelor's degree (1 major) Business Information Systems (2019) Bachelor's degree (1 major) Business Management and Economics (2019)		
minor in a Bachelor's degree programme Business Management and Economics (2015)	JMU Würzburg • generated 18-Apr-2025 • exam. reg. data record Bachelor (60 ECTS) Wirtschaftswissenschaft - 2015	page 73 / 220

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

<b>Module title</b>		<b>Abbreviation</b>
Aspects of Managerial Accounting and Control		12-AAC-152-m01
<b>Module coordinator</b>		<b>Module offered by</b>
holder of the Chair of Business Management, Controlling and Accounting		Faculty of Management and Economics
<b>ECTS</b>	<b>Method of grading</b>	<b>Only after succ. compl. of module(s)</b>
5	numerical grade	--
<b>Duration</b>	<b>Module level</b>	<b>Other prerequisites</b>
1 semester	undergraduate	--
<b>Contents</b>		
In this seminar, students will acquire important knowledge and skills that will enable them to prepare a well-structured paper and to present the results of their work by means of key aspects of cost accounting and control.		
<b>Intended learning outcomes</b>		
After completing the seminar, students will be able to work on simple questions from the field of cost accounting and control at a scientific level. They can conduct basic scientific literature research and understand its contents, integrate obtained results into scientific papers and independently prepare presentations and lectures.		
<b>Courses</b> (type, number of weekly contact hours, language – if other than German)		
S (2)		
<b>Method of assessment</b> (type, scope, language – if other than German, examination offered – if not every semester, information on whether module is creditable for bonus)		
term paper (approx. 12 pages) and presentation (approx. 20 minutes), weighted 2:1		
<b>Allocation of places</b>		
--		
<b>Additional information</b>		
--		
<b>Workload</b>		
150 h		
<b>Teaching cycle</b>		
Teaching cycle: each semester		
<b>Referred to in LPO I</b> (examination regulations for teaching-degree programmes)		
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<b>Module appears in</b>		
Bachelor's degree (1 major) Business Management and Economics (2015) Bachelor's degree (1 major) Economathematics (2015) Bachelor's degree (1 major) Business Information Systems (2015) Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2015) Master's degree (1 major) China Business and Economics (2016) Bachelor's degree (1 major) Business Information Systems (2016) Bachelor's degree (1 major) Economathematics (2017) Master's degree (1 major) China Business and Economics (2019) Bachelor's degree (1 major) Business Information Systems (2019) Bachelor's degree (1 major) Business Management and Economics (2019) Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2019) Bachelor's degree (1 major) Business Information Systems (2020)		

<b>Module title</b>		<b>Abbreviation</b>
eBusiness		12-Ebus-F-152-m01
<b>Module coordinator</b>		<b>Module offered by</b>
holder of the Chair of Information Systems Engineering		Faculty of Management and Economics
<b>ECTS</b>	<b>Method of grading</b>	<b>Only after succ. compl. of module(s)</b>
5	numerical grade	--
<b>Duration</b>	<b>Module level</b>	<b>Other prerequisites</b>
1 semester	undergraduate	--
<b>Contents</b>		
<p>The module provides an introduction to the impacts of digitalisation on industries, value chains and business models. The focus is on the use of information and communication technologies to redesign inter-company integration and interaction with end customers as well as supporting services (e.g. payment, logistics). The concepts taught are illustrated with numerous examples from the retail, media and banking sectors, among others.</p>		
<b>Intended learning outcomes</b>		
<ul style="list-style-type: none"> <li>- Understand selected technological foundations of digitalisation</li> <li>- Apply different concepts and frameworks for digital processes and business models</li> <li>- Analyse the business drivers and barriers behind the use of digital technologies in organisations</li> </ul>		
<b>Courses</b> (type, number of weekly contact hours, language — if other than German)		
V (2) + Ü (2)		
<b>Method of assessment</b> (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)		
<p>a) written examination (approx. 60 minutes) or  b) term paper (approx. 15 pages) or  c) term paper (approx. 10 to 15 pages) and presentation (approx. 10 minutes); (weighted 2:1)  Language of assessment: German and/or English</p>		
<b>Allocation of places</b>		
--		
<b>Additional information</b>		
--		
<b>Workload</b>		
150 h		
<b>Teaching cycle</b>		
Teaching cycle: summer semester		
<b>Referred to in LPO I</b> (examination regulations for teaching-degree programmes)		
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<b>Module appears in</b>		
<p>Bachelor's degree (1 major) Business Management and Economics (2015)  Bachelor's degree (1 major) Economathematics (2015)  Bachelor's degree (1 major) Business Information Systems (2015)  Master's degree (1 major) Media Communication (2015)  Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2015)  Master's degree (1 major) China Business and Economics (2016)  Bachelor's degree (1 major) Business Information Systems (2016)  Bachelor's degree (1 major) Economathematics (2017)  Master's degree (1 major) China Business and Economics (2019)</p>		
minor in a Bachelor's degree programme Business Management and Economics (2015)	JMU Würzburg • generated 18-Apr-2025 • exam. reg. data record Bachelor (60 ECTS) Wirtschaftswissenschaft - 2015	page 76 / 220

<b>Module title</b>		<b>Abbreviation</b>
E-Business Project		12-EBP-152-m01
<b>Module coordinator</b>		<b>Module offered by</b>
holder of the Chair of Information Systems Engineering		Faculty of Management and Economics
<b>ECTS</b>	<b>Method of grading</b>	<b>Only after succ. compl. of module(s)</b>
5	numerical grade	--
<b>Duration</b>	<b>Module level</b>	<b>Other prerequisites</b>
1 semester	undergraduate	--
<b>Contents</b>		
In this course, students will acquire the technical, organisational and social skills necessary for a real e-business. The principal distinguishing feature of this course is its high practical relevance. The project work - evolving from the conceptual design to status presentations and final report - will be completed in small groups.		
<b>Intended learning outcomes</b>		
<ul style="list-style-type: none"> <li>• Understand challenges of real e-business organisations</li> <li>• Apply the acquired knowledge to solve a specific, real problem</li> <li>• Present the developed results</li> </ul>		
<b>Courses</b> (type, number of weekly contact hours, language – if other than German)		
V (2) + Ü (2)		
<b>Method of assessment</b> (type, scope, language – if other than German, examination offered – if not every semester, information on whether module is creditable for bonus)		
a) written examination (approx. 60 minutes) or b) term paper (approx. 20 pages) or c) term paper (approx. 10 to 20 pages) and presentation (approx. 15 minutes), weighted 2:1 or d) entirely or partly computerised written examination (approx. 60 minutes) Language of assessment: German and/or English		
<b>Allocation of places</b>		
--		
<b>Additional information</b>		
--		
<b>Workload</b>		
150 h		
<b>Teaching cycle</b>		
Teaching cycle: winter semester		
<b>Referred to in LPO I</b> (examination regulations for teaching-degree programmes)		
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<b>Module appears in</b>		
Bachelor's degree (1 major) Business Management and Economics (2015) Bachelor's degree (1 major) Economathematics (2015) Bachelor's degree (1 major) Business Information Systems (2015) Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2015) Master's degree (1 major) China Business and Economics (2016) Bachelor's degree (1 major) Business Information Systems (2016) Bachelor's degree (1 major) Economathematics (2017) Master's degree (1 major) China Business and Economics (2019) Bachelor's degree (1 major) Business Information Systems (2019) Bachelor's degree (1 major) Business Management and Economics (2019)		
minor in a Bachelor's degree programme Business Management and Economics (2015)	JMU Würzburg • generated 18-Apr-2025 • exam. reg. data record Bachelor (60 ECTS) Wirtschaftswissenschaft - 2015	page 77 / 220

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

<b>Module title</b>		<b>Abbreviation</b>
Seminar: Information Systems		12-INS-FS-152-m01
<b>Module coordinator</b>		<b>Module offered by</b>
Dean of the Faculty of Business Management and Economics		Faculty of Management and Economics
<b>ECTS</b>	<b>Method of grading</b>	<b>Only after succ. compl. of module(s)</b>
5	numerical grade	--
<b>Duration</b>	<b>Module level</b>	<b>Other prerequisites</b>
1 semester	undergraduate	--
<b>Contents</b>		
Drawing on current cutting-edge research, students are enabled to critically and independently analyze current research questions and to learn and apply research methods. The seminar style of the course teaches them to present their own seminar papers and research both in written and in oral form. Students are enabled to critically analyze and discuss the work of their peers.		
<b>Intended learning outcomes</b>		
<ul style="list-style-type: none"> <li>• Academic literature research</li> <li>• Integration of compiled results into scientific term papers</li> <li>• Preparation of presentations and talks</li> </ul>		
<b>Courses</b> (type, number of weekly contact hours, language – if other than German)		
S (2)		
<b>Method of assessment</b> (type, scope, language – if other than German, examination offered – if not every semester, information on whether module is creditable for bonus)		
term paper (approx. 20 pages) and presentation (approx. 20 minutes), weighted 2:1 Language of assessment: German and/or English		
<b>Allocation of places</b>		
15 places. Should the number of applications exceed the number of available places, places will be allocated as follows: (1) Bachelor's students of Wirtschaftsinformatik (Business Information Systems) (BSc with 180 ECTS credits) will be given preferential consideration. (2) The remaining places will be allocated to students of other subjects. (3) When places are allocated in accordance with (1) and (2) and the number of applications exceeds the number of available places, places will be allocated by lot among applicants from this group. (4) Places on all courses of the module with a restricted number of places will be allocated in the same procedure. (5) A waiting list will be maintained and places re-allocated by lot as they become available.		
<b>Additional information</b>		
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<b>Workload</b>		
150 h		
<b>Teaching cycle</b>		
Teaching cycle: no courses offered		
<b>Referred to in LPO I</b> (examination regulations for teaching-degree programmes)		
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<b>Module appears in</b>		
Bachelor's degree (1 major) Business Management and Economics (2015) Bachelor's degree (1 major) Economathematics (2015) Bachelor's degree (1 major) Business Information Systems (2015) Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2015) Master's degree (1 major) China Business and Economics (2016)		
minor in a Bachelor's degree programme Business Management and Economics (2015)	JMU Würzburg • generated 18-Apr-2025 • exam. reg. data record Bachelor (60 ECTS) Wirtschaftswissenschaft - 2015	page 79 / 220

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



<b>Module title</b>		<b>Abbreviation</b>
Supply Chain Management		12-SCM-F-152-m01
<b>Module coordinator</b>		<b>Module offered by</b>
holder of the Chair of Logistics and Quantitative Methods		Faculty of Management and Economics
<b>ECTS</b>	<b>Method of grading</b>	<b>Only after succ. compl. of module(s)</b>
5	numerical grade	--
<b>Duration</b>	<b>Module level</b>	<b>Other prerequisites</b>
1 semester	undergraduate	--
<b>Contents</b>		
The seminar "Supply Chain Management" will introduce students to tactical and operational planning problems of supply chain management. It will discuss the wording of these as formal models and, with the help of a continuous case study, will acquaint students with the implementation of these models in SAP APO.		
<b>Intended learning outcomes</b>		
After completing this seminar students can (i) apply selected and applied quantitative models for procurement, production, sales and supply chain management; (ii) face the practical problems when using real data to feed models; (iii) understand the challenges to reach a coordinated decision in a company.		
<b>Courses</b> (type, number of weekly contact hours, language – if other than German)		
V (2) + Ü (2)		
<b>Method of assessment</b> (type, scope, language – if other than German, examination offered – if not every semester, information on whether module is creditable for bonus)		
a) written examination (approx. 60 minutes) or b) term paper (approx. 15 pages) or c) term paper (approx. 10 to 15 pages) and presentation (approx. 10 minutes); (weighted 2:1) Language of assessment: German and/or English Assessment offered: Once a year, summer semester		
<b>Allocation of places</b>		
--		
<b>Additional information</b>		
--		
<b>Workload</b>		
150 h		
<b>Teaching cycle</b>		
Teaching cycle: no courses offered		
<b>Referred to in LPO I</b> (examination regulations for teaching-degree programmes)		
--		
<b>Module appears in</b>		
Bachelor's degree (1 major) Business Management and Economics (2015) Bachelor's degree (1 major) Economathematics (2015) Bachelor's degree (1 major) Business Information Systems (2015) Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2015) Master's degree (1 major) China Business and Economics (2016) Bachelor's degree (1 major) Business Information Systems (2016) Bachelor's degree (1 major) Economathematics (2017) Master's degree (1 major) China Business and Economics (2019) Bachelor's degree (1 major) Business Information Systems (2019)		
minor in a Bachelor's degree programme Business Management and Economics (2015)	JMU Würzburg • generated 18-Apr-2025 • exam. reg. data record Bachelor (60 ECTS) Wirtschaftswissenschaft - 2015	page 81 / 220

Bachelor's degree (1 major) Business Management and Economics (2019)  
Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2019)  
Bachelor's degree (1 major) Business Information Systems (2020)

<b>Module title</b>		<b>Abbreviation</b>
Seminar: Logistics & Supply Chain Management		12-LSCM-152-m01
<b>Module coordinator</b>		<b>Module offered by</b>
holder of the Chair of Logistics and Quantitative Methods		Faculty of Management and Economics
<b>ECTS</b>	<b>Method of grading</b>	<b>Only after succ. compl. of module(s)</b>
5	numerical grade	--
<b>Duration</b>	<b>Module level</b>	<b>Other prerequisites</b>
1 semester	undergraduate	--
<b>Contents</b>		
In this module, students will learn, on a case-by-case basis, how companies successfully implemented quantitative planning methods to optimise their processes in logistics and supply chain management.		
<b>Intended learning outcomes</b>		
After completing this module students can 1. understand mathematical models to solve practical problems in logistics and supply chain management, 2. evaluate and critique the results of such models, and 3. understand, describe, and evaluate the limits of such models.		
<b>Courses</b> (type, number of weekly contact hours, language – if other than German)		
S (2)		
<b>Method of assessment</b> (type, scope, language – if other than German, examination offered – if not every semester, information on whether module is creditable for bonus)		
written elaboration (approx. 10 to 15 pages) and presentation (approx. 10 minutes), weighted 2:1 Language of assessment: German and/or English Assessment offered: Once a year, winter semester		
<b>Allocation of places</b>		
20 places. Should the number of applications exceed the number of available places, places will be allocated as follows: (1) Applicants who have already achieved a total of 90 ECTS credits or more will be given preferential consideration. (2) When places are allocated in accordance with (1) and the number of applications exceeds the number of available places, places will be allocated according to the average grade of assessments taken so far; among applicants with the same average grade, places will be allocated by lot.		
<b>Additional information</b>		
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<b>Workload</b>		
150 h		
<b>Teaching cycle</b>		
Teaching cycle: after announcement		
<b>Referred to in LPO I</b> (examination regulations for teaching-degree programmes)		
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<b>Module appears in</b>		
Bachelor's degree (1 major) Business Management and Economics (2015) Bachelor's degree (1 major) Economathematics (2015) Bachelor's degree (1 major) Business Information Systems (2015) Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2015) Master's degree (1 major) China Business and Economics (2016) Bachelor's degree (1 major) Business Information Systems (2016) Bachelor's degree (1 major) Economathematics (2017) Master's degree (1 major) China Business and Economics (2019)		
minor in a Bachelor's degree programme Business Management and Economics (2015)	JMU Würzburg • generated 18-Apr-2025 • exam. reg. data record Bachelor (60 ECTS) Wirtschaftswissenschaft - 2015	page 83 / 220

Bachelor's degree (1 major) Business Information Systems (2019)  
Bachelor's degree (1 major) Business Management and Economics (2019)  
Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2019)  
Bachelor's degree (1 major) Business Information Systems (2020)

<b>Module title</b>		<b>Abbreviation</b>
Toyota Supply Chain Management		12-MDM-152-m01
<b>Module coordinator</b>		<b>Module offered by</b>
holder of the Chair of Logistics and Quantitative Methods		Faculty of Management and Economics
<b>ECTS</b>	<b>Method of grading</b>	<b>Only after succ. compl. of module(s)</b>
5	numerical grade	--
<b>Duration</b>	<b>Module level</b>	<b>Other prerequisites</b>
1 semester	undergraduate	--
<b>Contents</b>		
<p>Toyota is still considered to be a pioneer in the field of automobile production although it has recently had to cope with difficulties (e.g. recalls, production shortfalls caused by natural disasters) and had lost its dominant position in the automotive market to General Motors and Volkswagen—at least temporarily. The development of concepts, such as Lean Manufacturing, Total Quality Management, Kaizen, Kanban, etc., can be attributed completely or at least partially to Toyota. These concepts integrated in the so-called Toyota Production System (TPS) are now considered standard elements of modern production systems and are standard repertoire in business management. However, with focus on the management of production systems, they only represent one of the cornerstones of the successful Toyota model. Toyota currently operates extremely efficient global supply chains with international production sites (in Japan, USA, France, Brazil, Argentina, Malaysia, Pakistan, etc.), globally distributed suppliers and a worldwide dealer network. Toyota implemented not only efficient production (with TPS), but also sustained efficient design and coordination of globally distributed value-added activities. To accomplish this, Toyota has consistently developed its management philosophy and the principles underlying TPS and integrated these in the "Toyota supply chain". While we were able to learn from Toyota in the past as to how production systems can be designed, today we can learn from Toyota as to how complex global supply chains in the automotive industry - but also in other industries - should be designed and coordinated. Notably its planning principles are - despite the greater complexity - easy to understand, simple to implement and are based on simple 'ground rules'. The aim of this seminar is to learn from the Toyota supply chain.</p>		
<b>Intended learning outcomes</b>		
<p>Drawing on current cutting-edge research, students are enabled to critically and independently analyze current research questions and to learn and apply research methods. The seminar style of the course teaches them to present their own seminar papers and research both in written and in oral form. Students are enabled to critically analyze and discuss the work of their peers.</p>		
<b>Courses</b> (type, number of weekly contact hours, language — if other than German)		
S (2)		
<b>Method of assessment</b> (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)		
<p>written elaboration (approx. 10 to 15 pages) and presentation (approx. 10 minutes), weighted 2:1            Language of assessment: German and/or English            Assessment offered: Once a year, summer semester</p>		
<b>Allocation of places</b>		
<p>20 places.            Should the number of applications exceed the number of available places, places will be allocated as follows:            (1) Applicants who have already achieved a total of 90 ECTS credits or more will be given preferential consideration. (2) When places are allocated in accordance with (1) and the number of applications exceeds the number of available places, places will be allocated according to the average grade of assessments taken so far; among applicants with the same average grade, places will be allocated by lot.</p>		
<b>Additional information</b>		
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<b>Workload</b>		
150 h		
minor in a Bachelor's degree programme Business Management and Economics (2015)	JMU Würzburg • generated 18-Apr-2025 • exam. reg. data record Bachelor (60 ECTS) Wirtschaftswissenschaft - 2015	page 85 / 220

<b>Teaching cycle</b>
Teaching cycle: after announcement
<b>Referred to in LPO I</b> (examination regulations for teaching-degree programmes)
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<b>Module appears in</b>
<p>Bachelor's degree (1 major) Business Management and Economics (2015)          Bachelor's degree (1 major) Economathematics (2015)          Bachelor's degree (1 major) Business Information Systems (2015)          Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2015)          Master's degree (1 major) China Business and Economics (2016)          Bachelor's degree (1 major) Business Information Systems (2016)          Bachelor's degree (1 major) Economathematics (2017)          Master's degree (1 major) China Business and Economics (2019)          Bachelor's degree (1 major) Business Information Systems (2019)          Bachelor's degree (1 major) Business Management and Economics (2019)          Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2019)          Bachelor's degree (1 major) Business Information Systems (2020)</p>

<b>Module title</b>		<b>Abbreviation</b>
Modern Approaches in Logistics		12-AAL-221-m01
<b>Module coordinator</b>		<b>Module offered by</b>
holder of the Chair of Business Management and Industrial Management		Faculty of Management and Economics
<b>ECTS</b>	<b>Method of grading</b>	<b>Only after succ. compl. of module(s)</b>
5	numerical grade	--
<b>Duration</b>	<b>Module level</b>	<b>Other prerequisites</b>
1 semester	undergraduate	--
<b>Contents</b>		
In this module theoretical models and applied problems in the field of logistics are addressed.		
<b>Intended learning outcomes</b>		
The students are gaining knowledge regarding essentials problems in the field of logistics. They are able to structure applied problems, find solution procedures and processes and compute solutions to applied problems.		
<b>Courses</b> (type, number of weekly contact hours, language – if other than German)		
V (2) + Ü (2) Module taught in: German and/or English		
<b>Method of assessment</b> (type, scope, language – if other than German, examination offered – if not every semester, information on whether module is creditable for bonus)		
a) Written examination (approx. 60 minutes) or b) Term paper (15 to 20 pages) or c) Term paper (10 to 15 pages) and presentation (approx. 20 minutes); (weighted 2:1) or d) oral examination (approx. 20 minutes) or e) Portfolio (15 to 20 pages) Language of assessment: German and/or English Assessment offered: yearly, to be announced creditable for bonus		
<b>Allocation of places</b>		
30 places. (1) Should the number of applications exceed the number of available places, places will be allocated by lot among all applicants irrespective of their subjects. (2) Places on all courses of the module with a restricted number of places will be allocated in the same procedure. (3) A waiting list will be maintained and places re-allocated by lot as they become available.		
<b>Additional information</b>		
Module can be taught in form of E Learning course, seminar, block event etc.		
<b>Workload</b>		
150 h		
<b>Teaching cycle</b>		
Teaching cycle: no courses offered		
<b>Referred to in LPO I</b> (examination regulations for teaching-degree programmes)		
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<b>Module appears in</b>		
Bachelor's degree (1 major) Business Management and Economics (2015) Bachelor's degree (1 major) Economathematics (2015) Bachelor's degree (1 major) Business Information Systems (2015) Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2015)		
minor in a Bachelor's degree programme Business Management and Economics (2015)	JMU Würzburg • generated 18-Apr-2025 • exam. reg. data record Bachelor (60 ECTS) Wirtschaftswissenschaft - 2015	page 87 / 220

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



<b>Module title</b>		<b>Abbreviation</b>
Foundations of transport logistics		12-GT-221-m01
<b>Module coordinator</b>		<b>Module offered by</b>
holder of the Chair of Business Management and Industrial Management		Faculty of Management and Economics
<b>ECTS</b>	<b>Method of grading</b>	<b>Only after succ. compl. of module(s)</b>
5	numerical grade	--
<b>Duration</b>	<b>Module level</b>	<b>Other prerequisites</b>
1 semester	undergraduate	--
<b>Contents</b>		
The module focuses on basic models in the field of transport logistics. The contents are trained via mathematical exercises.		
<b>Intended learning outcomes</b>		
The students gain knowledge regarding essential models in the field of transport logistics. They are able to compute solutions mathematically.		
<b>Courses</b> (type, number of weekly contact hours, language – if other than German)		
V (2) + Ü (2) Module taught in: German and/or English		
<b>Method of assessment</b> (type, scope, language – if other than German, examination offered – if not every semester, information on whether module is creditable for bonus)		
a) Written examination (approx. 60 minutes) or b) Term paper (15 to 20 pages) or c) Term paper (10 to 15 pages) and presentation (approx. 20 minutes); (weighted 2:1) or d) oral examination (approx. 20 minutes) or e) Portfolio (15 to 20 pages) Language of assessment: German and/or English Assessment offered: yearly, to be announced creditable for bonus		
<b>Allocation of places</b>		
30 places. (1) Should the number of applications exceed the number of available places, places will be allocated by lot among all applicants irrespective of their subjects. (2) Places on all courses of the module with a restricted number of places will be allocated in the same procedure. (3) A waiting list will be maintained and places re-allocated by lot as they become available.		
<b>Additional information</b>		
Module can be taught in form of E Learning course, seminar, block event etc.		
<b>Workload</b>		
150 h		
<b>Teaching cycle</b>		
Teaching cycle: no courses offered		
<b>Referred to in LPO I</b> (examination regulations for teaching-degree programmes)		
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<b>Module appears in</b>		
Bachelor's degree (1 major) Business Management and Economics (2015) Bachelor's degree (1 major) Econometrics (2015) Bachelor's degree (1 major) Business Information Systems (2015)		
minor in a Bachelor's degree programme Business Management and Economics (2015)	JMU Würzburg • generated 18-Apr-2025 • exam. reg. data record Bachelor (60 ECTS) Wirtschaftswissenschaft - 2015	page 89 / 220

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

<b>Module title</b>		<b>Abbreviation</b>
Digital Science 1		12-DS1-222-m01
<b>Module coordinator</b>		<b>Module offered by</b>
Dean of the Faculty of Business Management and Economics		Faculty of Management and Economics
<b>ECTS</b>	<b>Method of grading</b>	<b>Only after succ. compl. of module(s)</b>
5	numerical grade	--
<b>Duration</b>	<b>Module level</b>	<b>Other prerequisites</b>
1 semester	undergraduate	--
<b>Contents</b>		
<p>This module serves the purpose of transferring credits from</p> <ul style="list-style-type: none"> <li>• courses taken at other German or non-German universities</li> <li>• additional courses offered on a short-term basis</li> <li>• courses offered by new Chairs that are yet to be included in the FSB (subject-specific provisions)</li> </ul> <p>The holders of the respective Chairs will ensure that the courses are eligible for credit transfer.</p>		
<b>Intended learning outcomes</b>		
As a result of accrediting multiple kinds of modules, a description of acquired skills cannot be given.		
<b>Courses</b> (type, number of weekly contact hours, language – if other than German)		
V (2) + Ü (2)		
<b>Method of assessment</b> (type, scope, language – if other than German, examination offered – if not every semester, information on whether module is creditable for bonus)		
<p>a) Written examination (approx. 60 minutes) or  b) Term paper (approx. 15 pages) or  c) Term paper (10 to 15 pages) and presentation (approx. 10 minutes); (weighted 2:1)  Language of assessment: German and/or English</p>		
<b>Allocation of places</b>		
--		
<b>Additional information</b>		
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<b>Workload</b>		
150 h		
<b>Teaching cycle</b>		
Teaching cycle: no courses offered		
<b>Referred to in LPO I</b> (examination regulations for teaching-degree programmes)		
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<b>Module appears in</b>		
<p>Bachelor's degree (1 major) Business Management and Economics (2015)  Bachelor's degree (1 major) Economathematics (2015)  Bachelor's degree (1 major) Business Information Systems (2015)  Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2015)  Bachelor's degree (1 major) Business Information Systems (2016)  Bachelor's degree (1 major) Economathematics (2017)  Bachelor's degree (1 major) Business Information Systems (2019)  Bachelor's degree (1 major) Business Management and Economics (2019)  Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2019)  Bachelor's degree (1 major) Business Information Systems (2020)</p>		
minor in a Bachelor's degree programme Business Management and Economics (2015)	JMU Würzburg • generated 18-Apr-2025 • exam. reg. data record Bachelor (60 ECTS) Wirtschaftswissenschaft - 2015	page 91 / 220

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

<b>Module title</b>		<b>Abbreviation</b>
Digital Science 2		12-DS2-222-m01
<b>Module coordinator</b>		<b>Module offered by</b>
Dean of the Faculty of Business Management and Economics		Faculty of Management and Economics
<b>ECTS</b>	<b>Method of grading</b>	<b>Only after succ. compl. of module(s)</b>
5	numerical grade	--
<b>Duration</b>	<b>Module level</b>	<b>Other prerequisites</b>
1 semester	undergraduate	--
<b>Contents</b>		
<p>This module serves the purpose of transferring credits from</p> <ul style="list-style-type: none"> <li>• courses taken at other German or non-German universities</li> <li>• additional courses offered on a short-term basis</li> <li>• courses offered by new Chairs that are yet to be included in the FSB (subject-specific provisions)</li> </ul> <p>The holders of the respective Chairs will ensure that the courses are eligible for credit transfer.</p>		
<b>Intended learning outcomes</b>		
As a result of accrediting multiple kinds of modules, a description of acquired skills cannot be given.		
<b>Courses</b> (type, number of weekly contact hours, language – if other than German)		
V (2) + Ü (2)		
<b>Method of assessment</b> (type, scope, language – if other than German, examination offered – if not every semester, information on whether module is creditable for bonus)		
<p>a) Written examination (approx. 60 minutes) or  b) Term paper (approx. 15 pages) or  c) Term paper (10 to 15 pages) and presentation (approx. 10 minutes); (weighted 2:1)  Language of assessment: German and/or English</p>		
<b>Allocation of places</b>		
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<b>Additional information</b>		
--		
<b>Workload</b>		
150 h		
<b>Teaching cycle</b>		
Teaching cycle: no courses offered		
<b>Referred to in LPO I</b> (examination regulations for teaching-degree programmes)		
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<b>Module appears in</b>		
<p>Bachelor's degree (1 major) Business Management and Economics (2015)  Bachelor's degree (1 major) Economathematics (2015)  Bachelor's degree (1 major) Business Information Systems (2015)  Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2015)  Bachelor's degree (1 major) Business Information Systems (2016)  Bachelor's degree (1 major) Economathematics (2017)  Bachelor's degree (1 major) Business Information Systems (2019)  Bachelor's degree (1 major) Business Management and Economics (2019)  Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2019)  Bachelor's degree (1 major) Business Information Systems (2020)</p>		
minor in a Bachelor's degree programme Business Management and Economics (2015)	JMU Würzburg • generated 18-Apr-2025 • exam. reg. data record Bachelor (60 ECTS) Wirtschaftswissenschaft - 2015	page 93 / 220

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

<b>Module title</b>		<b>Abbreviation</b>
Digital Science 3		12-DS3-222-m01
<b>Module coordinator</b>		<b>Module offered by</b>
Dean of the Faculty of Business Management and Economics		Faculty of Management and Economics
<b>ECTS</b>	<b>Method of grading</b>	<b>Only after succ. compl. of module(s)</b>
5	numerical grade	--
<b>Duration</b>	<b>Module level</b>	<b>Other prerequisites</b>
1 semester	undergraduate	--
<b>Contents</b>		
<p>This module serves the purpose of transferring credits from</p> <ul style="list-style-type: none"> <li>• courses taken at other German or non-German universities</li> <li>• additional courses offered on a short-term basis</li> <li>• courses offered by new Chairs that are yet to be included in the FSB (subject-specific provisions)</li> </ul> <p>The holders of the respective Chairs will ensure that the courses are eligible for credit transfer.</p>		
<b>Intended learning outcomes</b>		
As a result of accrediting multiple kinds of modules, a description of acquired skills cannot be given.		
<b>Courses</b> (type, number of weekly contact hours, language – if other than German)		
S (2)		
<b>Method of assessment</b> (type, scope, language – if other than German, examination offered – if not every semester, information on whether module is creditable for bonus)		
<p>a) Term paper (approx. 15 pages) and presentation (approx. 20 minutes); (weighted 2:1) or  b) Term paper (20 to 25 pages)  Language of assessment: German and/or English</p>		
<b>Allocation of places</b>		
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<b>Additional information</b>		
--		
<b>Workload</b>		
150 h		
<b>Teaching cycle</b>		
Teaching cycle: no courses offered		
<b>Referred to in LPO I</b> (examination regulations for teaching-degree programmes)		
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<b>Module appears in</b>		
<p>Bachelor's degree (1 major) Business Management and Economics (2015)  Bachelor's degree (1 major) Economathematics (2015)  Bachelor's degree (1 major) Business Information Systems (2015)  Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2015)  Bachelor's degree (1 major) Business Information Systems (2016)  Bachelor's degree (1 major) Economathematics (2017)  Bachelor's degree (1 major) Business Information Systems (2019)  Bachelor's degree (1 major) Business Management and Economics (2019)  Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2019)  Bachelor's degree (1 major) Business Information Systems (2020)  Bachelor's degree (1 major) Business Information Systems (2021)</p>		
minor in a Bachelor's degree programme Business Management and Economics (2015)	JMU Würzburg • generated 18-Apr-2025 • exam. reg. data record Bachelor (60 ECTS) Wirtschaftswissenschaft - 2015	page 95 / 220

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



<b>Module title</b>		<b>Abbreviation</b>
Digital Science 4		12-DS4-222-m01
<b>Module coordinator</b>		<b>Module offered by</b>
Dean of the Faculty of Business Management and Economics		Faculty of Management and Economics
<b>ECTS</b>	<b>Method of grading</b>	<b>Only after succ. compl. of module(s)</b>
5	numerical grade	--
<b>Duration</b>	<b>Module level</b>	<b>Other prerequisites</b>
1 semester	undergraduate	--
<b>Contents</b>		
<p>This module serves the purpose of transferring credits from</p> <ul style="list-style-type: none"> <li>• courses taken at other German or non-German universities</li> <li>• additional courses offered on a short-term basis</li> <li>• courses offered by new Chairs that are yet to be included in the FSB (subject-specific provisions)</li> </ul> <p>The holders of the respective Chairs will ensure that the courses are eligible for credit transfer.</p>		
<b>Intended learning outcomes</b>		
As a result of accrediting multiple kinds of modules, a description of acquired skills cannot be given.		
<b>Courses</b> (type, number of weekly contact hours, language – if other than German)		
S (2)		
<b>Method of assessment</b> (type, scope, language – if other than German, examination offered – if not every semester, information on whether module is creditable for bonus)		
<p>a) Term paper (approx. 15 pages) and presentation (approx. 20 minutes); (weighted 2:1) or  b) Term paper (20 to 25 pages)  Language of assessment: German and/or English</p>		
<b>Allocation of places</b>		
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<b>Additional information</b>		
--		
<b>Workload</b>		
150 h		
<b>Teaching cycle</b>		
Teaching cycle: no courses offered		
<b>Referred to in LPO I</b> (examination regulations for teaching-degree programmes)		
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<b>Module appears in</b>		
<p>Bachelor's degree (1 major) Business Management and Economics (2015)  Bachelor's degree (1 major) Economathematics (2015)  Bachelor's degree (1 major) Business Information Systems (2015)  Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2015)  Bachelor's degree (1 major) Business Information Systems (2016)  Bachelor's degree (1 major) Economathematics (2017)  Bachelor's degree (1 major) Business Information Systems (2019)  Bachelor's degree (1 major) Business Management and Economics (2019)  Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2019)  Bachelor's degree (1 major) Business Information Systems (2020)  Bachelor's degree (1 major) Business Information Systems (2021)</p>		
minor in a Bachelor's degree programme Business Management and Economics (2015)	JMU Würzburg • generated 18-Apr-2025 • exam. reg. data record Bachelor (60 ECTS) Wirtschaftswissenschaft - 2015	page 97 / 220

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

<b>Module title</b>		<b>Abbreviation</b>
European Monetary Policy		12-EuGP-F-152-m01
<b>Module coordinator</b>		<b>Module offered by</b>
holder of the Senior Professorship for Economics, Money and International Economic Relations		Faculty of Management and Economics
<b>ECTS</b>	<b>Method of grading</b>	<b>Only after succ. compl. of module(s)</b>
5	numerical grade	--
<b>Duration</b>	<b>Module level</b>	<b>Other prerequisites</b>
1 semester	undergraduate	--
<b>Contents</b>		
<p>The course discusses the following questions:</p> <ol style="list-style-type: none"> <li>1. Why is price stability the main objective of the ECB?</li> <li>2. How can the ECB control interest rates and the creation of credit? Why did the financial crisis happen?</li> <li>3. How does interest rate policy influence macroeconomic objectives (price stability and full employment)?</li> <li>4. Why is it important for monetary policy to be independent?</li> <li>5. How does the ECB know, how to set interest rates? (strategies of monetary policy)</li> <li>6. Why did central banks engage in unconventional monetary policy during the last years?</li> </ol>		
<b>Intended learning outcomes</b>		
By completing this course, students receive a profound understanding of theory and practice of monetary policy. Next to a profound knowledge of monetary policy in general, students are able to form a critical opinion about the conduct of monetary policy by the European Central Bank and in part about the policy of other central banks.		
<b>Courses</b> (type, number of weekly contact hours, language — if other than German)		
V (2) + Ü (2)		
<b>Method of assessment</b> (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)		
written examination (approx. 60 minutes)		
<b>Allocation of places</b>		
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<b>Additional information</b>		
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<b>Workload</b>		
150 h		
<b>Teaching cycle</b>		
Teaching cycle: winter semester		
<b>Referred to in LPO I</b> (examination regulations for teaching-degree programmes)		
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<b>Module appears in</b>		
<p>Bachelor's degree (1 major) Business Management and Economics (2015)          Bachelor's degree (1 major) Economathematics (2015)          Bachelor's degree (1 major) Business Information Systems (2015)          Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2015)          Master's degree (1 major) China Business and Economics (2016)          Bachelor's degree (1 major) Business Information Systems (2016)          Bachelor's degree (1 major) Economathematics (2017)          Master's degree (1 major) China Business and Economics (2019)          Bachelor's degree (1 major) Business Information Systems (2019)</p>		
minor in a Bachelor's degree programme Business Management and Economics (2015)	JMU Würzburg • generated 18-Apr-2025 • exam. reg. data record Bachelor (60 ECTS) Wirtschaftswissenschaft - 2015	page 99 / 220

Bachelor's degree (1 major) Business Management and Economics (2019)  
Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2019)  
Bachelor's degree (1 major) Business Information Systems (2020)

<b>Module title</b>		<b>Abbreviation</b>
Business Cycle Analysis		12-Konj1-F-152-m01
<b>Module coordinator</b>		<b>Module offered by</b>
head of the Work Group of Empirical Economics		Faculty of Management and Economics
<b>ECTS</b>	<b>Method of grading</b>	<b>Only after succ. compl. of module(s)</b>
5	numerical grade	--
<b>Duration</b>	<b>Module level</b>	<b>Other prerequisites</b>
1 semester	undergraduate	--
<b>Contents</b>		
<p>The course will introduce students to the theory of business cycle dynamics. Capitalist based economies are subject to pronounced cycles of economic booms and busts. In this course, we will find out why! Kicking off the lecture, we will look at some stylised empirical facts of business cycles. Afterwards, we will give a structural interpretation, focusing in particular on housing and asset markets and their role for the business cycle. We will also take a closer look at investment, one of the main cycle-makers. Afterwards, we will ask the question of how monetary and fiscal policy can safeguard the business cycle. Special attention will be given to the euro area. We will also invite an expert to give a practical introduction to business cycle indicators. In total the course provides expertise on the subject of business cycle analysis to students.</p>		
<b>Intended learning outcomes</b>		
<p>The course offers an introduction into a vast array of analytical tools. Students</p> <p>(i) are exposed to 1st and 2nd order difference equations and learn how to solve them; solving rational expectations equations</p> <p>(ii) learn how business cycle indicator are constructed;</p> <p>(iii) are supplied with up to date knowledge on the interaction of business cycles, asset markets and economic policy which enables them to critically assess contemporaneous policy. Thereby students are equipped with fundamental knowledge on how to analyze business cycles.</p>		
<b>Courses</b> (type, number of weekly contact hours, language – if other than German)		
V (2) + Ü (2)		
<b>Method of assessment</b> (type, scope, language – if other than German, examination offered – if not every semester, information on whether module is creditable for bonus)		
<p>a) written examination (approx. 60 minutes) or</p> <p>b) term paper (approx. 40 pages, to be prepared in groups of 3 candidates) and presentation (approx. 40 minutes, to be prepared and delivered in groups of 3 candidates), weighted 3:2 or</p> <p>c) term paper (approx. 15 pages)</p>		
<b>Allocation of places</b>		
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<b>Additional information</b>		
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<b>Workload</b>		
150 h		
<b>Teaching cycle</b>		
Teaching cycle: winter semester		
<b>Referred to in LPO I</b> (examination regulations for teaching-degree programmes)		
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<b>Module appears in</b>		
<p>Bachelor's degree (1 major) Business Management and Economics (2015)</p> <p>Bachelor's degree (1 major) Economathematics (2015)</p> <p>Bachelor's degree (1 major) Business Information Systems (2015)</p>		
minor in a Bachelor's degree programme Business Management and Economics (2015)	JMU Würzburg • generated 18-Apr-2025 • exam. reg. data record Bachelor (60 ECTS) Wirtschaftswissenschaft - 2015	page 101 / 220

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

<b>Module title</b>		<b>Abbreviation</b>
Seminar: Economic Policy		12-VWL1-FS-152-m01
<b>Module coordinator</b>		<b>Module offered by</b>
holder of the Chair of Monetary Economics and International Financial Markets		Faculty of Management and Economics
<b>ECTS</b>	<b>Method of grading</b>	<b>Only after succ. compl. of module(s)</b>
5	numerical grade	--
<b>Duration</b>	<b>Module level</b>	<b>Other prerequisites</b>
1 semester	undergraduate	--
<b>Contents</b>		
<p>Gaining a more in-depth understanding of specific problems of macroeconomics and, in particular, monetary policy.</p> <p>Format of the module: seminar</p> <p>Prerequisites: Basic knowledge of macroeconomics as taught for example in Macroeconomics I.</p> <p>Usability: Bachelor Wirtschaftswissenschaften</p> <p>Requirements for getting credit points according to the European Credit Transfer System (ECTS): Passing the seminar</p> <p>ECTS and grading: 5 ECTS, Grading on a scale from 1-5 based on a seminar presentation and a seminar paper</p> <p>Frequency of the module: Each term</p> <p>Workload: 150 hours</p> <p>Duration: 1 Semester</p>		
<b>Intended learning outcomes</b>		
Students are able to independently investigate and classify scientific publications on their relevance to a given theme. In addition, they are able to present the results orally and in writing by conventional scientific standards.		
<b>Courses</b> (type, number of weekly contact hours, language — if other than German)		
S (2)		
<b>Method of assessment</b> (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)		
term paper (approx. 15 pages) and presentation (approx. 25 minutes), weighted 2:1		
<b>Allocation of places</b>		
15 places. (1) Should the number of applications exceed the number of available places, places will be allocated by lot among all applicants irrespective of their subjects. (2) Places on all courses of the module with a restricted number of places will be allocated in the same procedure. (3) A waiting list will be maintained and places re-allocated by lot as they become available.		
<b>Additional information</b>		
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<b>Workload</b>		
150 h		
<b>Teaching cycle</b>		
Teaching cycle: after announcement		

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

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**Module appears in**

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



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

<b>Teaching cycle</b>
Teaching cycle: summer semester
<b>Referred to in LPO I</b> (examination regulations for teaching-degree programmes)
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<b>Module appears in</b>
<p>Bachelor's degree (1 major) Business Management and Economics (2015)          Bachelor's degree (1 major) Economathematics (2015)          Bachelor's degree (1 major) Business Information Systems (2015)          Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2015)          Master's degree (1 major) China Business and Economics (2016)          Bachelor's degree (1 major) Business Information Systems (2016)          Bachelor's degree (1 major) Economathematics (2017)          Master's degree (1 major) China Business and Economics (2019)          Bachelor's degree (1 major) Business Information Systems (2019)          Bachelor's degree (1 major) Business Management and Economics (2019)          Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2019)          Bachelor's degree (1 major) Business Information Systems (2020)          Master's degree (1 major) China Business and Economics (2021)          Bachelor's degree (1 major) Business Information Systems (2021)          Bachelor's degree (1 major) Economathematics (2021)          Bachelor's degree (1 major) Business Management and Economics (2021)          Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2021)          Bachelor's degree (1 major) Economathematics (2022)          exchange program Business Management and Economics (2022)          Bachelor's degree (1 major) Business Information Systems (2023)          Bachelor's degree (1 major) Economathematics (2023)          Bachelor's degree (1 major) Business Management and Economics (2023)          Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2023)</p>

<b>Module title</b>		<b>Abbreviation</b>
Seminar: International Economics		12-IntÖk-FS-152-m01
<b>Module coordinator</b>		<b>Module offered by</b>
holder of the Chair of International Economics		Faculty of Management and Economics
<b>ECTS</b>	<b>Method of grading</b>	<b>Only after succ. compl. of module(s)</b>
5	numerical grade	--
<b>Duration</b>	<b>Module level</b>	<b>Other prerequisites</b>
1 semester	undergraduate	--
<b>Contents</b>		
<u>Content</u> Current topics in international economics and economic geography [e.g. Urbanization and Inequality; Tasks, Trade, and Cities; Outsourcing, Offshoring and Multinational Firms; Competition of Locations, Jurisdictions and Systems; Globalization and the Environment; Trade, Multinational Firms and Labor Markets; Triumph of the City]		
<u>Literature</u> Peer-reviewed articles and/or monographs.		
<b>Intended learning outcomes</b>		
Drawing on current cutting-edge research, students are enabled to analyze current research questions and to learn and apply research methods. The seminar style of the course teaches them to present their own seminar papers and research both in written and in oral form. Students are enabled to critically analyze and discuss the work of their peers.		
<b>Courses</b> (type, number of weekly contact hours, language — if other than German)		
S (2)		
<b>Method of assessment</b> (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)		
term paper (approx. 15 pages) and presentation (approx. 30 minutes), weighted 3:1 Language of assessment: German and/or English		
<b>Allocation of places</b>		
10 places. (1) Should the number of applications exceed the number of available places, places will be allocated by lot among all applicants irrespective of their subjects. (2) Places on all courses of the module with a restricted number of places will be allocated in the same procedure. (3) A waiting list will be maintained and places re-allocated by lot as they become available.		
<b>Additional information</b>		
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<b>Workload</b>		
150 h		
<b>Teaching cycle</b>		
Teaching cycle: each semester		
<b>Referred to in LPO I</b> (examination regulations for teaching-degree programmes)		
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<b>Module appears in</b>		
Bachelor's degree (1 major) Business Management and Economics (2015) Bachelor's degree (1 major) Econometrics (2015) Bachelor's degree (1 major) Business Information Systems (2015) Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2015) Master's degree (1 major) China Business and Economics (2016)		
minor in a Bachelor's degree programme Business Management and Economics (2015)	JMU Würzburg • generated 18-Apr-2025 • exam. reg. data record Bachelor (60 ECTS) Wirtschaftswissenschaft - 2015	page 107 / 220

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

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

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

<b>Module title</b>		<b>Abbreviation</b>
Competition and Strategy 1		12-S&W1-F-152-m01
<b>Module coordinator</b>		<b>Module offered by</b>
holder of the Chair of Industrial Economics		Faculty of Management and Economics
<b>ECTS</b>	<b>Method of grading</b>	<b>Only after succ. compl. of module(s)</b>
5	numerical grade	--
<b>Duration</b>	<b>Module level</b>	<b>Other prerequisites</b>
1 semester	undergraduate	--
<b>Contents</b>		
<p>Outline of syllabus:</p> <ol style="list-style-type: none"> <li>1. Static games with complete information <ul style="list-style-type: none"> <li>• Concept of a game</li> <li>• Solution concepts and the Nash equilibrium</li> <li>• Continuous strategy sets</li> <li>• Nash equilibrium in mixed strategies</li> </ul> </li> <li>2. Dynamic games with complete information <ul style="list-style-type: none"> <li>• Subgame perfect Nash equilibrium</li> <li>• Repeated games</li> </ul> </li> <li>3. Static games with incomplete information: <ul style="list-style-type: none"> <li>• Bayesian Nash equilibrium</li> </ul> </li> <li>4. Dynamic games with incomplete information <ul style="list-style-type: none"> <li>• Perfect Bayesian Nash equilibrium</li> <li>• Signaling games</li> </ul> </li> </ol>		
<b>Intended learning outcomes</b>		
<p>Students which complete this course will be able to</p> <p>(i) explain different equilibrium concepts (Nash equilibrium, subgame perfect equilibrium, bayesian equilibrium, perfect bayesian equilibrium);</p> <p>(ii) explain for which kind of strategic situation each of these equilibrium concepts were developed;</p> <p>(iii) apply these concepts to simple realistic strategic situations;</p> <p>(iv) choose the appropriate equilibrium concept which fits best to a given strategic situation.</p>		
<b>Courses</b> (type, number of weekly contact hours, language – if other than German)		
V (2) + Ü (2)		
<b>Method of assessment</b> (type, scope, language – if other than German, examination offered – if not every semester, information on whether module is creditable for bonus)		
written examination (approx. 60 minutes) Language of assessment: German and/or English		
<b>Allocation of places</b>		
--		
<b>Additional information</b>		
--		
<b>Workload</b>		
150 h		
<b>Teaching cycle</b>		
Teaching cycle: summer semester		
<b>Referred to in LPO I</b> (examination regulations for teaching-degree programmes)		
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<b>Module appears in</b>		

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



<b>Module title</b>		<b>Abbreviation</b>
Competition and Strategy 2		12-S&W2-F-152-m01
<b>Module coordinator</b>		<b>Module offered by</b>
holder of the Chair of Industrial Economics		Faculty of Management and Economics
<b>ECTS</b>	<b>Method of grading</b>	<b>Only after succ. compl. of module(s)</b>
5	numerical grade	--
<b>Duration</b>	<b>Module level</b>	<b>Other prerequisites</b>
1 semester	undergraduate	--
<b>Contents</b>		
<p>Content: German and European Competition Policy illustrated by real world cases of the Competition Protection Office.</p> <p>Outline of syllabus:  1. History of economic thought on competition and mission statements  2. Overview of German and European competition law  3. Fundamentals of industrial economics  4. Classic cartels  5. Tacit collusion  6. Horizontal mergers  7. Joint ventures  8. Abuse of dominant positions: price level  9. Abuse of dominant positions: price discrimination  10. Vertical restraints  11. Vertical mergers</p> <p>Reading: Schulz: Wettbewerbspolitik, Tübingen.</p>		
<b>Intended learning outcomes</b>		
<p>After completing the course students are able to  (i) recognize the potential of lessening competition due to certain practices by firms;  (ii) argue by using results from industrial economics why certain practices hinder competition;  (iii) understand decisions of the Bundeskartellamt and of the European Commission and evaluate such decisions from an economic point of view.</p>		
<b>Courses</b> (type, number of weekly contact hours, language — if other than German)		
V (3) + Ü (2)		
<b>Method of assessment</b> (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)		
<p>a) written examination (approx. 60 to 90 minutes) or  b) term paper (approx. 10 pages) and presentation (approx. 15 minutes), weighted 2:1  Language of assessment: German and/or English</p>		
<b>Allocation of places</b>		
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<b>Additional information</b>		
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<b>Workload</b>		
150 h		
<b>Teaching cycle</b>		
Teaching cycle: winter semester		

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

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**Module appears in**

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

<b>Module title</b>		<b>Abbreviation</b>
Competition and Strategy 3		12-S&W3-F-152-m01
<b>Module coordinator</b>		<b>Module offered by</b>
holder of the Chair of Industrial Economics		Faculty of Management and Economics
<b>ECTS</b>	<b>Method of grading</b>	<b>Only after succ. compl. of module(s)</b>
5	numerical grade	--
<b>Duration</b>	<b>Module level</b>	<b>Other prerequisites</b>
1 semester	undergraduate	--
<b>Contents</b>		
<p>Outline of syllabus:</p> <ol style="list-style-type: none"> <li>1. Repetition of micro skills <ul style="list-style-type: none"> <li>• Definitions and basic concepts</li> <li>• Market analysis</li> </ul> </li> <li>2. Introduction to regulation theory <ul style="list-style-type: none"> <li>• The regulatory process</li> <li>• The natural monopoly</li> <li>• Optimal pricing of natural monopoly</li> <li>• Privatisation</li> </ul> </li> <li>3. Practice of economic regulation <ul style="list-style-type: none"> <li>• Past and recent experience in Europe and around the world</li> <li>• Analysis of selected naturally monopolistic markets</li> </ul> </li> <li>4. Recent challenges to market regulation <ul style="list-style-type: none"> <li>• Net neutrality</li> <li>• Sharing and P2P markets</li> </ul> </li> </ol> <p>This course will be taught in English.</p>		
<b>Intended learning outcomes</b>		
<p>The aim of this course is to provide the students with an understanding of the economic analysis that underpins competition policy and regulatory policy towards network utilities and to provide them with some institutional background.</p> <p>Upon successful completion of this module the students will</p> <ol style="list-style-type: none"> <li>(i) acquire an understanding of the underlying reasons why some markets cannot be made competitive;</li> <li>(ii) acquire a knowledge of the economic principles that lie behind the application of competition policy and utility regulation;</li> <li>(iii) develop an understanding of the ways in which economic analysis can positively inform competition policy and utility regulation, and the limitations of economic analysis in this context;</li> <li>(iv) learn from the practical experiences of market regulation and deregulation of the last 20-30 years.</li> </ol>		
<b>Courses</b> (type, number of weekly contact hours, language — if other than German)		
V (2) + Ü (2)		
<b>Method of assessment</b> (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)		
<p>a) written examination (approx. 60 to 90 minutes) or</p> <p>b) written examination (approx. 120 minutes) or</p> <p>c) term paper (approx. 10 pages) and presentation (approx. 15 minutes); (weighted 2:1)</p> <p>Language of assessment: German and/or English</p>		
<b>Allocation of places</b>		
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<b>Additional information</b>		
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<b>Workload</b>
150 h
<b>Teaching cycle</b>
Teaching cycle: summer semester
<b>Referred to in LPO I</b> (examination regulations for teaching-degree programmes)
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<b>Module appears in</b>
<p>Bachelor's degree (1 major) Business Management and Economics (2015)          Bachelor's degree (1 major) Economathematics (2015)          Bachelor's degree (1 major) Business Information Systems (2015)          Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2015)          Master's degree (1 major) China Business and Economics (2016)          Bachelor's degree (1 major) Business Information Systems (2016)          Bachelor's degree (1 major) Economathematics (2017)          Master's degree (1 major) China Business and Economics (2019)          Bachelor's degree (1 major) Business Information Systems (2019)          Bachelor's degree (1 major) Business Management and Economics (2019)          Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2019)          Bachelor's degree (1 major) Business Information Systems (2020)</p>

<b>Module title</b>		<b>Abbreviation</b>
Seminar: Competition and Strategy		12-S&W-FS-152-m01
<b>Module coordinator</b>		<b>Module offered by</b>
holder of the Chair of Industrial Economics		Faculty of Management and Economics
<b>ECTS</b>	<b>Method of grading</b>	<b>Only after succ. compl. of module(s)</b>
5	numerical grade	--
<b>Duration</b>	<b>Module level</b>	<b>Other prerequisites</b>
1 semester	undergraduate	--
<b>Contents</b>		
<p>This course covers selected topics from the field of industrial economics. Students, with the help of their advisor, will choose a topic and formulate a research question. Then they are expected to conduct research and write a paper on this research question. At the end of the semester the students will present their findings orally to an audience.</p>		
<b>Intended learning outcomes</b>		
<p>Students will be able to independently investigate a topic based on scientific publications, and critically interpret and summarize the findings of these studies. They will be able to present the results of their research in a paper written according to conventional scientific standards and present it to an audience.</p>		
<b>Courses</b> (type, number of weekly contact hours, language – if other than German)		
S (2)		
<b>Method of assessment</b> (type, scope, language – if other than German, examination offered – if not every semester, information on whether module is creditable for bonus)		
<p>term paper (approx. 15 pages) and presentation (approx. 20 minutes), weighted 2:1 Language of assessment: German and/or English</p>		
<b>Allocation of places</b>		
<p>15 places. (1) Should the number of applications exceed the number of available places, places will be allocated by lot among all applicants irrespective of their subjects. (2) Places on all courses of the module with a restricted number of places will be allocated in the same procedure. (3) A waiting list will be maintained and places re-allocated by lot as they become available.</p>		
<b>Additional information</b>		
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<b>Workload</b>		
150 h		
<b>Teaching cycle</b>		
Teaching cycle: each semester		
<b>Referred to in LPO I</b> (examination regulations for teaching-degree programmes)		
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<b>Module appears in</b>		
<p>Bachelor's degree (1 major) Business Management and Economics (2015)            Bachelor's degree (1 major) Economathematics (2015)            Bachelor's degree (1 major) Business Information Systems (2015)            Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2015)            Master's degree (1 major) China Business and Economics (2016)            Bachelor's degree (1 major) Business Information Systems (2016)            Bachelor's degree (1 major) Economathematics (2017)            Master's degree (1 major) China Business and Economics (2019)            Bachelor's degree (1 major) Business Information Systems (2019)</p>		
minor in a Bachelor's degree programme Business Management and Economics (2015)	JMU Würzburg • generated 18-Apr-2025 • exam. reg. data record Bachelor (60 ECTS) Wirtschaftswissenschaft - 2015	page 117 / 220

Bachelor's degree (1 major) Business Management and Economics (2019)  
Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2019)  
Bachelor's degree (1 major) Business Information Systems (2020)

<b>Module title</b>		<b>Abbreviation</b>
Business Strategy for Information and Network Industries		12-BSINI-152-m01
<b>Module coordinator</b>		<b>Module offered by</b>
holder of the Chair of Industrial Economics		Faculty of Management and Economics
<b>ECTS</b>	<b>Method of grading</b>	<b>Only after succ. compl. of module(s)</b>
5	numerical grade	--
<b>Duration</b>	<b>Module level</b>	<b>Other prerequisites</b>
1 semester	undergraduate	--
<b>Contents</b>		
<p>Outline of syllabus:</p> <ol style="list-style-type: none"> <li>1. Network effects <ul style="list-style-type: none"> <li>• consumer demand in markets with network effects, rational expectations</li> <li>• monopoly pricing</li> <li>• competition in markets with network effects</li> <li>• compatibility and multi-homing: dynamic competition</li> </ul> </li> <li>2. Competition in markets with switching costs</li> <li>3. Two (multi)-sided markets and platforms <ul style="list-style-type: none"> <li>• monopoly pricing in platform markets</li> <li>• competition in platform markets: non-price strategies</li> </ul> </li> <li>4. Pricing of information goods <ul style="list-style-type: none"> <li>• market segmentation methods</li> <li>• digital rights management and piracy</li> <li>• alternative monetisation strategies</li> </ul> </li> </ol> <p>The course will be taught in English.</p>		
<b>Intended learning outcomes</b>		
<p>After successful completion of this class, the students should be familiar with issues arising in many of the increasingly important hi-tech industries. They will be able to comment on emerging selling mechanisms for books, music and video. They will be able to explain the underlying logic for observed pricing patterns for software products, social media sites and the services found in the so called sharing economy. They will not only be able to understand observed behavior in information goods markets, industries which exhibit network effects and platform markets but will be able argue for new strategies in light of the specific features a market/product may exhibit.</p>		
<b>Courses</b> (type, number of weekly contact hours, language — if other than German)		
V (2) + Ü (2)		
<b>Method of assessment</b> (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)		
<p>a) written examination (approx. 60 minutes) or  b) written examination (approx. 120 minutes) or  c) term paper (approx. 10 pages) and presentation (approx. 15 minutes), weighted 2:1  Language of assessment: German and/or English</p>		
<b>Allocation of places</b>		
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<b>Additional information</b>		
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<b>Workload</b>		
150 h		
<b>Teaching cycle</b>		
Teaching cycle: summer semester		
minor in a Bachelor's degree programme Business Management and Economics (2015)	JMU Würzburg • generated 18-Apr-2025 • exam. reg. data record Bachelor (60 ECTS) Wirtschaftswissenschaft - 2015	page 119 / 220

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

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**Module appears in**

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



<b>Module title</b>		<b>Abbreviation</b>
Introduction to Industrial Organization		12-IIO-152-m01
<b>Module coordinator</b>		<b>Module offered by</b>
holder of the Chair of Industrial Economics		Faculty of Management and Economics
<b>ECTS</b>	<b>Method of grading</b>	<b>Only after succ. compl. of module(s)</b>
5	numerical grade	--
<b>Duration</b>	<b>Module level</b>	<b>Other prerequisites</b>
1 semester	undergraduate	--
<b>Contents</b>		
<p>Description:</p> <p>The purpose of this course is to provide an introduction to the main concepts and analytical tools of the theory of industrial organisation. Industrial organisation studies examine how firms interact and compete with each other in the market. The focus is predominantly on markets characterised by imperfect competition (so-called oligopoly competition), i. e. markets where firms can exercise market power.</p> <p>Outline of syllabus:</p> <ol style="list-style-type: none"> <li>1. Introduction and Review</li> <li>2. Competition and Collusion</li> <li>3. Horizontal Merger</li> <li>4. Entry and Entry Deterrence</li> <li>5. Vertical Relations and Vertical Integration</li> <li>6. Price Discrimination</li> <li>7. Product Differentiation</li> <li>8. Advertising</li> <li>9. Research and Development</li> <li>10. Behavioral Industrial Organization</li> </ol> <p>This course will be taught in English.</p>		
<b>Intended learning outcomes</b>		
<p>The purpose of this course is to provide an introduction to the main concepts and analytical tools of the theory of industrial organization. Industrial organization studies how firms interact and compete with each other in the market. The focus is predominantly on markets characterized by imperfect competition, i.e. markets where firms can exercise market power. Students who complete this course will be able to comprehend and use simple game theoretic models of oligopoly competition. By using these models, they will be able to understand and suggest managerial policies. They will be able to comment on governmental remedies in case of market failure within the context of the existing competition laws.</p> <p>This course will be taught in English.</p>		
<b>Courses</b> (type, number of weekly contact hours, language — if other than German)		
V (2) + Ü (2)		
<b>Method of assessment</b> (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)		
<p>a) written examination (approx. 60 minutes) or  b) written examination (approx. 120 minutes) or  c) term paper (approx. 10 pages) and presentation (approx. 15 minutes), weighted 2:1  Language of assessment: German and/or English</p>		
<b>Allocation of places</b>		
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minor in a Bachelor's degree programme Business Management and Economics (2015)	JMU Würzburg • generated 18-Apr-2025 • exam. reg. data record Bachelor (60 ECTS) Wirtschaftswissenschaft - 2015	page 121 / 220

<b>Additional information</b>
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<b>Workload</b>
150 h
<b>Teaching cycle</b>
Teaching cycle: winter semester
<b>Referred to in LPO I</b> (examination regulations for teaching-degree programmes)
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<b>Module appears in</b>
<p>Bachelor's degree (1 major) Business Management and Economics (2015)            Bachelor's degree (1 major) Economathematics (2015)            Bachelor's degree (1 major) Business Information Systems (2015)            Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2015)            Master's degree (1 major) China Business and Economics (2016)            Bachelor's degree (1 major) Business Information Systems (2016)            Bachelor's degree (1 major) Economathematics (2017)            Master's degree (1 major) China Business and Economics (2019)            Bachelor's degree (1 major) Business Information Systems (2019)            Bachelor's degree (1 major) Business Management and Economics (2019)            Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2019)            Bachelor's degree (1 major) Business Information Systems (2020)</p>

<b>Module title</b>		<b>Abbreviation</b>
European Integration		12-Integ-F-152-m01
<b>Module coordinator</b>		<b>Module offered by</b>
holder of the Chair of Labour Economics		Faculty of Management and Economics
<b>ECTS</b>	<b>Method of grading</b>	<b>Only after succ. compl. of module(s)</b>
5	numerical grade	--
<b>Duration</b>	<b>Module level</b>	<b>Other prerequisites</b>
1 semester	undergraduate	--
<b>Contents</b>		
The course analyses the impacts the proceeding economic integration in Europe has on goods and factor markets. Several models are presented to illustrate the subsequent changes. During exercises, students will consolidate the knowledge they acquired in the lecture.		
<b>Intended learning outcomes</b>		
The students understand the impacts of the European Integration and of globalization in general. They are able to illustrate these impacts using the models presented in the lecture and to evaluate them in an economic manner.		
<b>Courses</b> (type, number of weekly contact hours, language – if other than German)		
V (2) + Ü (2)		
<b>Method of assessment</b> (type, scope, language – if other than German, examination offered – if not every semester, information on whether module is creditable for bonus)		
written examination (approx. 60 minutes)		
<b>Allocation of places</b>		
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<b>Additional information</b>		
--		
<b>Workload</b>		
150 h		
<b>Teaching cycle</b>		
Teaching cycle: no courses offered		
<b>Referred to in LPO I</b> (examination regulations for teaching-degree programmes)		
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<b>Module appears in</b>		
Bachelor's degree (1 major) Business Management and Economics (2015) Bachelor's degree (1 major) Economathematics (2015) Bachelor's degree (1 major) Business Information Systems (2015) Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2015) Master's degree (1 major) China Business and Economics (2016) Bachelor's degree (1 major) Business Information Systems (2016) Bachelor's degree (1 major) Economathematics (2017) Master's degree (1 major) China Business and Economics (2019)		

<b>Module title</b>		<b>Abbreviation</b>
Labor Market Economics and Social Policy		12-A&S-F-152-m01
<b>Module coordinator</b>		<b>Module offered by</b>
holder of the Chair of Labour Economics		Faculty of Management and Economics
<b>ECTS</b>	<b>Method of grading</b>	<b>Only after succ. compl. of module(s)</b>
5	numerical grade	--
<b>Duration</b>	<b>Module level</b>	<b>Other prerequisites</b>
1 semester	undergraduate	--
<b>Contents</b>		
<p>This course provides an introduction into modern labor economics. The lecture will cover the following three core topics:</p> <ol style="list-style-type: none"> <li>1. Structure of the labor market <ol style="list-style-type: none"> <li>1. Labor supply</li> <li>2. Labor demand</li> <li>3. Labor market equilibrium <p>The objective of this part is to provide an understanding of the determinants of labor supply and labor demand and how they match and finally reach an equilibrium. This also implies studying the design and effects of policy interventions in order to combat inefficiencies.</p> </li> </ol> </li> <li>2. Wage formation <ol style="list-style-type: none"> <li>1. Human capital formation</li> <li>2. Compensating wage differentials</li> <li>3. Discrimination</li> <li>4. Wage structure and inequality <p>The objective of the second part to investigate the different determinants of wages and to understand the reasons (justified or unjustified) why some people earn more than others.</p> </li> </ol> </li> <li>3. Unemployment <p>The third and last part of the lecture deals with one of the biggest challenges to policy makers: unemployment.</p> </li> </ol>		
<b>Intended learning outcomes</b>		
Participants will be familiarized with the core theoretical models of modern labor economics and the basic methods of modern empirical labor economics. As such the course will be divided into two parts: the lecture where the theory is taught as well as the exercise class which are „hands on“ sessions in order to be able to conduct an economic analysis both theoretically as well as empirically.		
<b>Courses</b> (type, number of weekly contact hours, language — if other than German)		
V (2) + Ü (2)		
<b>Method of assessment</b> (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)		
written examination (approx. 60 minutes)		
<b>Allocation of places</b>		
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<b>Additional information</b>		
--		
<b>Workload</b>		
150 h		
<b>Teaching cycle</b>		
Teaching cycle: winter semester		
<b>Referred to in LPO I</b> (examination regulations for teaching-degree programmes)		
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minor in a Bachelor's degree programme Business Management and Economics (2015)	JMU Würzburg • generated 18-Apr-2025 • exam. reg. data record Bachelor (60 ECTS) Wirtschaftswissenschaft - 2015	page 124 / 220

**Module appears in**

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

<b>Module title</b>		<b>Abbreviation</b>
Microeconomics 3		12-Mik3-F-152-m01
<b>Module coordinator</b>		<b>Module offered by</b>
holder of the Chair of Public Finance		Faculty of Management and Economics
<b>ECTS</b>	<b>Method of grading</b>	<b>Only after succ. compl. of module(s)</b>
5	numerical grade	--
<b>Duration</b>	<b>Module level</b>	<b>Other prerequisites</b>
1 semester	undergraduate	--
<b>Contents</b>		
<p>Description: This lecture deals with the allocative tasks of the government in a market economy. In this context, the lecture will first develop the theory of market failure and will then describe the positive effects government activities have on such market allocations.</p> <p>Outline of syllabus: 1. Allocative foundations of welfare economics 2. External effects 3. Public goods</p>		
<b>Intended learning outcomes</b>		
After completing the course "Microeconomics 3" students know the concept of efficiency and when a market economy satisfies these conditions. They are able to discuss the central role of government in a market economy and to apply these arguments to specific public policies (i.e. environmental policy). Of course, students should also be aware of the limitations of government interventions.		
<b>Courses</b> (type, number of weekly contact hours, language – if other than German)		
V (2) + Ü (2)		
<b>Method of assessment</b> (type, scope, language – if other than German, examination offered – if not every semester, information on whether module is creditable for bonus)		
written examination (approx. 60 minutes)		
<b>Allocation of places</b>		
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<b>Additional information</b>		
--		
<b>Workload</b>		
150 h		
<b>Teaching cycle</b>		
Teaching cycle: no courses offered		
<b>Referred to in LPO I</b> (examination regulations for teaching-degree programmes)		
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<b>Module appears in</b>		
Bachelor's degree (1 major) Business Management and Economics (2015) Bachelor's degree (1 major) Economathematics (2015) Bachelor's degree (1 major) Business Information Systems (2015) Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2015) Master's degree (1 major) China Business and Economics (2016) Bachelor's degree (1 major) Business Information Systems (2016) Bachelor's degree (1 major) Economathematics (2017) Master's degree (1 major) China Business and Economics (2019)		
minor in a Bachelor's degree programme Business Management and Economics (2015)	JMU Würzburg • generated 18-Apr-2025 • exam. reg. data record Bachelor (60 ECTS) Wirtschaftswissenschaft - 2015	page 126 / 220

<b>Module title</b>		<b>Abbreviation</b>
Seminar: Public Finance		12-Fiwi-FS-152-m01
<b>Module coordinator</b>		<b>Module offered by</b>
holder of the Chair of Public Finance		Faculty of Management and Economics
<b>ECTS</b>	<b>Method of grading</b>	<b>Only after succ. compl. of module(s)</b>
5	numerical grade	--
<b>Duration</b>	<b>Module level</b>	<b>Other prerequisites</b>
1 semester	undergraduate	--
<b>Contents</b>		
In this course, students will acquire an in-depth understanding of specific problems discussed in "Makroökonomik II" ("Macroeconomics II"). The course will use scientific economic journal articles in German and English language.		
<b>Intended learning outcomes</b>		
After completing this module, students (i) consolidate what they have learned and if necessary apply additional techniques of scientific work; (ii) create, present and defend a research paper; (iii) deal with the working papers of other participants; (iv) are better prepared for the processing of the bachelor thesis.		
<b>Courses</b> (type, number of weekly contact hours, language – if other than German)		
S (2)		
<b>Method of assessment</b> (type, scope, language – if other than German, examination offered – if not every semester, information on whether module is creditable for bonus)		
term paper (approx. 15 pages) and presentation (approx. 25 minutes), weighted 2:1		
<b>Allocation of places</b>		
--		
<b>Additional information</b>		
--		
<b>Workload</b>		
150 h		
<b>Teaching cycle</b>		
Teaching cycle: each semester		
<b>Referred to in LPO I</b> (examination regulations for teaching-degree programmes)		
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<b>Module appears in</b>		
Bachelor's degree (1 major) Business Management and Economics (2015) Bachelor's degree (1 major) Economathematics (2015) Bachelor's degree (1 major) Business Information Systems (2015) Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2015) Master's degree (1 major) China Business and Economics (2016) Bachelor's degree (1 major) Business Information Systems (2016) Bachelor's degree (1 major) Economathematics (2017) Master's degree (1 major) China Business and Economics (2019) Bachelor's degree (1 major) Business Information Systems (2019) Bachelor's degree (1 major) Business Management and Economics (2019) Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2019) Bachelor's degree (1 major) Business Information Systems (2020)		
minor in a Bachelor's degree programme Business Management and Economics (2015)	JMU Würzburg • generated 18-Apr-2025 • exam. reg. data record Bachelor (60 ECTS) Wirtschaftswissenschaft - 2015	page 127 / 220

<b>Module title</b>		<b>Abbreviation</b>
Economic Principles of Risk Management		12-Risk-152-m01
<b>Module coordinator</b>		<b>Module offered by</b>
holder of the Chair for Economics, Contract Theory and Information Economics		Faculty of Management and Economics
<b>ECTS</b>	<b>Method of grading</b>	<b>Only after succ. compl. of module(s)</b>
5	numerical grade	--
<b>Duration</b>	<b>Module level</b>	<b>Other prerequisites</b>
1 semester	undergraduate	--
<b>Contents</b>		
<p>Rational decisions under uncertainty</p> <ol style="list-style-type: none"> <li>1. Measures of risk aversion</li> <li>2. Mean preserving spread</li> <li>3. Axiomatic foundations of the expected utility hypothesis (Neumann/Morgenstern, Savage)</li> <li>4. Insurance contracts</li> <li>5. Optimal portfolios</li> <li>6. Adverse selection</li> <li>7. Moral Hazard</li> <li>8. Experimental evidence and alternative approaches</li> </ol>		
<b>Intended learning outcomes</b>		
<p>After completing the course students are able to</p> <ol style="list-style-type: none"> <li>1. explain the results of the economic theory of decisions under risk,</li> <li>2. apply the involved methods to given simple examples on their own,</li> <li>3. recognise, in which real life situations and how the results can be applied.</li> </ol>		
<b>Courses</b> (type, number of weekly contact hours, language – if other than German)		
V (2) + Ü (2)		
<b>Method of assessment</b> (type, scope, language – if other than German, examination offered – if not every semester, information on whether module is creditable for bonus)		
<p>written examination (approx. 60 minutes) Language of assessment: German and/or English creditable for bonus</p>		
<b>Allocation of places</b>		
--		
<b>Additional information</b>		
--		
<b>Workload</b>		
150 h		
<b>Teaching cycle</b>		
Teaching cycle: summer semester		
<b>Referred to in LPO I</b> (examination regulations for teaching-degree programmes)		
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<b>Module appears in</b>		
<p>Bachelor's degree (1 major) Business Management and Economics (2015) Bachelor's degree (1 major) Economathematics (2015) Bachelor's degree (1 major) Business Information Systems (2015) Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2015) Master's degree (1 major) China Business and Economics (2016)</p>		
minor in a Bachelor's degree programme Business Management and Economics (2015)	JMU Würzburg • generated 18-Apr-2025 • exam. reg. data record Bachelor (60 ECTS) Wirtschaftswissenschaft - 2015	page 128 / 220



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

<b>Module title</b>		<b>Abbreviation</b>
Insurance Markets		12-VM-152-m01
<b>Module coordinator</b>		<b>Module offered by</b>
holder of the Chair for Economics, Contract Theory and Information Economics		Faculty of Management and Economics
<b>ECTS</b>	<b>Method of grading</b>	<b>Only after succ. compl. of module(s)</b>
5	numerical grade	--
<b>Duration</b>	<b>Module level</b>	<b>Other prerequisites</b>
1 semester	undergraduate	--
<b>Contents</b>		
<p>Asymmetric information makes insurance markets different from common goods markets. Research questions and methods thus have to take these special features into account. Typical subjects covered in the course:</p> <ol style="list-style-type: none"> <li>1. Demand for insurance</li> <li>2. Supply of insurance</li> <li>3. Adverse selection in insurance markets</li> <li>4. Moral hazard in insurance markets</li> <li>5. Empirical assessment of information problems</li> <li>6. Informal insurance schemes</li> <li>7. Insurance and bounded rationality</li> </ol>		
<b>Intended learning outcomes</b>		
<p>After completing the course students are able to</p> <ol style="list-style-type: none"> <li>1. explain the essential results of the economic analysis of insurance markets,</li> <li>2. apply the involved methods to given simple examples on their own,</li> <li>3. recognise, in which real life situations and how the results can be applied,</li> <li>4. analyse the impact of certain insurance contracts on market outcomes.</li> </ol>		
<b>Courses</b> (type, number of weekly contact hours, language – if other than German)		
V (2) + Ü (2)		
<b>Method of assessment</b> (type, scope, language – if other than German, examination offered – if not every semester, information on whether module is creditable for bonus)		
written examination (approx. 60 minutes)		
<b>Allocation of places</b>		
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<b>Additional information</b>		
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<b>Workload</b>		
150 h		
<b>Teaching cycle</b>		
Teaching cycle: no courses offered		
<b>Referred to in LPO I</b> (examination regulations for teaching-degree programmes)		
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<b>Module appears in</b>		
<p>Bachelor's degree (1 major) Business Management and Economics (2015)          Bachelor's degree (1 major) Economathematics (2015)          Bachelor's degree (1 major) Business Information Systems (2015)          Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2015)          Master's degree (1 major) China Business and Economics (2016)          Bachelor's degree (1 major) Business Information Systems (2016)</p>		
minor in a Bachelor's degree programme Business Management and Economics (2015)	JMU Würzburg • generated 18-Apr-2025 • exam. reg. data record Bachelor (60 ECTS) Wirtschaftswissenschaft - 2015	page 130 / 220

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

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

<b>Teaching cycle</b>
Teaching cycle: winter semester
<b>Referred to in LPO I</b> (examination regulations for teaching-degree programmes)
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<b>Module appears in</b>
<p>Bachelor's degree (1 major) Business Management and Economics (2015)          Bachelor's degree (1 major) Economathematics (2015)          Bachelor's degree (1 major) Business Information Systems (2015)          Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2015)          Master's degree (1 major) China Business and Economics (2016)          Bachelor's degree (1 major) Business Information Systems (2016)          Bachelor's degree (1 major) Economathematics (2017)          Master's degree (1 major) China Business and Economics (2019)          Bachelor's degree (1 major) Business Information Systems (2019)          Bachelor's degree (1 major) Business Management and Economics (2019)          Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2019)          Bachelor's degree (1 major) Business Information Systems (2020)          Master's degree (1 major) China Business and Economics (2021)          Bachelor's degree (1 major) Business Information Systems (2021)          Bachelor's degree (1 major) Economathematics (2021)          Bachelor's degree (1 major) Business Management and Economics (2021)          Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2021)          Bachelor's degree (1 major) Economathematics (2022)          exchange program Business Management and Economics (2022)          Bachelor's degree (1 major) Business Information Systems (2023)          Bachelor's degree (1 major) Economathematics (2023)          Bachelor's degree (1 major) Business Management and Economics (2023)          Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2023)</p>

<b>Module title</b>		<b>Abbreviation</b>
Incentives and Organizations		12-IAO-152-m01
<b>Module coordinator</b>		<b>Module offered by</b>
holder of the Chair for Economics, Contract Theory and Information Economics		Faculty of Management and Economics
<b>ECTS</b>	<b>Method of grading</b>	<b>Only after succ. compl. of module(s)</b>
5	numerical grade	--
<b>Duration</b>	<b>Module level</b>	<b>Other prerequisites</b>
1 semester	undergraduate	--
<b>Contents</b>		
<p>This seminar covers the following special topics in organisational economics:</p> <ul style="list-style-type: none"> <li>• Hidden costs of control - theory and evidence</li> <li>• Reciprocity and incentives - experimental evidence</li> <li>• Task meaning, respect, and performance effects - experimental evidence</li> <li>• Leadership - theory and evidence</li> </ul>		
<b>Intended learning outcomes</b>		
<p>Drawing on current cutting-edge research, students are enabled to critically and independently analyze current research questions and to learn and apply research methods. The seminar style of the course teaches them to present their own seminar papers and research both in written and in oral form. Students are enabled to critically analyze and discuss the work of their peers.</p>		
<b>Courses</b> (type, number of weekly contact hours, language — if other than German)		
S (2)		
<b>Method of assessment</b> (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)		
term paper (approx. 10 pages) and presentation (approx. 20 minutes), weighted 2:1		
<b>Allocation of places</b>		
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<b>Additional information</b>		
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<b>Workload</b>		
150 h		
<b>Teaching cycle</b>		
Teaching cycle: each semester		
<b>Referred to in LPO I</b> (examination regulations for teaching-degree programmes)		
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<b>Module appears in</b>		
<p>Bachelor's degree (1 major) Business Management and Economics (2015)          Bachelor's degree (1 major) Economathematics (2015)          Bachelor's degree (1 major) Business Information Systems (2015)          Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2015)          Master's degree (1 major) China Business and Economics (2016)          Bachelor's degree (1 major) Business Information Systems (2016)          Bachelor's degree (1 major) Economathematics (2017)          Master's degree (1 major) China Business and Economics (2019)</p>		

<b>Module title</b>		<b>Abbreviation</b>
Challenges of Chinas Economic Rise		12-CCER-152-m01
<b>Module coordinator</b>		<b>Module offered by</b>
holder of the Chair of China Business and Economics		Faculty of Management and Economics
<b>ECTS</b>	<b>Method of grading</b>	<b>Only after succ. compl. of module(s)</b>
5	numerical grade	--
<b>Duration</b>	<b>Module level</b>	<b>Other prerequisites</b>
1 semester	undergraduate	--
<b>Contents</b>		
<p>This course will be taught in English. Over the last 30 years, China has experienced an unprecedented economic growth period. This economic success is awesome and challenging at the same time. Within this seminar we take a look at a selection of challenges resulting from China's economic rise. We look into challenges arising within China, but also into selected international ones. We approach the challenges by first looking at how they have been discussed in Western media. Starting from there we look 'behind the curtain' to analyse the topics and debates more in-depth in the context of China's economic rise and relevant economic theories. To attend this class you do not need ex ante knowledge about China. You should, however, be willing to read texts, also academic texts, in English language. Apart from reading, participants of the seminar are expected to prepare inputs for the seminar and to participate in class discussion. The seminar ends with a written examination.</p>		
<b>Intended learning outcomes</b>		
Students of the seminar gain knowledge about China and its global relevance. In addition they learn how the experiences of an emerging markets at times defy mainstream economic theory.		
<b>Courses</b> (type, number of weekly contact hours, language — if other than German)		
V (2)		
<b>Method of assessment</b> (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)		
<p>a) written examination (approx. 60 minutes) or  b) term paper (approx. 15 to 20 pages) and presentation (approx. 10 to 15 minutes), weighted 2:1  Language of assessment: English  Assessment offered: Once a year, summer semester</p>		
<b>Allocation of places</b>		
20 places. (1) Should the number of applications exceed the number of available places, places will be allocated by lot among all applicants irrespective of their subjects. (2) Places on all courses of the module with a restricted number of places will be allocated in the same procedure. (3) A waiting list will be maintained and places re-allocated by lot as they become available.		
<b>Additional information</b>		
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<b>Workload</b>		
150 h		
<b>Teaching cycle</b>		
Teaching cycle: summer semester		
<b>Referred to in LPO I</b> (examination regulations for teaching-degree programmes)		
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<b>Module appears in</b>		
<p>Bachelor's degree (1 major) Business Management and Economics (2015)  Bachelor's degree (1 major) Economathematics (2015)  Bachelor's degree (1 major) Business Information Systems (2015)  Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2015)</p>		
minor in a Bachelor's degree programme Business Management and Economics (2015)	JMU Würzburg • generated 18-Apr-2025 • exam. reg. data record Bachelor (60 ECTS) Wirtschaftswissenschaft - 2015	page 135 / 220

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



<b>Module title</b>		<b>Abbreviation</b>
Selected Topics of Business Management and Economics 1		12-APW1-152-m01
<b>Module coordinator</b>		<b>Module offered by</b>
Dean of the Faculty of Business Management and Economics		Faculty of Management and Economics
<b>ECTS</b>	<b>Method of grading</b>	<b>Only after succ. compl. of module(s)</b>
5	numerical grade	--
<b>Duration</b>	<b>Module level</b>	<b>Other prerequisites</b>
1 semester	undergraduate	--
<b>Contents</b>		
<p>This module serves the purpose of transferring credits from</p> <ul style="list-style-type: none"> <li>• courses taken at other German or non-German universities</li> <li>• additional courses offered on a short-term basis</li> <li>• courses offered by new Chairs that are yet to be included in the FSB (subject-specific provisions)</li> </ul> <p>The holders of the respective Chairs will ensure that the courses are eligible for credit transfer.</p>		
<b>Intended learning outcomes</b>		
As a result of accrediting multiple kinds of modules, a description of acquired skills cannot be given.		
<b>Courses</b> (type, number of weekly contact hours, language – if other than German)		
V (2) + Ü (2)		
<b>Method of assessment</b> (type, scope, language – if other than German, examination offered – if not every semester, information on whether module is creditable for bonus)		
<p>a) written examination (approx. 60 minutes) or  b) term paper (approx. 10 to 15 pages) and presentation (approx. 20 minutes), weighted 2:1 or  c) oral examination (approx. 20 minutes)</p> <p>Assessment offered: Only when announced in the semester in which the courses are offered and in the subsequent semester</p>		
<b>Allocation of places</b>		
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<b>Additional information</b>		
--		
<b>Workload</b>		
150 h		
<b>Teaching cycle</b>		
Teaching cycle: no courses offered		
<b>Referred to in LPO I</b> (examination regulations for teaching-degree programmes)		
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<b>Module appears in</b>		
<p>Bachelor's degree (1 major) Economathematics (2015)  Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2015)  Bachelor's degree (1 major) Economathematics (2017)  Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2019)</p>		

<b>Module title</b>		<b>Abbreviation</b>
Selected Topics of Business Management and Economics 2		12-APW2-152-m01
<b>Module coordinator</b>		<b>Module offered by</b>
Dean of the Faculty of Business Management and Economics		Faculty of Management and Economics
<b>ECTS</b>	<b>Method of grading</b>	<b>Only after succ. compl. of module(s)</b>
5	numerical grade	--
<b>Duration</b>	<b>Module level</b>	<b>Other prerequisites</b>
1 semester	undergraduate	--
<b>Contents</b>		
<p>This module serves the purpose of transferring credits from</p> <ul style="list-style-type: none"> <li>• courses taken at other German or non-German universities</li> <li>• additional courses offered on a short-term basis</li> <li>• courses offered by new Chairs that are yet to be included in the FSB (subject-specific provisions)</li> </ul> <p>The holders of the respective Chairs will ensure that the courses are eligible for credit transfer.</p>		
<b>Intended learning outcomes</b>		
As a result of accrediting multiple kinds of modules, a description of acquired skills cannot be given.		
<b>Courses</b> (type, number of weekly contact hours, language – if other than German)		
V (2) + Ü (2)		
<b>Method of assessment</b> (type, scope, language – if other than German, examination offered – if not every semester, information on whether module is creditable for bonus)		
<p>a) written examination (approx. 60 minutes) or  b) term paper (approx. 10 to 15 pages) and presentation (approx. 20 minutes), weighted 2:1 or  c) oral examination (approx. 20 minutes)</p> <p>Assessment offered: Only when announced in the semester in which the courses are offered and in the subsequent semester</p>		
<b>Allocation of places</b>		
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<b>Additional information</b>		
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<b>Workload</b>		
150 h		
<b>Teaching cycle</b>		
Teaching cycle: no courses offered		
<b>Referred to in LPO I</b> (examination regulations for teaching-degree programmes)		
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<b>Module appears in</b>		
<p>Bachelor's degree (1 major) Economathematics (2015)  Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2015)  Bachelor's degree (1 major) Economathematics (2017)  Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2019)</p>		

<b>Module title</b>		<b>Abbreviation</b>
Advanced Web Engineering		12-AWE-152-m01
<b>Module coordinator</b>		<b>Module offered by</b>
holder of the Chair of Information Systems Engineering		Faculty of Management and Economics
<b>ECTS</b>	<b>Method of grading</b>	<b>Only after succ. compl. of module(s)</b>
5	numerical grade	--
<b>Duration</b>	<b>Module level</b>	<b>Other prerequisites</b>
1 semester	undergraduate	--
<b>Contents</b>		
The module provides an introduction to the development of web-based applications based on current development systems, software components and frameworks.		
<b>Intended learning outcomes</b>		
<ul style="list-style-type: none"> <li>- Understand the technological foundations of web applications</li> <li>- Designing the architecture and data model of an application system</li> <li>- Implementing with the help of SW components and frameworks</li> </ul>		
<b>Courses</b> (type, number of weekly contact hours, language — if other than German)		
V (2) + Ü (2)		
<b>Method of assessment</b> (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)		
a) written examination (approx. 60 minutes) or b) oral examination (one candidate each: approx. 10 to 15 minutes; groups of 2: approx. 20 minutes; groups of 3: approx. 30 minutes) or c) completion of programming exercises (approx. 20 hours) and written examination (approx. 60 minutes), weighted 1:1 Language of assessment: German and/or English		
<b>Allocation of places</b>		
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<b>Additional information</b>		
--		
<b>Workload</b>		
150 h		
<b>Teaching cycle</b>		
Teaching cycle: summer semester		
<b>Referred to in LPO I</b> (examination regulations for teaching-degree programmes)		
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<b>Module appears in</b>		
Bachelor's degree (1 major) Business Management and Economics (2015) Bachelor's degree (1 major) Economathematics (2015) Bachelor's degree (1 major) Business Information Systems (2015) Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2015) Bachelor's degree (1 major) Business Information Systems (2016) Bachelor's degree (1 major) Economathematics (2017) Bachelor's degree (1 major) Business Information Systems (2019) Bachelor's degree (1 major) Business Management and Economics (2019) Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2019)		
minor in a Bachelor's degree programme Business Management and Economics (2015)	JMU Würzburg • generated 18-Apr-2025 • exam. reg. data record Bachelor (60 ECTS) Wirtschaftswissenschaft - 2015	page 139 / 220

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

<b>Module title</b>		<b>Abbreviation</b>
Business Intelligence Fundamentals		12-BIF-192-m01
<b>Module coordinator</b>		<b>Module offered by</b>
holder of the Chair of Information Systems Engineering		Faculty of Management and Economics
<b>ECTS</b>	<b>Method of grading</b>	<b>Only after succ. compl. of module(s)</b>
5	numerical grade	--
<b>Duration</b>	<b>Module level</b>	<b>Other prerequisites</b>
1 semester	undergraduate	--
<b>Contents</b>		
Technologies and methods of "Business Intelligence" are aimed at supporting managerial decision-making processes by analyzing and presenting large amounts of data. The module provides an overview of the corresponding analytical information systems, their technical architecture and areas of application. In the practical exercises, the concepts taught are practically demonstrated and applied by the example of a state-of-the-art BI software suite.		
<b>Intended learning outcomes</b>		
<ul style="list-style-type: none"> <li>- Understand the technological foundations of data warehouses and BI tools.</li> <li>- Analyse and design conceptual models for analytical information systems.</li> <li>- Apply real-world BI software products to analyse large structured data sets</li> </ul>		
<b>Courses</b> (type, number of weekly contact hours, language — if other than German)		
V (2) + Ü (2)		
<b>Method of assessment</b> (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)		
a) Written examination (approx. 60 minutes) or b) Term paper (approx. 20 pages) or c) Term paper (10 to 20 pages) and presentation (approx. 15 minutes); (weighted 2:1) or d) entirely or partly computerised written examination (approx. 60 minutes) Language of assessment: German and/or English		
<b>Allocation of places</b>		
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<b>Additional information</b>		
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<b>Workload</b>		
150 h		
<b>Teaching cycle</b>		
Teaching cycle: winter semester		
<b>Referred to in LPO I</b> (examination regulations for teaching-degree programmes)		
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<b>Module appears in</b>		
Bachelor's degree (1 major) Business Management and Economics (2015) Bachelor's degree (1 major) Business Information Systems (2015) Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2015) Bachelor's degree (1 major) Business Information Systems (2016) Bachelor's degree (1 major) Business Information Systems (2019) Bachelor's degree (1 major) Business Management and Economics (2019) Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2019)		
minor in a Bachelor's degree programme Business Management and Economics (2015)	JMU Würzburg • generated 18-Apr-2025 • exam. reg. data record Bachelor (60 ECTS) Wirtschaftswissenschaft - 2015	page 141 / 220

<b>Module title</b>		<b>Abbreviation</b>
Business Plan Seminar		12-BPS-192-m01
<b>Module coordinator</b>		<b>Module offered by</b>
holder of the Chair of Entrepreneurship and Strategy		Faculty of Management and Economics
<b>ECTS</b>	<b>Method of grading</b>	<b>Only after succ. compl. of module(s)</b>
5	numerical grade	--
<b>Duration</b>	<b>Module level</b>	<b>Other prerequisites</b>
1 semester	undergraduate	--
<b>Contents</b>		
Students work in teams of up to three students to develop a business model and a business plan for an own business idea or a notional one.		
<b>Intended learning outcomes</b>		
<p><i>Educational aims</i></p> <ul style="list-style-type: none"> <li>• Clarify the role of business models and business plans</li> <li>• Clarify theoretical concepts related to business models and business plans</li> <li>• Enable students to critically appraise alternative approaches to business modelling and business planning</li> <li>• Enable students to evaluate the boundaries and risks of business modelling and business planning</li> </ul> <p><i>Learning outcomes</i></p> <p>On successful completion of this module you will be able to:</p> <ul style="list-style-type: none"> <li>• Assess the role of business models and business plans for startups and established companies</li> <li>• Make judgements about the design of business models and business plans</li> <li>• Create and evaluate concepts related to business models and business plans</li> <li>• Systematically choose between different routes of action</li> </ul>		
<b>Courses</b> (type, number of weekly contact hours, language – if other than German)		
S (2)		
<b>Method of assessment</b> (type, scope, language – if other than German, examination offered – if not every semester, information on whether module is creditable for bonus)		
Term paper (10 to 15 pages) and presentation (in groups of up to three candidates, approx. 10 minutes per candidate) Language of assessment: German and/or English		
<b>Allocation of places</b>		
15 places. WB4 Should the number of applications exceed the number of available places, places will be allocated as follows: (1) Applicants who have already achieved a total of 90 ECTS credits or more will be given preferential consideration. (2) When places are allocated in accordance with (1) and the number of applications exceeds the number of available places, places will be allocated according to the average grade of assessments taken so far; among applicants with the same average grade, places will be allocated by lot.		
<b>Additional information</b>		
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<b>Workload</b>		
150 h		
<b>Teaching cycle</b>		
Teaching cycle: each semester		

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

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**Module appears in**

Bachelor's degree (1 major) Business Management and Economics (2015)  
 Bachelor's degree (1 major) Business Information Systems (2015)  
 Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2015)  
 Bachelor's degree (1 major) Business Information Systems (2016)  
 Bachelor's degree (1 major) Business Information Systems (2019)  
 Bachelor's degree (1 major) Business Management and Economics (2019)  
 Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2019)  
 Bachelor's degree (1 major) Business Information Systems (2020)

<b>Module title</b>		<b>Abbreviation</b>
Business Simulation		12-BUS-192-m01
<b>Module coordinator</b>		<b>Module offered by</b>
holder of the Chair of Entrepreneurship and Strategy		Faculty of Management and Economics
<b>ECTS</b>	<b>Method of grading</b>	<b>Only after succ. compl. of module(s)</b>
5	numerical grade	--
<b>Duration</b>	<b>Module level</b>	<b>Other prerequisites</b>
1 semester	undergraduate	--
<b>Contents</b>		
<p>This action-oriented module complements the lecture “Strategic and Innovation Management” (12-IM). In teams of up to four students, student compete in a business simulation that covers critical elements of managerial decision making. Participants act as a board of directors to develop the business by making decisions related to strategy, finance, market, operations, staffing, and innovation. This provides a unique opportunity to directly apply and critically reflect topics discussed in the classroom, while working in a team.</p>		
<b>Intended learning outcomes</b>		
<p><i>Educational aims</i></p> <ul style="list-style-type: none"> <li>• Raise students’ situational awareness in managerial decision making</li> <li>• Promote students’ ability to make informed managerial decisions in complex situation</li> <li>• Sensitize students for the need to anticipate competitive actions and reactions</li> </ul> <p><i>Learning outcomes</i></p> <p>On successful completion of this module students will be able to:</p> <ul style="list-style-type: none"> <li>• Understand how management theories can be applied in ‘real-life’ decision making scenarios</li> <li>• Understand the interconnectivity of managerial decisions in different areas of a company, e.g., marketing, finance, and innovation</li> <li>• Make managerial group decisions based on anticipated competitor behavior</li> </ul>		
<b>Courses</b> (type, number of weekly contact hours, language – if other than German)		
S (2)		
<b>Method of assessment</b> (type, scope, language – if other than German, examination offered – if not every semester, information on whether module is creditable for bonus)		
<p>Term paper (10 to 15 pages) and presentation (in groups of up to three candidates, approx. 10 minutes per candidate)</p> <p>Language of assessment: German and/or English</p>		
<b>Allocation of places</b>		
<p>15 places. WB4</p> <p>Should the number of applications exceed the number of available places, places will be allocated as follows:</p> <p>(1) Applicants who have already achieved a total of 90 ECTS credits or more will be given preferential consideration.</p> <p>(2) When places are allocated in accordance with (1) and the number of applications exceeds the number of available places, places will be allocated according to the average grade of assessments taken so far; among applicants with the same average grade, places will be allocated by lot.</p>		
<b>Additional information</b>		
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<b>Workload</b>		
150 h		



<b>Teaching cycle</b>
Teaching cycle: each semester
<b>Referred to in LPO I</b> (examination regulations for teaching-degree programmes)
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<b>Module appears in</b>
<p>Bachelor's degree (1 major) Business Management and Economics (2015)          Bachelor's degree (1 major) Business Information Systems (2015)          Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2015)          Bachelor's degree (1 major) Business Information Systems (2016)          Bachelor's degree (1 major) Business Information Systems (2019)          Bachelor's degree (1 major) Business Management and Economics (2019)          Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2019)          Bachelor's degree (1 major) Business Information Systems (2020)</p>

<b>Module title</b>		<b>Abbreviation</b>
Crossmedia Storytelling in Business Communication		12-CWK-192-m01
<b>Module coordinator</b>		<b>Module offered by</b>
holder of the Professorship of Economic Journalism		Faculty of Management and Economics
<b>ECTS</b>	<b>Method of grading</b>	<b>Only after succ. compl. of module(s)</b>
5	numerical grade	--
<b>Duration</b>	<b>Module level</b>	<b>Other prerequisites</b>
1 semester	undergraduate	--
<b>Contents</b>		
<p>Online and cross-media journalism takes into account the current media convergence. This seminar focuses on the individual elements and phases of production for the website, Facebook, Instagram, Twitter, and Tiktok against the background of current trends and developments. In addition, the seminar covers current trends in journalism. In addition to content-related topics, the focus is also on new methods (e.g. of storytelling), as well as technical developments.</p>		
<b>Intended learning outcomes</b>		
<p>After successful completion, students will be able to name the individual phases of online and cross-media journalism and carry them out on sample projects, explain and go through the individual production stages, use methods and tools for the individual steps.</p>		
<b>Courses</b> (type, number of weekly contact hours, language – if other than German)		
S (2)		
<b>Method of assessment</b> (type, scope, language – if other than German, examination offered – if not every semester, information on whether module is creditable for bonus)		
<p>Portfolio (approx. 20 pages) Language of assessment: German and/or English</p>		
<b>Allocation of places</b>		
<p>20 places. (1) Should the number of applications exceed the number of available places, places will be allocated by lot among all applicants irrespective of their subjects. (2) Places on all courses of the module with a restricted number of places will be allocated in the same procedure. (3) A waiting list will be maintained and places re-allocated by lot as they become available.</p>		
<b>Additional information</b>		
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<b>Workload</b>		
150 h		
<b>Teaching cycle</b>		
Teaching cycle: each semester		
<b>Referred to in LPO I</b> (examination regulations for teaching-degree programmes)		
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<b>Module appears in</b>		
<p>Bachelor's degree (1 major) Business Management and Economics (2015)            Bachelor's degree (1 major) Economathematics (2015)            Bachelor's degree (1 major) Business Information Systems (2015)            Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2015)            Bachelor's degree (1 major) Business Information Systems (2016)            Bachelor's degree (1 major) Economathematics (2017)            Bachelor's degree (1 major) Business Information Systems (2019)</p>		
minor in a Bachelor's degree programme Business Management and Economics (2015)	JMU Würzburg • generated 18-Apr-2025 • exam. reg. data record Bachelor (60 ECTS) Wirtschaftswissenschaft - 2015	page 146 / 220

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

<b>Module title</b>		<b>Abbreviation</b>
Introduction to Business Journalism		12-EWJ-192-m01
<b>Module coordinator</b>		<b>Module offered by</b>
holder of the Professorship of Economic Journalism		Faculty of Management and Economics
<b>ECTS</b>	<b>Method of grading</b>	<b>Only after succ. compl. of module(s)</b>
5	numerical grade	--
<b>Duration</b>	<b>Module level</b>	<b>Other prerequisites</b>
1 semester	undergraduate	--
<b>Contents</b>		
<p>The course provides a practical introduction to the functions and goals of business journalism and gives an initial overview of the subject area of journalism. The focus is on the following questions: What is communication? What are the special features of business journalism? How does one communicate complex economic-political contexts? What needs to be taken into account when providing information and conducting research? How are sources handled in journalism? How are journalistic products such as a report or news item or a report written? How does storytelling work? What is the most efficient way to disseminate journalistic products? What comprises the field of journalistic ethics?</p>		
<b>Intended learning outcomes</b>		
<p>Through practical exercises, students learn about different forms of presentation and gain insight into research techniques. After completing the "Introduction to Business Journalism" module, students are able to comprehend and evaluate the work of journalists and likewise write journalistic products independently.</p>		
<b>Courses</b> (type, number of weekly contact hours, language — if other than German)		
V (2) + Ü (2)		
<b>Method of assessment</b> (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)		
Portfolio (approx. 20 pages) Language of assessment: German and/or English		
<b>Allocation of places</b>		
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<b>Additional information</b>		
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<b>Workload</b>		
150 h		
<b>Teaching cycle</b>		
Teaching cycle: each semester		
<b>Referred to in LPO I</b> (examination regulations for teaching-degree programmes)		
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<b>Module appears in</b>		
<p>Bachelor's degree (1 major) Business Management and Economics (2015)          Bachelor's degree (1 major) Economathematics (2015)          Bachelor's degree (1 major) Business Information Systems (2015)          Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2015)          Bachelor's degree (1 major) Business Information Systems (2016)          Bachelor's degree (1 major) Economathematics (2017)          Bachelor's degree (1 major) Business Information Systems (2019)          Bachelor's degree (1 major) Business Management and Economics (2019)          Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2019)</p>		
minor in a Bachelor's degree programme Business Management and Economics (2015)	JMU Würzburg • generated 18-Apr-2025 • exam. reg. data record Bachelor (60 ECTS) Wirtschaftswissenschaft - 2015	page 148 / 220

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

<b>Module title</b>		<b>Abbreviation</b>
International Marketing		12-INMA-192-m01
<b>Module coordinator</b>		<b>Module offered by</b>
Dean of the Faculty of Business Management and Economics		Faculty of Management and Economics
<b>ECTS</b>	<b>Method of grading</b>	<b>Only after succ. compl. of module(s)</b>
5	numerical grade	--
<b>Duration</b>	<b>Module level</b>	<b>Other prerequisites</b>
1 semester	undergraduate	--
<b>Contents</b>		
<p>The course seeks to familiarize students with the tools and terminology to explore and understand marketing practices in an international environment. They will learn the scope and challenges of international marketing, the dynamic environment of international trade, culture, political, legal, and business systems of globalizing markets, opportunities and threats on global markets and develop decision-making skills for the successful formulation, implementation and control of international marketing strategies. In particular, the course highlights strategic and managerial issues related to international marketing.</p>		
<b>Intended learning outcomes</b>		
<p>Students are required to study and prepare marketing approaches to enter and operate in international markets. Students intensify their knowledge and develop theoretical and practical concepts through case studies</p>		
<b>Courses</b> (type, number of weekly contact hours, language – if other than German)		
V (2) + Ü (2)		
<b>Method of assessment</b> (type, scope, language – if other than German, examination offered – if not every semester, information on whether module is creditable for bonus)		
<p>a) Written examination (approx. 60 minutes) or  b) Term paper (15 to 20 pages) or  c) Term paper (10 to 15 pages) and presentation (approx. 20 minutes); (weighted 2:1) or  d) oral examination (approx. 20 minutes)  Language of assessment: German and/or English</p>		
<b>Allocation of places</b>		
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<b>Additional information</b>		
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<b>Workload</b>		
150 h		
<b>Teaching cycle</b>		
Teaching cycle: no courses offered		
<b>Referred to in LPO I</b> (examination regulations for teaching-degree programmes)		
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<b>Module appears in</b>		
<p>Bachelor's degree (1 major) Business Management and Economics (2015)  Bachelor's degree (1 major) Business Information Systems (2015)  Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2015)  Bachelor's degree (1 major) Business Information Systems (2016)  Bachelor's degree (1 major) Business Information Systems (2019)  Bachelor's degree (1 major) Business Management and Economics (2019)  Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2019)  Bachelor's degree (1 major) Business Information Systems (2020)</p>		
minor in a Bachelor's degree programme Business Management and Economics (2015)	JMU Würzburg • generated 18-Apr-2025 • exam. reg. data record Bachelor (60 ECTS) Wirtschaftswissenschaft - 2015	page 150 / 220

<b>Module title</b>		<b>Abbreviation</b>
Planning and Decision Making with Business Information Systems		12-PEBI-192-m01
<b>Module coordinator</b>		<b>Module offered by</b>
holder of the Chair of Business Analytics		Faculty of Management and Economics
<b>ECTS</b>	<b>Method of grading</b>	<b>Only after succ. compl. of module(s)</b>
5	numerical grade	--
<b>Duration</b>	<b>Module level</b>	<b>Other prerequisites</b>
1 semester	undergraduate	--
<b>Contents</b>		
Quantitative methods form a central basis for business planning and decision-making. From the information systems perspective, these methods must be integrated into IT systems and processes. The lecture presents fundamental concepts and methods from the areas of decision theory and analysis, mathematical optimization and discrete Markov chains. The methods are applied in the exercise on the basis of examples and solved computer-aided.		
<b>Intended learning outcomes</b>		
<ul style="list-style-type: none"> <li>• Normative and empirical decision theory</li> <li>• Fundamentals of linear programming</li> <li>• Sensitivity analysis</li> <li>• Discrete Optimization</li> <li>• Discrete Markov chains</li> </ul>		
<b>Courses</b> (type, number of weekly contact hours, language — if other than German)		
V (2) + T (2)		
<b>Method of assessment</b> (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)		
a) Written examination (approx. 60 minutes) or b) oral examination (20 to 30 minutes) or Language of assessment: German and/or English creditable for bonus		
<b>Allocation of places</b>		
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<b>Additional information</b>		
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<b>Workload</b>		
150 h		
<b>Teaching cycle</b>		
Teaching cycle: winter semester		
<b>Referred to in LPO I</b> (examination regulations for teaching-degree programmes)		
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<b>Module appears in</b>		
Bachelor's degree (1 major) Business Management and Economics (2015) Bachelor's degree (1 major) Business Information Systems (2015) Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2015) Bachelor's degree (1 major) Business Information Systems (2016) Bachelor's degree (1 major) Business Information Systems (2019) Bachelor's degree (1 major) Business Management and Economics (2019) Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2019) Bachelor's degree (1 major) Business Information Systems (2020)		
minor in a Bachelor's degree programme Business Management and Economics (2015)	JMU Würzburg • generated 18-Apr-2025 • exam. reg. data record Bachelor (60 ECTS) Wirtschaftswissenschaft - 2015	page 151 / 220

<b>Module title</b>		<b>Abbreviation</b>
Programming for Management Students		12-PFM-192-m01
<b>Module coordinator</b>		<b>Module offered by</b>
holder of the Chair of Business Analytics		Faculty of Management and Economics
<b>ECTS</b>	<b>Method of grading</b>	<b>Only after succ. compl. of module(s)</b>
5	numerical grade	--
<b>Duration</b>	<b>Module level</b>	<b>Other prerequisites</b>
1 semester	undergraduate	--
<b>Contents</b>		
<p>In the context of digitization, dealing with program code is regularly of great importance for economists, e.g. in automated data analysis or computer-aided modeling of value creation processes. Likewise, in digital transformation projects, it is of great importance to understand how a programmer thinks and implements the tasks assigned to him. This facilitates communication as well as the actual development, adaptation and debugging of the project.</p> <ul style="list-style-type: none"> <li>• Introduction to the basics of algorithms</li> <li>• Programmatic constructs and structures</li> <li>• Data structures</li> <li>• Concepts of object-oriented programming</li> <li>• Practical examples and exercises</li> </ul>		
<b>Intended learning outcomes</b>		
The lecture teaches the basics of the programmer. At the end of the course, the participants should be able to understand simple Python programs and are able to independently implement simple small programming projects in practice with Python.		
<b>Courses</b> (type, number of weekly contact hours, language — if other than German)		
V (2) + Ü (2)		
<b>Method of assessment</b> (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)		
<p>a) Written examination (approx. 60 minutes) or  b) Oral examination in groups of up to 3 candidates (approx. 10 minutes per candidate) or  c) Programming exercises (approx. 20 hours total) and written examination (approx. 60 minutes); (weighted 1:1) or  d) entirely or partly computerised written examination (approx. 60 minutes)  Language of assessment: German and/or English</p>		
<b>Allocation of places</b>		
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<b>Additional information</b>		
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<b>Workload</b>		
150 h		
<b>Teaching cycle</b>		
Teaching cycle: summer semester		
<b>Referred to in LPO I</b> (examination regulations for teaching-degree programmes)		
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<b>Module appears in</b>		
<p>Bachelor's degree (1 major) Business Management and Economics (2015)  Bachelor's degree (1 major) Economathematics (2015)  Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2015)</p>		
minor in a Bachelor's degree programme Business Management and Economics (2015)	JMU Würzburg • generated 18-Apr-2025 • exam. reg. data record Bachelor (60 ECTS) Wirtschaftswissenschaft - 2015	page 152 / 220



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

<b>Module title</b>		<b>Abbreviation</b>
Research Seminar		12-RES-192-m01
<b>Module coordinator</b>		<b>Module offered by</b>
holder of the Chair of Entrepreneurship and Strategy		Faculty of Management and Economics
<b>ECTS</b>	<b>Method of grading</b>	<b>Only after succ. compl. of module(s)</b>
5	numerical grade	--
<b>Duration</b>	<b>Module level</b>	<b>Other prerequisites</b>
1 semester	undergraduate	--
<b>Contents</b>		
Students develop seminar papers on varying topics in the domain of entrepreneurship, strategy, and innovation and present the key insights from their work.		
<b>Intended learning outcomes</b>		
Educational aims <ul style="list-style-type: none"> <li>• Raise students' awareness of research positioning and theoretical modelling</li> <li>• Familiarize students with systematic literature search</li> <li>• Enable students to develop a well-structured, academic manuscript</li> </ul> Learning outcomes On successful completion of this module students will be able to: <ul style="list-style-type: none"> <li>• Formulate an adequate research question</li> <li>• Effectively search the literature</li> <li>• Structure and write-down an academic manuscript</li> <li>• Present and explain their research outcomes in class</li> </ul>		
<b>Courses</b> (type, number of weekly contact hours, language – if other than German)		
S (2)		
<b>Method of assessment</b> (type, scope, language – if other than German, examination offered – if not every semester, information on whether module is creditable for bonus)		
Term paper (10 to 15 pages) and presentation (in groups of up to three candidates, approx. 10 minutes per candidate) Language of assessment: German and/or English		
<b>Allocation of places</b>		
15 places. Should the number of applications exceed the number of available places, places will be allocated as follows: (1) Applicants who have already achieved a total of 90 ECTS credits or more will be given preferential consideration. (2) When places are allocated in accordance with (1) and the number of applications exceeds the number of available places, places will be allocated according to the average grade of assessments taken so far; among applicants with the same average grade, places will be allocated by lot.		
<b>Additional information</b>		
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<b>Workload</b>		
150 h		
<b>Teaching cycle</b>		
Teaching cycle: each semester		
<b>Referred to in LPO I</b> (examination regulations for teaching-degree programmes)		
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<b>Module appears in</b>		
Bachelor's degree (1 major) Business Management and Economics (2015)		
minor in a Bachelor's degree programme Business Management and Economics (2015)	JMU Würzburg • generated 18-Apr-2025 • exam. reg. data record Bachelor (60 ECTS) Wirtschaftswissenschaft - 2015	page 154 / 220

Bachelor's degree (1 major) Business Information Systems (2015)  
 Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2015)  
 Bachelor's degree (1 major) Business Information Systems (2016)  
 Bachelor's degree (1 major) Business Information Systems (2019)  
 Bachelor's degree (1 major) Business Management and Economics (2019)  
 Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2019)  
 Bachelor's degree (1 major) Business Information Systems (2020)

<b>Module title</b>		<b>Abbreviation</b>
Seminar: Labour Economics		12-LES-192-m01
<b>Module coordinator</b>		<b>Module offered by</b>
holder of the Chair of Labour Economics		Faculty of Management and Economics
<b>ECTS</b>	<b>Method of grading</b>	<b>Only after succ. compl. of module(s)</b>
5	numerical grade	--
<b>Duration</b>	<b>Module level</b>	<b>Other prerequisites</b>
1 semester	undergraduate	--
<b>Contents</b>		
<p>This course provides an introduction into modern labor economics. The lecture will cover the following three core topics:</p> <p>I. Structure of the labor market</p> <ol style="list-style-type: none"> <li>1. Labor supply</li> <li>2. Labor demand</li> <li>3. Labor market equilibrium</li> </ol> <p>The objective of this part is to provide an understanding of the determinants of labor supply and labor demand and how they match and finally reach an equilibrium. This also implies studying the design and effects of policy interventions in order to combat inefficiencies.</p> <p>II. Wage formation</p> <ol style="list-style-type: none"> <li>4. Human capital formation</li> <li>5. Compensating wage differentials</li> <li>6. Discrimination</li> <li>7. Wage structure and inequality</li> </ol> <p>The objective of the second part to investigate the different determinants of wages and to understand the reasons (justified or unjustified) why some people earn more than others.</p> <p>III. Unemployment</p> <p>The third and last part of the lecture deals with one of the biggest challenges to policy makers: unemployment.</p>		
<b>Intended learning outcomes</b>		
<p>Participants will be familiarized with the core theoretical models of modern labor economics and the basic methods of modern empirical labor economics. As such the course will be divided into two parts: the lecture where the theory is taught as well as the exercise class which are „hands on“ sessions in order to be able to conduct an economic analysis both theoretically as well as empirically.</p>		
<b>Courses</b> (type, number of weekly contact hours, language — if other than German)		
S (2)		
<b>Method of assessment</b> (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)		
<p>Term paper (approx. 15 pages) and presentation (approx. 15 minutes), weighted 3:2 Language of assessment: German and/or English</p>		
<b>Allocation of places</b>		
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<b>Additional information</b>		
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<b>Workload</b>
150 h
<b>Teaching cycle</b>
Teaching cycle: after announcement
<b>Referred to in LPO I</b> (examination regulations for teaching-degree programmes)
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<b>Module appears in</b>
<p>Bachelor's degree (1 major) Business Management and Economics (2015)</p> <p>Bachelor's degree (1 major) Business Information Systems (2015)</p> <p>Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2015)</p> <p>Bachelor's degree (1 major) Business Information Systems (2016)</p> <p>Bachelor's degree (1 major) Business Information Systems (2019)</p> <p>Bachelor's degree (1 major) Business Management and Economics (2019)</p> <p>Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2019)</p> <p>Bachelor's degree (1 major) Business Information Systems (2020)</p>

<b>Module title</b>		<b>Abbreviation</b>
Managerial Practice Lectures		12-VGP-192-m01
<b>Module coordinator</b>		<b>Module offered by</b>
holder of the Professorship of Economic Journalism		Faculty of Management and Economics
<b>ECTS</b>	<b>Method of grading</b>	<b>Only after succ. compl. of module(s)</b>
5	numerical grade	--
<b>Duration</b>	<b>Module level</b>	<b>Other prerequisites</b>
1 semester	undergraduate	--
<b>Contents</b>		
<p>In this lecture, we invite board members of publicly listed companies, SMEs and Startups to discuss contemporary challenges of corporate management.</p> <p>Students gain sustainable insights into current management practices, challenges of corporate management in various industries, and discuss pressing managerial issues with C-level executives. In individual and group assignments, students are required to connect management theories with the managerial challenges of the speakers.</p> <p>Managers of the different companies are required to address the following questions that will foster a detailed discussion at the end of each lecture:</p> <ul style="list-style-type: none"> <li>- What are the current challenges facing your company?</li> <li>- Which strategies do you employ to respond to these challenges?</li> <li>- How have leadership concepts and approaches changed in your company?</li> </ul>		
<b>Intended learning outcomes</b>		
<p>After participating in this module, students should be able to combine theoretical approaches with current challenges in management. The students obtain a realistic insight into a cross-section of the German economy. Through discussions reports and group presentations students' social skills are trained in addition to professional skills.</p>		
<b>Courses</b> (type, number of weekly contact hours, language — if other than German)		
S (2)		
<b>Method of assessment</b> (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)		
<p>Portfolio (approx. 20 pages) Language of assessment: German and/or English</p>		
<b>Allocation of places</b>		
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<b>Additional information</b>		
--		
<b>Workload</b>		
150 h		
<b>Teaching cycle</b>		
Teaching cycle: each semester		
<b>Referred to in LPO I</b> (examination regulations for teaching-degree programmes)		
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<b>Module appears in</b>		
Bachelor's degree (1 major) Business Management and Economics (2015)		
minor in a Bachelor's degree programme Business Management and Economics (2015)	JMU Würzburg • generated 18-Apr-2025 • exam. reg. data record Bachelor (60 ECTS) Wirtschaftswissenschaft - 2015	page 158 / 220

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

<b>Module title</b>		<b>Abbreviation</b>
Web Programming		12-WebP-F-152-m01
<b>Module coordinator</b>		<b>Module offered by</b>
holder of the Chair of Business Management and Business Information Systems		Faculty of Management and Economics
<b>ECTS</b>	<b>Method of grading</b>	<b>Only after succ. compl. of module(s)</b>
5	numerical grade	--
<b>Duration</b>	<b>Module level</b>	<b>Other prerequisites</b>
1 semester	undergraduate	--
<b>Contents</b>		
<p>The "Web Programming" course combines the theoretical foundations of web programming from both backend and frontend architecture with the practical application of various techniques and methods. The course emphasizes a strong practical approach, with homework and exercises being consistently present. It is aimed primarily at beginners but also accommodates students with programming experience. Our goal is to encourage programming through the course, applicable to students with or without prior knowledge.</p> <p>Course Structure:</p> <ul style="list-style-type: none"> <li>• Fundamental understanding of databases, data modeling, and backend development (ERM, SQL/NoSQL DB, Python)</li> <li>• Understanding the basics of frontend development and the application of HTML, CSS, and JavaScript</li> <li>• Distinguishing between programming languages and frameworks (SQL, Python, Flask, HTML, CSS, JavaScript, React) in frontend and backend</li> <li>• Recognizing and understanding application architecture</li> <li>• Visualizing data through practical application of the D3.js library</li> <li>• Recognizing and understanding design patterns and current trends</li> <li>• Integrating backend and frontend by implementing a Flask web application</li> <li>• Strengthening modeling and programming skills through regular exercises</li> </ul>		
<b>Intended learning outcomes</b>		
<p>The "Web Programming" module aims to achieve the following learning outcomes:</p> <ol style="list-style-type: none"> <li>1. Fundamentals of Web Technologies: Students acquire basic knowledge of HTML, CSS, and JavaScript to develop simple web applications. They also learn to distinguish between various programming languages and frameworks such as Python, Flask, and React, gaining insights into different aspects of web development and their applications.</li> <li>2. Integration of Frontend and Backend: Through practical projects, students gain a deep understanding of the connection between frontend and backend. They analyze and implement data modeling, databases (SQL/NoSQL), and server-side programming, combining these with user interfaces.</li> <li>3. Development of User-Centered Web Applications: Students use their knowledge of web technologies to create user-friendly and functional web applications. There is a strong focus on technical and visual implementation. Regular exercises support the deepening and application of the acquired knowledge.</li> <li>4. Evaluation of Web Trends: Participants critically assess current and future trends in web development, particularly in the areas of usability and new web design techniques. They discuss their impact on practice, recognizing and understanding design patterns and current trends.</li> </ol>		
<b>Courses</b> (type, number of weekly contact hours, language — if other than German)		
V (2) + Ü (2)		
<b>Method of assessment</b> (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)		
<p>a) written examination (approx. 60 minutes) or  b) oral examination (one candidate each: approx. 10 to 15 minutes; groups of 2: approx. 20 minutes; groups of 3: approx. 30 minutes) or  c) completion of programming exercises (approx. 20 hours) and written examination (approx. 60 minutes), weighted 1:1</p>		
minor in a Bachelor's degree programme Business Management and Economics (2015)	JMU Würzburg • generated 18-Apr-2025 • exam. reg. data record Bachelor (60 ECTS) Wirtschaftswissenschaft - 2015	page 160 / 220



Language of assessment: German and/or English
<b>Allocation of places</b>
--
<b>Additional information</b>
--
<b>Workload</b>
150 h
<b>Teaching cycle</b>
Teaching cycle: each semester
<b>Referred to in LPO I</b> (examination regulations for teaching-degree programmes)
--
<b>Module appears in</b>
<p>Bachelor's degree (1 major) Business Management and Economics (2015)            Bachelor's degree (1 major) Economathematics (2015)            Bachelor's degree (1 major) Business Information Systems (2015)            Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2015)            Bachelor's degree (1 major) Business Information Systems (2016)            Bachelor's degree (1 major) Economathematics (2017)            Bachelor's degree (1 major) Business Information Systems (2019)            Bachelor's degree (1 major) Business Management and Economics (2019)            Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2019)            Bachelor's degree (1 major) Business Information Systems (2020)            Master's degree (1 major) China Business and Economics (2021)            Bachelor's degree (1 major) Business Information Systems (2021)            Bachelor's degree (1 major) Economathematics (2021)            Bachelor's degree (1 major) Business Management and Economics (2021)            Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2021)            Bachelor's degree (1 major) Economathematics (2022)            exchange program Business Management and Economics (2022)            Bachelor's degree (1 major) Business Information Systems (2023)            Bachelor's degree (1 major) Economathematics (2023)            Bachelor's degree (1 major) Business Management and Economics (2023)            Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2023)</p>

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

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

<b>Module title</b>		<b>Abbreviation</b>
Seminar: Marketing		12-SMA-211-m01
<b>Module coordinator</b>		<b>Module offered by</b>
holder of the Chair of Business Administration and Marketing		Faculty of Management and Economics
<b>ECTS</b>	<b>Method of grading</b>	<b>Only after succ. compl. of module(s)</b>
5	numerical grade	--
<b>Duration</b>	<b>Module level</b>	<b>Other prerequisites</b>
1 semester	undergraduate	--
<b>Contents</b>		
<p>In this course, students will acquire important knowledge and skills that will enable them to prepare a well-structured paper and to present the results of their work with the help of relevant topics in the fields of strategic marketing and strategic management.</p> <p>Reading: will vary according to topic</p>		
<b>Intended learning outcomes</b>		
<p>After completing the course "Marketing Strategie", students will be able to</p> <p>i. understand the fundamentals of scientific literature reviews; ii. integrate elaborated content in a scientific thesis; iii. create presentations independently.</p>		
<b>Courses</b> (type, number of weekly contact hours, language — if other than German)		
S (2) Module taught in: German and/or English		
<b>Method of assessment</b> (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)		
term paper (approx. 15 pages) and presentation (approx. 25 minutes); (weighted 2:1) Language of assessment: German and/or English		
<b>Allocation of places</b>		
--		
<b>Additional information</b>		
--		
<b>Workload</b>		
150 h		
<b>Teaching cycle</b>		
Teaching cycle: each semester		
<b>Referred to in LPO I</b> (examination regulations for teaching-degree programmes)		
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<b>Module appears in</b>		
<p>Bachelor's degree (1 major) Business Management and Economics (2015)          Bachelor's degree (1 major) Economathematics (2015)          Bachelor's degree (1 major) Business Information Systems (2015)          Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2015)          Bachelor's degree (1 major) Business Information Systems (2016)          Bachelor's degree (1 major) Economathematics (2017)          Bachelor's degree (1 major) Business Information Systems (2019)</p>		
minor in a Bachelor's degree programme Business Management and Economics (2015)	JMU Würzburg • generated 18-Apr-2025 • exam. reg. data record Bachelor (60 ECTS) Wirtschaftswissenschaft - 2015	page 164 / 220

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

<b>Module title</b>		<b>Abbreviation</b>
Humanitarian Supply Chain Management		12-HSCM-211-m01
<b>Module coordinator</b>		<b>Module offered by</b>
holder of the Chair of Business Management and Industrial Management		Faculty of Management and Economics
<b>ECTS</b>	<b>Method of grading</b>	<b>Only after succ. compl. of module(s)</b>
5	numerical grade	--
<b>Duration</b>	<b>Module level</b>	<b>Other prerequisites</b>
1 semester	undergraduate	--
<b>Contents</b>		
<p>Despite the solidarity-based nature of humanitarian aid, up to 70% of the activities of humanitarian aid organizations are related to both, the design and the coordination of logistical processes. Humanitarian assistance is delivered through humanitarian supply chains, systems concerned with planning, executing, and controlling the effective, cost-efficient flow and storage of materials, goods, and related information from the point of origin to the point of consumption in order to meet the needs of the beneficiaries. While aid organizations do not operate in a traditional business environment, the requirements for managing humanitarian supply chains effectively and efficiently are fundamentally comparable to those of commercial supply chains. Similarly, humanitarian organizations often employ business managers to manage their business processes. The management of the supply chain of a humanitarian organization, therefore, requires basic business knowledge that will be addressed in this course.</p>		
<b>Intended learning outcomes</b>		
<p>The course will provide you with a basic understanding of factors influencing humanitarian supply chains and fundamental insights in managing them efficiently and effectively. You will learn about the different roles of humanitarian organizations and the challenges they face. Furthermore, you will be introduced to general supply chain management concepts that can also be applied in the humanitarian context, and that can provide a significant positive impact on the organization of humanitarian operations.</p>		
<b>Courses</b> (type, number of weekly contact hours, language — if other than German)		
V (2) + Ü (2) Module taught in: English		
<b>Method of assessment</b> (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)		
<p>a) written examination (approx. 60 minutes) or b) term paper (approx. 15 pages) Language of assessment: German and/or English</p>		
<b>Allocation of places</b>		
--		
<b>Additional information</b>		
--		
<b>Workload</b>		
150 h		
<b>Teaching cycle</b>		
Teaching cycle: each semester		
<b>Referred to in LPO I</b> (examination regulations for teaching-degree programmes)		
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<b>Module appears in</b>		
<p>Bachelor's degree (1 major) Business Management and Economics (2015) Bachelor's degree (1 major) Economathematics (2015)</p>		
minor in a Bachelor's degree programme Business Management and Economics (2015)	JMU Würzburg • generated 18-Apr-2025 • exam. reg. data record Bachelor (60 ECTS) Wirtschaftswissenschaft - 2015	page 166 / 220

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

Module title		Abbreviation
Introduction to Risk Management		12-ERM-211-m01
Module coordinator		Module offered by
holder of the Chair of Business Management and Corporate Finance		Faculty of Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	undergraduate	--
Contents		
<p>This module provides an overview of the form and approach of the systematic risk management process in a business context. This risk management process consists of the process steps of risk identification, risk assessment and aggregation, risk management and risk control.</p> <p>This course is based on this process structure and is structured accordingly:</p> <p>Legal and business motivation for risk management.            Risk identification            Risk assessment and aggregation            Risk control            Risk control and reporting            Risk management information systems (RMIS)            M1   Legal and business motivation for risk management</p> <p>In Germany, outside the banking sector, there have been legal regulations for setting up corporate risk management since the KonTraG came into force in 1998. In addition to the legal obligation to set up a risk management system, the systematic handling of risks is also of interest from a business management point of view, as the conscious acceptance of risks has a significant positive influence on the company's ability to plan and control.</p> <p>M2   Risk identification</p> <p>Risk identification involves systematically recording all of a company's major risks. The earlier risks are identified, the more comprehensively appropriate countermeasures can be taken.            Risk identification is a fundamental task of risk management, as it provides the information basis for all further process steps, because only identified risks can be assessed, aggregated and controlled. Various methods can be used to identify risks.</p> <p>M3   Risk assessment and aggregation</p> <p>Once risks have been identified, they must be assessed. Both qualitative and quantitative methods are available for this purpose. The objective of risk assessment is to describe the risk in terms of appropriate statistical distribution functions. Once the relevant risks have been described by distribution functions, the next task is to determine the company's overall risk position by means of a so-called risk aggregation.</p> <p>M4   Risk management</p> <p>This module deals with the options for risk control. Risk management is strongly linked to a company's strategy, as this is also where the company's attitude towards risk is anchored (risk appetite). In addition, the risk coverage potential (=available equity capital) is of decisive and existential importance.            Various strategies can be used to manage risks.</p> <p>M5   Risk control and reporting</p> <p>With the help of early warning indicators (so-called key risk indicators, KRI), (negative) changes in the scope or probability of risk occurrence can be monitored and identified in good time. However, risk control does not only</p>		
minor in a Bachelor's degree programme Business Management and Economics (2015)		JMU Würzburg • generated 18-Apr-2025 • exam. reg. data record Bachelor (60 ECTS) Wirtschaftswissenschaft - 2015
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monitor KRI, it is also used to control measures implemented as part of risk management and to evaluate them for efficiency and success.

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

#### M6 | Risk management information systems (RMIS)

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

#### Intended learning outcomes

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

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

V (2) + Ü (2)

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

written examination (approx. 60 minutes)

#### Allocation of places

--

#### Additional information

--

#### Workload

150 h

#### Teaching cycle

Teaching cycle: each semester

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

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#### Module appears in

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

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

<b>Module title</b>		<b>Abbreviation</b>
Primer in Data Science		12-PDS-211-m01
<b>Module coordinator</b>		<b>Module offered by</b>
holder of the Chair of Business Analytics		Faculty of Management and Economics
<b>ECTS</b>	<b>Method of grading</b>	<b>Only after succ. compl. of module(s)</b>
5	numerical grade	--
<b>Duration</b>	<b>Module level</b>	<b>Other prerequisites</b>
1 semester	undergraduate	--
<b>Contents</b>		
<p>Data science is concerned with extracting knowledge and valuable insights from data assets. It is an emerging field that is currently in high demand in both academia and industry. This course provides a practical introduction to the full spectrum of data science techniques spanning data acquisition and processing, data visualization and presentation, creation and evaluation of machine learning models.</p> <p>The course focuses on the practical aspects of data science, with emphasis on the implementation and use of the above techniques. Students will complete programming homework assignments that emphasize practical understanding of the methods described in the course.</p>		
<b>Intended learning outcomes</b>		
<p>Topics covered include:</p> <ul style="list-style-type: none"> <li>• Data acquisition and processing</li> <li>• graph and network models</li> <li>• text analysis</li> <li>• working with geospatial data</li> <li>• Usage of machine learning models (supervised and unsupervised)</li> </ul>		
<b>Courses</b> (type, number of weekly contact hours, language – if other than German)		
V (2) + Ü (2) Module taught in: German and/or English		
<b>Method of assessment</b> (type, scope, language – if other than German, examination offered – if not every semester, information on whether module is creditable for bonus)		
<p>a) written examination (approx. 60 minutes) or  b) oral examination (approx. 20 to 30 minutes) or  c) exercises (approx. 6 pages)  Language of assessment: German and/or English  creditable for bonus</p>		
<b>Allocation of places</b>		
--		
<b>Additional information</b>		
--		
<b>Workload</b>		
150 h		
<b>Teaching cycle</b>		
Teaching cycle: summer semester		
<b>Referred to in LPO I</b> (examination regulations for teaching-degree programmes)		
--		
<b>Module appears in</b>		
<p>Bachelor's degree (1 major) Business Management and Economics (2015)  Bachelor's degree (1 major) Economathematics (2015)</p>		
minor in a Bachelor's degree programme Business Management and Economics (2015)	JMU Würzburg • generated 18-Apr-2025 • exam. reg. data record Bachelor (60 ECTS) Wirtschaftswissenschaft - 2015	page 171 / 220

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

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

<b>Module title</b>		<b>Abbreviation</b>
International Money & Finance		12-IFM-211-m01
<b>Module coordinator</b>		<b>Module offered by</b>
holder of the Senior Professorship for Economics, Money and International Economic Relations		Faculty of Management and Economics
<b>ECTS</b>	<b>Method of grading</b>	<b>Only after succ. compl. of module(s)</b>
5	numerical grade	--
<b>Duration</b>	<b>Module level</b>	<b>Other prerequisites</b>
1 semester	undergraduate	--
<b>Contents</b>		
<p>The module introduces students to exchange rate theory, the determinants of international financial flows and monetary open economy models for the analysis of monetary and fiscal policy. The module is divided into three parts. The first one covers exchange rates and the second one the balance of payments, international financial flows and financial market globalization. Based on these two, the third one focusses on economic policy applications including the exchange rate regime choice, exchange rate crises and optimum currency area theory.</p> <p>Format of the module: Lectures and exercise sessions</p> <p>Prerequisites: Basic knowledge of microeconomics and macroeconomics as taught for example in a Principles of Economics class or in Microeconomics I and Macroeconomics I.</p> <p>Usability: Bachelor Wirtschaftswissenschaften</p> <p>Requirements for getting credit points according to the European Credit Transfer System (ECTS): Passing the final exam.</p> <p>ECTS and grading: 5 ECTS, Grading on a scale from 1-5 based on the final exam.</p> <p>Frequency of the module: Each summer term</p> <p>Workload: 150 hours (Lecture + Exercise Session + Self Study)</p> <p>Duration: 1 Semester</p>		
<b>Intended learning outcomes</b>		
Students will acquire a basic understanding of international finance and learn analyzing practical examples with monetary models. Students gain expertise on institutional aspects and theoretical models. Having completed the module, students will be able to understand current developments in international finance and apply models and theories to analyze and evaluate these.		
<b>Courses</b> (type, number of weekly contact hours, language — if other than German)		
V (2) + Ü (2)		
<b>Method of assessment</b> (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)		
written examination (approx. 60 minutes)		
<b>Allocation of places</b>		
--		
<b>Additional information</b>		
--		
<b>Workload</b>		
150 h		

<b>Teaching cycle</b>
Teaching cycle: after announcement
<b>Referred to in LPO I</b> (examination regulations for teaching-degree programmes)
--
<b>Module appears in</b>
<p>Bachelor's degree (1 major) Business Management and Economics (2015)          Bachelor's degree (1 major) Economathematics (2015)          Bachelor's degree (1 major) Business Information Systems (2015)          Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2015)          Bachelor's degree (1 major) Business Information Systems (2016)          Bachelor's degree (1 major) Economathematics (2017)          Bachelor's degree (1 major) Business Information Systems (2019)          Bachelor's degree (1 major) Business Management and Economics (2019)          Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2019)          Bachelor's degree (1 major) Business Information Systems (2020)          exchange program Business Management and Economics (2022)</p>



<b>Module title</b>		<b>Abbreviation</b>
Applied Business Cycle Analysis and Forecasting		12-AKP-211-m01
<b>Module coordinator</b>		<b>Module offered by</b>
holder of the Chair of Monetary Economics and International Financial Markets		Faculty of Management and Economics
<b>ECTS</b>	<b>Method of grading</b>	<b>Only after succ. compl. of module(s)</b>
5	numerical grade	--
<b>Duration</b>	<b>Module level</b>	<b>Other prerequisites</b>
1 semester	undergraduate	--
<b>Contents</b>		
<p>This module is an introduction to economic forecasting and business cycle analysis. The course is divided into three sections. In the first section, statistical and methodological basics on quantitative macroeconomic analysis and forecasting are discussed. The second section covers various aspects and issues related to economic forecasting. In the last sections, recent developments, topics, and research insights are presented.</p>		
<b>Intended learning outcomes</b>		
<p>Students will acquire a basic understanding of the theory and practice of applied business cycle analysis and forecasting. Further, students will learn how to analyze and answer real-world economic problems using their economic toolkit. Students gain expertise on applying their knowledge gained in basic economics courses on policy-relevant issues. Having completed the module, students will be able to understand current macroeconomic and economic policy developments and to use models and theories to analyze and evaluate these.</p>		
<b>Courses</b> (type, number of weekly contact hours, language — if other than German)		
S (2) Module taught in: German and/or English		
<b>Method of assessment</b> (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)		
<p>a) Written examination (approx. 60 minutes) or  b) term paper (approx. 15 pages) or  c) term paper (10 to 15 pages) and presentation (approx. 20 minutes); (weighted 2:1) or  d) oral examination (approx. 20 minutes)  Language of assessment: German and/or English</p>		
<b>Allocation of places</b>		
--		
<b>Additional information</b>		
--		
<b>Workload</b>		
150 h		
<b>Teaching cycle</b>		
Teaching cycle: after announcement		
<b>Referred to in LPO I</b> (examination regulations for teaching-degree programmes)		
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<b>Module appears in</b>		
<p>Bachelor's degree (1 major) Business Management and Economics (2015)  Bachelor's degree (1 major) Economathematics (2015)  Bachelor's degree (1 major) Business Information Systems (2015)  Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2015)  Bachelor's degree (1 major) Business Information Systems (2016)  Bachelor's degree (1 major) Economathematics (2017)</p>		
minor in a Bachelor's degree programme Business Management and Economics (2015)	JMU Würzburg • generated 18-Apr-2025 • exam. reg. data record Bachelor (60 ECTS) Wirtschaftswissenschaft - 2015	page 177 / 220

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

<b>Module title</b>		<b>Abbreviation</b>
Seminar: Business cycles, corporate finance and asset markets		12-KUV-211-m01
<b>Module coordinator</b>		<b>Module offered by</b>
head of the Work Group of Empirical Economics		Faculty of Management and Economics
<b>ECTS</b>	<b>Method of grading</b>	<b>Only after succ. compl. of module(s)</b>
5	numerical grade	--
<b>Duration</b>	<b>Module level</b>	<b>Other prerequisites</b>
1 semester	undergraduate	--
<b>Contents</b>		
<p>The modul is located in the nexus of business cycles, corporate finance and asset markets. Being located at the intersection between economics and finance the modul addresses the interaction between business cycles, corporate finance and asset markets. Concretely students can work on subjects like „what is the impact of interest rate changes by the central bank on the housing market“, „how do asset markets and household consumption interact“ and „what is the interrelationship bewtween financing conditions and the business cycle“. From a methodological point of view the course targets to built on existing methological toolkits aquired during the bachelor studies. Students are guided to deepen their understanding on those toolkits to analyze data and to generate results.</p>		
<b>Intended learning outcomes</b>		
<p>The modul equips students with the necessary tools to analyze data to generate results on topics of interest. Besides students need to present their findings and communicate their results to other studends.</p>		
<b>Courses</b> (type, number of weekly contact hours, language — if other than German)		
S (2)		
<b>Method of assessment</b> (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)		
term paper (approx. 15 pages) and presentation (approx. 25 minutes); (weighted 2:1)		
<b>Allocation of places</b>		
--		
<b>Additional information</b>		
--		
<b>Workload</b>		
150 h		
<b>Teaching cycle</b>		
Teaching cycle: each semester		
<b>Referred to in LPO I</b> (examination regulations for teaching-degree programmes)		
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<b>Module appears in</b>		
<p>Bachelor's degree (1 major) Business Management and Economics (2015)          Bachelor's degree (1 major) Economathematics (2015)          Bachelor's degree (1 major) Business Information Systems (2015)          Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2015)          Bachelor's degree (1 major) Business Information Systems (2016)          Bachelor's degree (1 major) Economathematics (2017)          Bachelor's degree (1 major) Business Information Systems (2019)          Bachelor's degree (1 major) Business Management and Economics (2019)          Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2019)          Bachelor's degree (1 major) Business Information Systems (2020)</p>		
minor in a Bachelor's degree programme Business Management and Economics (2015)	JMU Würzburg • generated 18-Apr-2025 • exam. reg. data record Bachelor (60 ECTS) Wirtschaftswissenschaft - 2015	page 179 / 220

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

<b>Module title</b>		<b>Abbreviation</b>
European Macroeconomics		12-EM-211-m01
<b>Module coordinator</b>		<b>Module offered by</b>
holder of the Senior Professorship for Economics, Money and International Economic Relations		Faculty of Management and Economics
<b>ECTS</b>	<b>Method of grading</b>	<b>Only after succ. compl. of module(s)</b>
5	numerical grade	--
<b>Duration</b>	<b>Module level</b>	<b>Other prerequisites</b>
1 semester	undergraduate	--
<b>Contents</b>		
<p>This course focuses on the macroeconomics of the euro area. It is based on a theoretical part which provides a critical presentation of the two core macroeconomic paradigms: the (neo)classical approach and the Keynesian approach. This allows a comparative analysis of policy implications for important macroeconomic topics (unemployment, inflation, government debt, financial system). The policy-oriented part discusses the monetary policy of the ECB and the challenges for fiscal policy in the euro area, which are due to the lack of fiscal policy integration. The course will also present other euro area specific topics (e.g. Optimum currency area, euro crises, Next Generation EU).</p>		
<b>Intended learning outcomes</b>		
<p>After completing this course, students will have gained a profound understanding of (applied) macroeconomic policies in general and specifically in the EMU. The students will have a deeper understanding of the two core macroeconomic models and their application for economic policy by using empirical data. Thus, they will enhance their general macroeconomic understanding by applying it to real world problems. In addition, students will develop a sound knowledge of the institutions of common fiscal and monetary policy in Europe.</p>		
<b>Courses</b> (type, number of weekly contact hours, language – if other than German)		
V (2)		
<b>Method of assessment</b> (type, scope, language – if other than German, examination offered – if not every semester, information on whether module is creditable for bonus)		
<p>a) Written examination (approx. 60 minutes) or  b) term paper (10 to 15 pages) and presentation (approx. 20 minutes); (weighted 2:1) or  c) oral examination (approx. 20 minutes)  Language of assessment: German and/or English</p>		
<b>Allocation of places</b>		
--		
<b>Additional information</b>		
--		
<b>Workload</b>		
150 h		
<b>Teaching cycle</b>		
Teaching cycle: winter semester		
<b>Referred to in LPO I</b> (examination regulations for teaching-degree programmes)		
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<b>Module appears in</b>		
<p>Bachelor's degree (1 major) Business Management and Economics (2015)  Bachelor's degree (1 major) Economathematics (2015)  Bachelor's degree (1 major) Business Information Systems (2015)  Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2015)  Bachelor's degree (1 major) Business Information Systems (2016)</p>		
minor in a Bachelor's degree programme Business Management and Economics (2015)	JMU Würzburg • generated 18-Apr-2025 • exam. reg. data record Bachelor (60 ECTS) Wirtschaftswissenschaft - 2015	page 181 / 220

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

<b>Module title</b>		<b>Abbreviation</b>
Seminar: Business Journalism and Business Communication		12-WUW-211-m01
<b>Module coordinator</b>		<b>Module offered by</b>
holder of the Professorship of Economic Journalism		Faculty of Management and Economics
<b>ECTS</b>	<b>Method of grading</b>	<b>Only after succ. compl. of module(s)</b>
5	numerical grade	--
<b>Duration</b>	<b>Module level</b>	<b>Other prerequisites</b>
1 semester	undergraduate	--
<b>Contents</b>		
<p>This seminar is offered as a preparatory seminar for the bachelor thesis. Basic scientific knowledge is taught. The focus is on the goal of independently preparing a well-founded scientific thesis. For this purpose, the individual steps from the generation of a research question to the actual survey are explained. In addition, an overview of scientific writing is provided.</p>		
<b>Intended learning outcomes</b>		
<p>Upon completion of the seminar, students will be able to independently prepare a scientific paper.</p> <ul style="list-style-type: none"> <li>• Consolidation of the learned and, if necessary, application of further techniques of scientific work</li> <li>• Preparation, presentation, and defense of a scientific paper</li> <li>• Examination of the working papers of other seminar participants</li> <li>• Preparation for the Bachelor and Master Thesis</li> </ul>		
<b>Courses</b> (type, number of weekly contact hours, language – if other than German)		
S (2)		
<b>Method of assessment</b> (type, scope, language – if other than German, examination offered – if not every semester, information on whether module is creditable for bonus)		
term paper (10 to 15 pages) and presentation (approx. 15 minutes); (weighted 1:1) Language of assessment: German and/or English		
<b>Allocation of places</b>		
--		
<b>Additional information</b>		
--		
<b>Workload</b>		
150 h		
<b>Teaching cycle</b>		
Teaching cycle: each semester		
<b>Referred to in LPO I</b> (examination regulations for teaching-degree programmes)		
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<b>Module appears in</b>		
<p>Bachelor's degree (1 major) Business Management and Economics (2015)          Bachelor's degree (1 major) Economathematics (2015)          Bachelor's degree (1 major) Business Information Systems (2015)          Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2015)          Bachelor's degree (1 major) Business Information Systems (2016)          Bachelor's degree (1 major) Economathematics (2017)          Bachelor's degree (1 major) Business Information Systems (2019)          Bachelor's degree (1 major) Business Management and Economics (2019)          Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2019)          Bachelor's degree (1 major) Business Information Systems (2020)</p>		
minor in a Bachelor's degree programme Business Management and Economics (2015)	JMU Würzburg • generated 18-Apr-2025 • exam. reg. data record Bachelor (60 ECTS) Wirtschaftswissenschaft - 2015	page 183 / 220

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



<b>Module title</b>		<b>Abbreviation</b>
Economist Practice Lectures		12-VWP-211-m01
<b>Module coordinator</b>		<b>Module offered by</b>
holder of the Senior Professorship for Economics, Money and International Economic Relations		Faculty of Management and Economics
<b>ECTS</b>	<b>Method of grading</b>	<b>Only after succ. compl. of module(s)</b>
5	numerical grade	--
<b>Duration</b>	<b>Module level</b>	<b>Other prerequisites</b>
1 semester	undergraduate	--
<b>Contents</b>		
<p>The content of the seminar is the active participation in as well as the follow-up of the lectures of economists from different national and international fields of activity, which are organized for the event.</p> <p>The invitation of speakers from practice strengthens the practical orientation of the scientifically founded and at the same time internationally oriented education at the faculty of economics of the University of Würzburg.</p> <p>In this way, students will gain lasting insights into the fields of activity of economists, gain an insight into practical activities, discuss these with high-ranking economists and combine them with theoretical economic knowledge gained during their studies.</p>		
<b>Intended learning outcomes</b>		
<p>By participating in the seminar, Master's students of the faculty of economics and business administration should get to know the different fields of activity of economists and the questions that determine the daily work of the speakers in the course of the lectures.</p> <p>In addition, the participants of the seminar will have the opportunity to apply the knowledge of economics they have acquired during their studies. For this purpose, in addition to a discussion with the speakers following the respective lecture, a debating workshop is offered to the participants of the seminar, in which the students are to learn economic argumentation and debate management. The learned contents and competencies will be tested at the end of the semester.</p>		
<b>Courses</b> (type, number of weekly contact hours, language – if other than German)		
S (2)		
<b>Method of assessment</b> (type, scope, language – if other than German, examination offered – if not every semester, information on whether module is creditable for bonus)		
<p>a) oral examination (approx. 30 minutes) or  b) term paper (approx. 10 pages) and presentation (approx. 15 minutes); (weighted 2:1) or  c) written examination (approx. 60 minutes)  Language of assessment: German and/or English</p>		
<b>Allocation of places</b>		
--		
<b>Additional information</b>		
--		
<b>Workload</b>		
150 h		
<b>Teaching cycle</b>		
Teaching cycle: each semester		
<b>Referred to in LPO I</b> (examination regulations for teaching-degree programmes)		
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<b>Module appears in</b>		
<p>minor in a Bachelor's degree programme Business Management and Economics (2015)</p> <p>JMU Würzburg • generated 18-Apr-2025 • exam. reg. data record Bachelor (60 ECTS) Wirtschaftswissenschaft - 2015</p> <p>page 185 / 220</p>		

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

<b>Module title</b>		<b>Abbreviation</b>
Social Commerce		12-SC-232-m01
<b>Module coordinator</b>		<b>Module offered by</b>
holder of the Chair of Business Administration and Marketing		Faculty of Management and Economics
<b>ECTS</b>	<b>Method of grading</b>	<b>Only after succ. compl. of module(s)</b>
5	numerical grade	--
<b>Duration</b>	<b>Module level</b>	<b>Other prerequisites</b>
1 semester	undergraduate	--
<b>Contents</b>		
<p>The transition from Web 1.0 to Web 2.0 was a milestone for the Internet - from static to interactive, social media and strong e-commerce emerged. These areas merged into social commerce. The course covers the origins and basics of social media &amp; e-commerce, defines social commerce, examines its business application, takes a look at future technologies (Web 3.0) and considers sustainability. This gives you a wide range of perspectives for understanding and shaping social commerce.</p> <p>Course structure:</p> <ol style="list-style-type: none"> <li>1. The path to social commerce</li> <li>2. Basics of social commerce</li> <li>3. Social commerce</li> <li>4. Social commerce management - integration into everyday business life</li> <li>5. Social commerce in the future - influence of new technologies</li> <li>6. Social commerce - acting responsibly</li> </ol>		
<b>Intended learning outcomes</b>		
<ul style="list-style-type: none"> <li>• Understanding the basics of social commerce (also from the areas of marketing &amp; e-commerce)</li> <li>• Application of the course content to develop a social commerce strategy</li> <li>• Self-competence through independent processing of the course content</li> <li>• Social competence (in particular communication and cooperation) by working together on parts of the portfolio exam</li> </ul>		
<b>Courses</b> (type, number of weekly contact hours, language – if other than German)		
V (2) + Ü (2) Module taught in: German and/or English		
<b>Method of assessment</b> (type, scope, language – if other than German, examination offered – if not every semester, information on whether module is creditable for bonus)		
a) written examination (approx. 60 minutes) or b) portfolio (50 to 75 hours) Language of assessment: German and/or English creditable for bonus		
<b>Allocation of places</b>		
--		
<b>Additional information</b>		
--		
<b>Workload</b>		
150 h		
<b>Teaching cycle</b>		
Teaching cycle: summer semester		
<b>Referred to in LPO I</b> (examination regulations for teaching-degree programmes)		
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minor in a Bachelor's degree programme Business Management and Economics (2015)	JMU Würzburg • generated 18-Apr-2025 • exam. reg. data record Bachelor (60 ECTS) Wirtschaftswissenschaft - 2015	page 187 / 220

**Module appears in**

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

<b>Module title</b>		<b>Abbreviation</b>
Customer Analytics		12-CA-232-m01
<b>Module coordinator</b>		<b>Module offered by</b>
holder of the Junior Professorship of Marketing Analytics		Faculty of Management and Economics
<b>ECTS</b>	<b>Method of grading</b>	<b>Only after succ. compl. of module(s)</b>
5	numerical grade	--
<b>Duration</b>	<b>Module level</b>	<b>Other prerequisites</b>
1 semester	undergraduate	--
<b>Contents</b>		
<p>Customer analytics involves collecting, managing, and analyzing customer data to gain insights and improve business decisions. Thanks to the explosive growth of media, channels, digital devices, and software applications, a wealth of customer data is now readily available and economically viable to collect. Customer analytics uses customer data along with economic theory, statistics, and econometric modeling to understand customer needs, preferences, and behavior. The goal of customer analytics is to provide companies with valuable information about their customers so they can make better decisions. This information can help them tailor their products, optimize marketing efforts, improve customer satisfaction, and ultimately increase revenue and profitability.</p> <p>This course provides a comprehensive understanding of fundamental principles, methods, and tools used in customer analytics. The first part of the course focuses on the importance of customer value and its impact on business success. Emphasis is placed on the key methods and analytical tools for assessing and effectively managing customer heterogeneity in data-driven marketing. The remainder of the course focuses on modeling the impact of marketing efforts on customer response, perceptions, and preferences, as well as the use of marketing attribution techniques. To provide a practical and engaging learning experience, the course includes hands-on applications of the material covered using real-world data and relevant software tools.</p>		
<b>Intended learning outcomes</b>		
<ul style="list-style-type: none"> <li>• Understand the importance of customer value and its impact on business success.</li> <li>• Learn key methods and analytical tools to effectively address customer heterogeneity in marketing strategies.</li> <li>• Develop practical data analysis skills for data-driven marketing decisions.</li> </ul>		
<b>Courses</b> (type, number of weekly contact hours, language — if other than German)		
V (2) + Ü (2) Module taught in: German and/or English		
<b>Method of assessment</b> (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)		
written examination (approx. 60 minutes) Language of assessment: German and/or English creditable for bonus		
<b>Allocation of places</b>		
--		
<b>Additional information</b>		
--		
<b>Workload</b>		
150 h		
<b>Teaching cycle</b>		
Teaching cycle: winter semester		
<b>Referred to in LPO I</b> (examination regulations for teaching-degree programmes)		
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minor in a Bachelor's degree programme Business Management and Economics (2015)	JMU Würzburg • generated 18-Apr-2025 • exam. reg. data record Bachelor (60 ECTS) Wirtschaftswissenschaft - 2015	page 189 / 220

**Module appears in**

Bachelor's degree (1 major) Business Management and Economics (2015)  
 Bachelor's degree (1 major) Econometrics (2015)  
 Bachelor's degree (1 major) Business Information Systems (2015)  
 Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2015)  
 Bachelor's degree (1 major) Business Information Systems (2016)  
 Bachelor's degree (1 major) Econometrics (2017)  
 Bachelor's degree (1 major) Business Information Systems (2019)  
 Bachelor's degree (1 major) Business Management and Economics (2019)  
 Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2019)  
 Bachelor's degree (1 major) Business Information Systems (2020)  
 Bachelor's degree (1 major) Business Information Systems (2021)  
 Bachelor's degree (1 major) Econometrics (2021)  
 Bachelor's degree (1 major) Business Management and Economics (2021)  
 Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2021)  
 Bachelor's degree (1 major) Econometrics (2022)  
 exchange program Business Management and Economics (2022)  
 Bachelor's degree (1 major) Business Information Systems (2023)  
 Bachelor's degree (1 major) Econometrics (2023)  
 Bachelor's degree (1 major) Business Management and Economics (2023)  
 Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2023)  
 Bachelor's degree (1 major) Business Information Systems (2024)  
 Bachelor's degree (1 major) Econometrics (2024)  
 Bachelor's degree (1 major) Business Management and Economics (2024)  
 Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2024)  
 Bachelor's degree (1 major) Digital Business & Data Science (2024)  
 Bachelor's degree (1 major) Econometrics (2025)

<b>Module title</b>		<b>Abbreviation</b>
Data-Driven Supply Chain Management		12-DDSCM-232-m01
<b>Module coordinator</b>		<b>Module offered by</b>
holder of the Chair of Logistics and Quantitative Methods		Faculty of Management and Economics
<b>ECTS</b>	<b>Method of grading</b>	<b>Only after succ. compl. of module(s)</b>
5	numerical grade	--
<b>Duration</b>	<b>Module level</b>	<b>Other prerequisites</b>
1 semester	undergraduate	--
<b>Contents</b>		
<p>This course aims to familiarize students with the pioneering methods of "Data-Driven Supply Chain Management (DSCM)". DSCM comprises novel methods that use machine learning to derive tactical and operational planning decisions in supply chain management from a variety of real data. These methods are not only the focus of a now very large field of research, but are also increasingly finding their way into commercial software systems to support supply chain management (e.g. SAP, Blue Yonder, etc.).</p>		
<b>Intended learning outcomes</b>		
<ul style="list-style-type: none"> <li>• Students understand the importance of data-driven decisions in SCM and the potential of machine learning.</li> <li>• After the course, participants will know key DSCM procedures and their applicability to planning problems.</li> <li>• Students learn to analyze corporate data and use machine learning to achieve better SCM planning results.</li> <li>• Through case studies, participants recognize the transferability of insights to other SCM areas and potential implementation problems.</li> <li>• Participants can describe real data descriptively using Python and implement DSCM procedures with machine learning after the course.</li> </ul>		
<b>Courses</b> (type, number of weekly contact hours, language – if other than German)		
V (2) + Ü (2) Module taught in: German and/or English		
<b>Method of assessment</b> (type, scope, language – if other than German, examination offered – if not every semester, information on whether module is creditable for bonus)		
a) written examination (approx. 60 minutes) or b) term paper (15 to 20 pages) or c) term paper (10 to 15 pages) and presentation (approx. 20 minutes); (weighted 2:1) or d) oral examination in groups of up to 3 candidates (approx. 15 minutes per candidate) e) portfolio (50 to 75 hours) Language of assessment: German and/or English		
<b>Allocation of places</b>		
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<b>Additional information</b>		
--		
<b>Workload</b>		
150 h		
<b>Teaching cycle</b>		
Teaching cycle: each semester		
<b>Referred to in LPO I</b> (examination regulations for teaching-degree programmes)		
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<b>Module appears in</b>		

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



<b>Module title</b>		<b>Abbreviation</b>
Seminar: Digitalization in Supply Chain Management		12-DSCM-232-m01
<b>Module coordinator</b>		<b>Module offered by</b>
holder of the Chair of Logistics and Quantitative Methods		Faculty of Management and Economics
<b>ECTS</b>	<b>Method of grading</b>	<b>Only after succ. compl. of module(s)</b>
5	numerical grade	--
<b>Duration</b>	<b>Module level</b>	<b>Other prerequisites</b>
1 semester	undergraduate	--
<b>Contents</b>		
In this seminar, selected developments in digital supply chain management are analyzed and discussed from a business perspective. It focuses on the economic evaluation of new approaches and their effects rather than on the development and application of new processes (the latter is the subject of the complementary seminar "Supply Chain Analytics").		
<b>Intended learning outcomes</b>		
<ul style="list-style-type: none"> <li>• Participants will develop the ability to analyze and evaluate digital developments in supply chain management from a business perspective.</li> <li>• Students will learn to critically discuss the economic impact of new approaches in supply chain management.</li> <li>• They will gain an understanding of how digital innovations can influence the performance and efficiency of supply chains.</li> </ul>		
<b>Courses</b> (type, number of weekly contact hours, language — if other than German)		
S (2) Module taught in: German and/or English		
<b>Method of assessment</b> (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)		
term paper (10 to 15 pages) and presentation (approx. 10 minutes); (weighted 2:1) Language of assessment: German and/or English		
<b>Allocation of places</b>		
--		
<b>Additional information</b>		
--		
<b>Workload</b>		
150 h		
<b>Teaching cycle</b>		
Teaching cycle: summer semester		
<b>Referred to in LPO I</b> (examination regulations for teaching-degree programmes)		
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<b>Module appears in</b>		
Bachelor's degree (1 major) Business Management and Economics (2015) Bachelor's degree (1 major) Economathematics (2015) Bachelor's degree (1 major) Business Information Systems (2015) Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2015) Bachelor's degree (1 major) Business Information Systems (2016) Bachelor's degree (1 major) Economathematics (2017) Bachelor's degree (1 major) Business Information Systems (2019) Bachelor's degree (1 major) Business Management and Economics (2019) Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2019)		
minor in a Bachelor's degree programme Business Management and Economics (2015)	JMU Würzburg • generated 18-Apr-2025 • exam. reg. data record Bachelor (60 ECTS) Wirtschaftswissenschaft - 2015	page 193 / 220

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

<b>Module title</b>		<b>Abbreviation</b>
Seminar: Supply Chain Analytics		12-SCA-232-m01
<b>Module coordinator</b>		<b>Module offered by</b>
holder of the Chair of Logistics and Quantitative Methods		Faculty of Management and Economics
<b>ECTS</b>	<b>Method of grading</b>	<b>Only after succ. compl. of module(s)</b>
5	numerical grade	--
<b>Duration</b>	<b>Module level</b>	<b>Other prerequisites</b>
1 semester	undergraduate	--
<b>Contents</b>		
<p>This seminar offers a deep dive into the critical domain of supply chain management, emphasizing the role of data analysis and decision-making tools. The course revolves around essential topics such as forecasting, optimization, inventory management, and logistics. Leveraging real-world scenarios and practical applications, students will gain a comprehensive understanding of supply chain dynamics and the vital role of analytics in supply chain management.</p>		
<b>Intended learning outcomes</b>		
<p>Students will tackle real-world supply chain problems that involve interpreting complex data sets. They will be equipped with problem-solving skills that allow them to develop and implement robust solutions for various supply chain challenges. With a focus on practical problem-solving activities, this course will enable students to:</p> <ol style="list-style-type: none"> <li>1. Understand the key concepts and techniques of supply chain analytics.</li> <li>2. Implement forecasting and optimization models to make supply chain decisions.</li> <li>3. Evaluate and improve supply chain performance using relevant data.</li> </ol>		
<b>Courses</b> (type, number of weekly contact hours, language — if other than German)		
S (2) Module taught in: German and/or English		
<b>Method of assessment</b> (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)		
term paper (10 to 15 pages) and presentation (approx. 10 minutes); (weighted 2:1) Language of assessment: German and/or English		
<b>Allocation of places</b>		
--		
<b>Additional information</b>		
--		
<b>Workload</b>		
150 h		
<b>Teaching cycle</b>		
Teaching cycle: winter semester		
<b>Referred to in LPO I</b> (examination regulations for teaching-degree programmes)		
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<b>Module appears in</b>		
<p>Bachelor's degree (1 major) Business Management and Economics (2015)            Bachelor's degree (1 major) Economathematics (2015)            Bachelor's degree (1 major) Business Information Systems (2015)            Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2015)            Bachelor's degree (1 major) Business Information Systems (2016)            Bachelor's degree (1 major) Economathematics (2017)            Bachelor's degree (1 major) Business Information Systems (2019)            Bachelor's degree (1 major) Business Management and Economics (2019)</p>		
minor in a Bachelor's degree programme Business Management and Economics (2015)	JMU Würzburg • generated 18-Apr-2025 • exam. reg. data record Bachelor (60 ECTS) Wirtschaftswissenschaft - 2015	page 195 / 220

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

<b>Module title</b>		<b>Abbreviation</b>
Decision-Making in Organizations and Teams		12-DMOT-232-m01
<b>Module coordinator</b>		<b>Module offered by</b>
holder of the Junior Professorship of Applied Microeconomics, esp. Human-Machine Interaction		Faculty of Management and Economics
<b>ECTS</b>	<b>Method of grading</b>	<b>Only after succ. compl. of module(s)</b>
5	numerical grade	--
<b>Duration</b>	<b>Module level</b>	<b>Other prerequisites</b>
1 semester	undergraduate	--
<b>Contents</b>		
<p>Many economic activities result from individual decisions. Understanding these is necessary in order to grasp economic phenomena and effectively influence organizational outcomes. This course, therefore, provides an overview of economic decision-making in teams and organizations. It uses tools from microeconomic theory as well as empirical results from field studies and laboratory experiments. Topics covered in the course include, for example, team production, intrinsic motivation, monetary incentives and fairness, and the allocation of decision rights.</p> <p>We will discuss (in detail) various empirical and theoretical works on economic decision-making in teams and organizations. The relevant research articles will be made available to students.</p> <p>Some contents of the lecture can also be reviewed and studied using the following textbook: Gibbons, Robert, and John Roberts, eds. The Handbook of Organizational Economics. Princeton University Press, 2013.</p>		
<b>Intended learning outcomes</b>		
<p>With this course,</p> <ul style="list-style-type: none"> <li>• students will be able to understand and reflect on modern microeconomic concepts and current organizational economics.</li> <li>• students will learn to master and apply quantitative microeconomic methods.</li> <li>• students will be enabled to classify and relate specialized knowledge from theoretical microeconomics, experimental and empirical microeconomics, business administration, and psychology.</li> </ul>		
<b>Courses</b> (type, number of weekly contact hours, language – if other than German)		
V (2) + Ü (2) Module taught in: German and/or English		
<b>Method of assessment</b> (type, scope, language – if other than German, examination offered – if not every semester, information on whether module is creditable for bonus)		
a) written examination (approx. 60 minutes) or b) oral examination in groups of up to 3 candidates (approx. 15 minutes per candidate) Language of assessment: German and/or English		
<b>Allocation of places</b>		
--		
<b>Additional information</b>		
--		
<b>Workload</b>		
150 h		
<b>Teaching cycle</b>		
Teaching cycle: summer semester		
<b>Referred to in LPO I</b> (examination regulations for teaching-degree programmes)		
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minor in a Bachelor's degree programme Business Management and Economics (2015)	JMU Würzburg • generated 18-Apr-2025 • exam. reg. data record Bachelor (60 ECTS) Wirtschaftswissenschaft - 2015	page 197 / 220

**Module appears in**

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

<b>Module title</b>		<b>Abbreviation</b>
Management & Digital Transformation		12-MDT-232-m01
<b>Module coordinator</b>		<b>Module offered by</b>
holder of the Junior Professorship of Applied Microeconomics, esp. Human-Machine Interaction		Faculty of Management and Economics
<b>ECTS</b>	<b>Method of grading</b>	<b>Only after succ. compl. of module(s)</b>
5	numerical grade	--
<b>Duration</b>	<b>Module level</b>	<b>Other prerequisites</b>
1 semester	undergraduate	--
<b>Contents</b>		
<p>The lecture Management and Digital Transformation offers a comprehensive introduction to the role of management in the context of the digital transformation of companies. Basic management concepts are taught from a (micro-)economic perspective and linked to the challenges, opportunities, and strategies of digital transformation. The lecture focuses on the organizational architecture and the distribution of decision-making competencies, on the use of machine learning for management decisions and the associated risks, as well as on strategic aspects, in particular the right decisions in the context of changing market conditions.</p>		
<b>Intended learning outcomes</b>		
<p>Students learn how the digital transformation affects organizations and their architecture. Problem-oriented thinking in strategic decision-making is encouraged to evaluate when and to what extent the application of new technologies can deliver value. They will become familiar with how incentives shape economic outcomes for individuals and firms. Furthermore, they will be able to apply basic concepts of game theory to strategic management decisions.</p>		
<b>Courses</b> (type, number of weekly contact hours, language — if other than German)		
V (2) + Ü (2) Module taught in: German and/or English		
<b>Method of assessment</b> (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)		
<p>a) written examination (approx. 60 minutes) or b) oral examination in groups of up to 3 candidates (approx. 15 minutes per candidate) Language of assessment: German and/or English creditable for bonus</p>		
<b>Allocation of places</b>		
--		
<b>Additional information</b>		
--		
<b>Workload</b>		
150 h		
<b>Teaching cycle</b>		
Teaching cycle: winter semester		
<b>Referred to in LPO I</b> (examination regulations for teaching-degree programmes)		
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<b>Module appears in</b>		
<p>Bachelor's degree (1 major) Business Management and Economics (2015) Bachelor's degree (1 major) Economathematics (2015) Bachelor's degree (1 major) Business Information Systems (2015) Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2015) Bachelor's degree (1 major) Business Information Systems (2016)</p>		
minor in a Bachelor's degree programme Business Management and Economics (2015)	JMU Würzburg • generated 18-Apr-2025 • exam. reg. data record Bachelor (60 ECTS) Wirtschaftswissenschaft - 2015	page 199 / 220

Bachelor's degree (1 major) Econometrics (2017)  
 Bachelor's degree (1 major) Business Information Systems (2019)  
 Bachelor's degree (1 major) Business Management and Economics (2019)  
 Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2019)  
 Bachelor's degree (1 major) Business Information Systems (2020)  
 Bachelor's degree (1 major) Business Information Systems (2021)  
 Bachelor's degree (1 major) Econometrics (2021)  
 Bachelor's degree (1 major) Business Management and Economics (2021)  
 Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2021)  
 Bachelor's degree (1 major) Econometrics (2022)  
 Bachelor's degree (1 major) Business Information Systems (2023)  
 Bachelor's degree (1 major) Econometrics (2023)  
 Bachelor's degree (1 major) Business Management and Economics (2023)  
 Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2023)  
 Bachelor's degree (1 major) Artificial Intelligence and Data Science (2024)



<b>Module title</b>		<b>Abbreviation</b>
Seminar: Information Systems and Engineering		12-Wise-FS-232-m01
<b>Module coordinator</b>		<b>Module offered by</b>
holder of the Chair of Information Systems Engineering		Faculty of Management and Economics
<b>ECTS</b>	<b>Method of grading</b>	<b>Only after succ. compl. of module(s)</b>
5	numerical grade	--
<b>Duration</b>	<b>Module level</b>	<b>Other prerequisites</b>
1 semester	undergraduate	--
<b>Contents</b>		
Drawing on current cutting-edge research, students are enabled to critically and independently analyze current research questions and to learn and apply research methods. The seminar style of the course teaches them to present their own seminar papers and research both in written and in oral form. Students are enabled to critically analyze and discuss the work of their peers.		
<b>Intended learning outcomes</b>		
<ul style="list-style-type: none"> <li>• Academic literature research</li> <li>• Integration of compiled results into scientific term papers</li> <li>• Preparation of presentations and talks</li> </ul>		
<b>Courses</b> (type, number of weekly contact hours, language – if other than German)		
S (2) Module taught in: German and/or English		
<b>Method of assessment</b> (type, scope, language – if other than German, examination offered – if not every semester, information on whether module is creditable for bonus)		
term paper (approx. 20 pages) and presentation (approx. 20 minutes); (weighted 2:1) Language of assessment: German and/or English creditable for bonus		
<b>Allocation of places</b>		
--		
<b>Additional information</b>		
--		
<b>Workload</b>		
150 h		
<b>Teaching cycle</b>		
Teaching cycle: each semester		
<b>Referred to in LPO I</b> (examination regulations for teaching-degree programmes)		
--		
<b>Module appears in</b>		
Bachelor's degree (1 major) Business Management and Economics (2015) Bachelor's degree (1 major) Economathematics (2015) Bachelor's degree (1 major) Business Information Systems (2015) Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2015) Bachelor's degree (1 major) Business Information Systems (2016) Bachelor's degree (1 major) Economathematics (2017) Bachelor's degree (1 major) Business Information Systems (2019) Bachelor's degree (1 major) Business Management and Economics (2019) Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2019) Bachelor's degree (1 major) Business Information Systems (2020)		
minor in a Bachelor's degree programme Business Management and Economics (2015)	JMU Würzburg • generated 18-Apr-2025 • exam. reg. data record Bachelor (60 ECTS) Wirtschaftswissenschaft - 2015	page 201 / 220

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

<b>Module title</b>		<b>Abbreviation</b>
Seminar: Information Systems and Business Analytics		12-Wiba-FS-232-m01
<b>Module coordinator</b>		<b>Module offered by</b>
holder of the Chair of Business Analytics		Faculty of Management and Economics
<b>ECTS</b>	<b>Method of grading</b>	<b>Only after succ. compl. of module(s)</b>
5	numerical grade	--
<b>Duration</b>	<b>Module level</b>	<b>Other prerequisites</b>
1 semester	undergraduate	--
<b>Contents</b>		
<p>In this course, students will acquire important knowledge and skills that will enable them to prepare a well-structured term paper and to present the results of their work with the help of relevant topics in the field of business management decision models and methods and their application in the development of decision-support systems as well as analytical information systems and quantitative methods of data analysis.</p> <p>Students work on current topics using methods from machine learning, mathematical optimization and simulation.</p>		
<b>Intended learning outcomes</b>		
<p>The module provides students with knowledge of:</p> <ul style="list-style-type: none"> <li>• Scientific literature</li> <li>• Implementation of methods in code</li> <li>• Integration of developed results in scientific papers</li> <li>• Creating presentations and lectures</li> </ul>		
<b>Courses</b> (type, number of weekly contact hours, language – if other than German)		
S (2) Module taught in: German and/or English		
<b>Method of assessment</b> (type, scope, language – if other than German, examination offered – if not every semester, information on whether module is creditable for bonus)		
term paper (approx. 20 pages) and presentation (approx. 20 minutes); (weighted 2:1) Language of assessment: German and/or English creditable for bonus		
<b>Allocation of places</b>		
--		
<b>Additional information</b>		
--		
<b>Workload</b>		
150 h		
<b>Teaching cycle</b>		
Teaching cycle: each semester		
<b>Referred to in LPO I</b> (examination regulations for teaching-degree programmes)		
--		
<b>Module appears in</b>		
<p>Bachelor's degree (1 major) Business Management and Economics (2015)          Bachelor's degree (1 major) Economathematics (2015)          Bachelor's degree (1 major) Business Information Systems (2015)          Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2015)          Bachelor's degree (1 major) Business Information Systems (2016)          Bachelor's degree (1 major) Economathematics (2017)</p>		
minor in a Bachelor's degree programme Business Management and Economics (2015)	JMU Würzburg • generated 18-Apr-2025 • exam. reg. data record Bachelor (60 ECTS) Wirtschaftswissenschaft - 2015	page 203 / 220

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

<b>Module title</b>		<b>Abbreviation</b>
Seminar: Information Systems and Enterprise Artificial Intelligence		12-Wiki-FS-232-m01
<b>Module coordinator</b>		<b>Module offered by</b>
holder of the Chair of Business Informatics and AI for Enterprise		Faculty of Management and Economics
<b>ECTS</b>	<b>Method of grading</b>	<b>Only after succ. compl. of module(s)</b>
5	numerical grade	--
<b>Duration</b>	<b>Module level</b>	<b>Other prerequisites</b>
1 semester	undergraduate	--
<b>Contents</b>		
The seminar addresses advanced questions from research and teaching of the Chair for Enterprise AI. This includes both methodological questions from the fields of AI & Data Science and domain-specific questions from the areas of energy, mobility, and smart cities. An overview of the topics can be obtained by visiting the chair's website.		
<b>Intended learning outcomes</b>		
With the assistance of the chair, students learn to tackle a question according to scientific standards and to communicate the results in presentations and a written seminar paper.		
<b>Courses</b> (type, number of weekly contact hours, language — if other than German)		
S (2) Module taught in: German and/or English		
<b>Method of assessment</b> (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)		
term paper (approx. 20 pages) and presentation (approx. 20 minutes); (weighted 2:1) Language of assessment: German and/or English creditable for bonus		
<b>Allocation of places</b>		
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<b>Additional information</b>		
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<b>Workload</b>		
150 h		
<b>Teaching cycle</b>		
Teaching cycle: each semester		
<b>Referred to in LPO I</b> (examination regulations for teaching-degree programmes)		
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<b>Module appears in</b>		
Bachelor's degree (1 major) Business Management and Economics (2015) Bachelor's degree (1 major) Economathematics (2015) Bachelor's degree (1 major) Business Information Systems (2015) Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2015) Bachelor's degree (1 major) Business Information Systems (2016) Bachelor's degree (1 major) Economathematics (2017) Bachelor's degree (1 major) Business Information Systems (2019) Bachelor's degree (1 major) Business Management and Economics (2019) Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2019) Bachelor's degree (1 major) Business Information Systems (2020)		
minor in a Bachelor's degree programme Business Management and Economics (2015)	JMU Würzburg • generated 18-Apr-2025 • exam. reg. data record Bachelor (60 ECTS) Wirtschaftswissenschaft - 2015	page 205 / 220

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

<b>Module title</b>		<b>Abbreviation</b>
Simulation for Decision Making		12-SDM-232-m01
<b>Module coordinator</b>		<b>Module offered by</b>
holder of the Chair of Business Informatics and AI for Enterprise		Faculty of Management and Economics
<b>ECTS</b>	<b>Method of grading</b>	<b>Only after succ. compl. of module(s)</b>
5	numerical grade	--
<b>Duration</b>	<b>Module level</b>	<b>Other prerequisites</b>
1 semester	undergraduate	--
<b>Contents</b>		
<p>Many entrepreneurial and organizational questions ("When will a bank's liquidity be exhausted?", "How many employees are needed at minimum to keep customer waiting times tolerable?", "How many charging stations for electric vehicles are needed in a city?") involve complex interactions that managers cannot easily understand. Simulations replicate underlying systems and processes digitally, allowing modifications to be made to perform "What if..." analyses. This leads to a better understanding and ultimately more informed decisions.</p>		
<b>Intended learning outcomes</b>		
<p>The course teaches how to conduct simulation studies: from programming the simulation model, to aligning it with the real system, to conducting experiments and making decisions. Learning is "hands-on," with simulation models being programmed and studies conducted based on real-world examples. Prior knowledge in programming is helpful but not required.</p>		
<b>Courses</b> (type, number of weekly contact hours, language — if other than German)		
V (2) + Ü (2) Module taught in: German and/or English		
<b>Method of assessment</b> (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)		
<p>a) written examination (approx. 60 minutes) or  b) term paper (15 to 20 pages) or  c) term paper (10 to 15 pages) and presentation (approx. 20 minutes); (weighted 2:1) or  d) oral examination in groups of up to 3 candidates (approx. 15 minutes per candidate)  e) portfolio (50 to 75 hours)  Language of assessment: German and/or English  creditable for bonus</p>		
<b>Allocation of places</b>		
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<b>Additional information</b>		
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<b>Workload</b>		
150 h		
<b>Teaching cycle</b>		
Teaching cycle: summer semester		
<b>Referred to in LPO I</b> (examination regulations for teaching-degree programmes)		
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<b>Module appears in</b>		
<p>Bachelor's degree (1 major) Business Management and Economics (2015)  Bachelor's degree (1 major) Economathematics (2015)  Bachelor's degree (1 major) Business Information Systems (2015)  Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2015)</p>		
minor in a Bachelor's degree programme Business Management and Economics (2015)	JMU Würzburg • generated 18-Apr-2025 • exam. reg. data record Bachelor (60 ECTS) Wirtschaftswissenschaft - 2015	page 207 / 220

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



<b>Module title</b>		<b>Abbreviation</b>
Geospatial Data Analytics & Smart Cities		12-GDA-232-m01
<b>Module coordinator</b>		<b>Module offered by</b>
holder of the Chair of Business Informatics and AI for Enterprise		Faculty of Management and Economics
<b>ECTS</b>	<b>Method of grading</b>	<b>Only after succ. compl. of module(s)</b>
5	numerical grade	--
<b>Duration</b>	<b>Module level</b>	<b>Other prerequisites</b>
1 semester	undergraduate	--
<b>Contents</b>		
<p>The course teaches how to use spatial data (e.g., from Google Maps) to gain business-relevant insights and make decisions. Students learn to answer entrepreneurial and organizational questions based on data, primarily from urban areas - such as: In which neighborhood should I open my restaurant? What price can I achieve for a property in a specific location? How is mobility demand (for carsharing, e-scooters, etc.) distributed in a city, and how should the business area for such offerings be designed accordingly?</p>		
<b>Intended learning outcomes</b>		
<p>In this course, students will become proficient in geospatial data science. Students learn essential tools for data manipulation, spatial data handling, and more advanced spatial data analytics techniques like clustering as well as spatial machine learning. Students will gain the skills to extract meaningful insights from real-world geographical data and use them to solve business problems. The course covers both theoretical concepts as well as the necessary application-oriented tools (using Python and Jupyter notebooks) to become a skilled geospatial analyst ready to make data-driven decisions.</p>		
<b>Courses</b> (type, number of weekly contact hours, language — if other than German)		
V (2) + Ü (2) Module taught in: German and/or English		
<b>Method of assessment</b> (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)		
<p>a) written examination (approx. 60 minutes) or  b) term paper (15 to 20 pages) or  c) term paper (10 to 15 pages) and presentation (approx. 20 minutes); (weighted 2:1) or  d) oral examination in groups of up to 3 candidates (approx. 15 minutes per candidate)  e) portfolio (50 to 75 hours)  Language of assessment: German and/or English  creditable for bonus</p>		
<b>Allocation of places</b>		
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<b>Additional information</b>		
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<b>Workload</b>		
150 h		
<b>Teaching cycle</b>		
Teaching cycle: after announcement		
<b>Referred to in LPO I</b> (examination regulations for teaching-degree programmes)		
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<b>Module appears in</b>		
<p>Bachelor's degree (1 major) Business Management and Economics (2015)  Bachelor's degree (1 major) Economathematics (2015)</p>		
minor in a Bachelor's degree programme Business Management and Economics (2015)	JMU Würzburg • generated 18-Apr-2025 • exam. reg. data record Bachelor (60 ECTS) Wirtschaftswissenschaft - 2015	page 209 / 220

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

<b>Module title</b>		<b>Abbreviation</b>
Data-Driven Decisions in Practice		12-DDD-232-m01
<b>Module coordinator</b>		<b>Module offered by</b>
holder of the Chair of Business Informatics and AI for Enterprise		Faculty of Management and Economics
<b>ECTS</b>	<b>Method of grading</b>	<b>Only after succ. compl. of module(s)</b>
5	numerical grade	--
<b>Duration</b>	<b>Module level</b>	<b>Other prerequisites</b>
1 semester	undergraduate	--
<b>Contents</b>		
<p>In the course of digital transformation, the amount of data sources on business and social processes is steadily increasing. Decision-makers face the question of how to use this data to develop more attractive products, improve processes, or increase customer satisfaction. The course "Data Driven Decisions (D3) in Practice" addresses how important business decisions can be better made using "big" data. The focus of the course is on implementing a structured process that includes the steps of problem definition and structuring, data collection and preprocessing, modeling and analysis, as well as decision-making.</p> <p>The course is collaboratively conducted by the Data Driven Decisions (D3) Group, consisting of the Chairs for Enterprise AI, Information Systems and Business Analytics, Information Systems and Systems Development, as well as the Chair for Logistics and Quantitative Methods</p>		
<b>Intended learning outcomes</b>		
<p>This course is strongly application- and practice-oriented. Using several case studies from various industries and business sectors (e.g., logistics, marketing, etc.), real entrepreneurial problems are examined, demonstrating how companies can make better decisions with the help of extensive data. Participants learn to apply fundamental methods from the fields of optimization and data science and to build data analysis pipelines. A basic understanding or a strong willingness to familiarize oneself with the basics of programming, data science, and optimization is expected.</p>		
<b>Courses</b> (type, number of weekly contact hours, language – if other than German)		
V (2) + Ü (2) Module taught in: German and/or English		
<b>Method of assessment</b> (type, scope, language – if other than German, examination offered – if not every semester, information on whether module is creditable for bonus)		
<p>a) written examination (approx. 60 minutes) or  b) term paper (15 to 20 pages) or  c) term paper (10 to 15 pages) and presentation (approx. 20 minutes); (weighted 2:1) or  d) oral examination in groups of up to 3 candidates (approx. 15 minutes per candidate)  e) portfolio (50 to 75 hours)  Language of assessment: German and/or English  creditable for bonus</p>		
<b>Allocation of places</b>		
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<b>Additional information</b>		
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<b>Workload</b>		
150 h		
<b>Teaching cycle</b>		
Teaching cycle: summer semester		

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

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**Module appears in**

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

<b>Module title</b>		<b>Abbreviation</b>
Data Science and Applied Econometrics in Business and Economics		12-DAS-232-m01
<b>Module coordinator</b>		<b>Module offered by</b>
holder of the Chair of Data Science in Business and Economics		Faculty of Management and Economics
<b>ECTS</b>	<b>Method of grading</b>	<b>Only after succ. compl. of module(s)</b>
5	numerical grade	--
<b>Duration</b>	<b>Module level</b>	<b>Other prerequisites</b>
1 semester	undergraduate	--
<b>Contents</b>		
<p>This course offers an introduction to the fundamentals of causal inference and to widely used research designs in the social sciences. Students that attend this course should have some basic knowledge in statistics and econometrics. The course covers the following empirical methods: Repetition of statistical foundations, Simple Linear Regression (OLS + Assumptions), Multiple Regression (Multicollinearity, OVB, Categorical Variables, Interaction Terms), and many methods and designs related to causal inference (experiments, DiD, IV). The course covers applications in: Competition among firms, productivity, banking crisis, trade, growth, Taxes &amp; investments ... and many more</p>		
<b>Intended learning outcomes</b>		
<p>After the course, students should be able to understand the basic concepts and methods of causal inference; should be able to read and interpret research and judge its credibility.</p>		
<b>Courses</b> (type, number of weekly contact hours, language — if other than German)		
V (2) + Ü (2) Module taught in: English		
<b>Method of assessment</b> (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)		
written examination (approx. 60 minutes) Language of assessment: German and/or English		
<b>Allocation of places</b>		
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<b>Additional information</b>		
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<b>Workload</b>		
150 h		
<b>Teaching cycle</b>		
Teaching cycle: winter semester		
<b>Referred to in LPO I</b> (examination regulations for teaching-degree programmes)		
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<b>Module appears in</b>		
<p>Bachelor's degree (1 major) Business Management and Economics (2015)            Bachelor's degree (1 major) Econometrics (2015)            Bachelor's degree (1 major) Business Information Systems (2015)            Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2015)            Bachelor's degree (1 major) Business Information Systems (2016)            Bachelor's degree (1 major) Econometrics (2017)            Bachelor's degree (1 major) Business Information Systems (2019)            Bachelor's degree (1 major) Business Management and Economics (2019)            Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2019)</p>		
minor in a Bachelor's degree programme Business Management and Economics (2015)	JMU Würzburg • generated 18-Apr-2025 • exam. reg. data record Bachelor (60 ECTS) Wirtschaftswissenschaft - 2015	page 213 / 220

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

<b>Module title</b>		<b>Abbreviation</b>
Seminar: Empirical and Experimental Psychology and Economics		12-EV-232-m01
<b>Module coordinator</b>		<b>Module offered by</b>
holder of the Chair of Data Science in Business and Economics		Faculty of Management and Economics
<b>ECTS</b>	<b>Method of grading</b>	<b>Only after succ. compl. of module(s)</b>
5	numerical grade	--
<b>Duration</b>	<b>Module level</b>	<b>Other prerequisites</b>
1 semester	undergraduate	--
<b>Contents</b>		
<p>In order to understand why some people are more successful in life than others, it is essential to understand why they behave the way they do in certain situations. Economic decisions are based on economic preferences: Would I rather have fun today or make provisions for later? Am I prepared to take risks or do I prefer to play it safe? Am I prepared to share with others or is my own advantage more important to me?</p> <p>A keen interest in empirical studies and a good knowledge of the contents of the statistics and econometrics lectures are therefore of great importance for successful participation in this seminar. Students are also expected to familiarize themselves in advance with the contents of the key qualification "Scientific Work".</p>		
<b>Intended learning outcomes</b>		
Students are introduced to the latest research questions and methods using exciting literature; they learn to analyze these topics critically and independently using seminar-based methods and to present them both orally and in writing and to critically examine the work results of other seminar participants.		
<b>Courses</b> (type, number of weekly contact hours, language – if other than German)		
S (2) Module taught in: German and/or English		
<b>Method of assessment</b> (type, scope, language – if other than German, examination offered – if not every semester, information on whether module is creditable for bonus)		
term paper (10 to 15 pages) and presentation (approx. 20 minutes); (weighted 2:1) Language of assessment: German and/or English		
<b>Allocation of places</b>		
--		
<b>Additional information</b>		
--		
<b>Workload</b>		
150 h		
<b>Teaching cycle</b>		
Teaching cycle: each semester		
<b>Referred to in LPO I</b> (examination regulations for teaching-degree programmes)		
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<b>Module appears in</b>		
Bachelor's degree (1 major) Business Management and Economics (2015) Bachelor's degree (1 major) Econometrics (2015) Bachelor's degree (1 major) Business Information Systems (2015) Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2015) Bachelor's degree (1 major) Business Information Systems (2016) Bachelor's degree (1 major) Econometrics (2017) Bachelor's degree (1 major) Business Information Systems (2019)		
minor in a Bachelor's degree programme Business Management and Economics (2015)	JMU Würzburg • generated 18-Apr-2025 • exam. reg. data record Bachelor (60 ECTS) Wirtschaftswissenschaft - 2015	page 215 / 220

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



<b>Module title</b>		<b>Abbreviation</b>
Behavioral and Experimental Economics		12-BEE-232-m01
<b>Module coordinator</b>		<b>Module offered by</b>
holder of the Junior Professorship of Microeconomics, esp. Economics of Digitization		Faculty of Management and Economics
<b>ECTS</b>	<b>Method of grading</b>	<b>Only after succ. compl. of module(s)</b>
5	numerical grade	--
<b>Duration</b>	<b>Module level</b>	<b>Other prerequisites</b>
1 semester	undergraduate	--
<b>Contents</b>		
<p>Experimental methods have been increasingly employed in economics to collect decision data using randomization or in highly controlled environments. This course offers an introduction to the methodology of experimental economics and digital economic experiments.</p> <p>The methodology part explains why experiments are a good tool to generate scientific knowledge. Widely used techniques in experimental studies are explained and how economic experiments differ from experiments in other social sciences. This part also deals with data analysis and methods of reasoning, i.e., how inferences can be drawn from the evidence that is generated by experiments.</p>		
<b>Intended learning outcomes</b>		
<p>In this module,</p> <ul style="list-style-type: none"> <li>• students are introduced to the methodology of economic experiments.</li> <li>• students learn how to develop a research question and design an economic experiment to answer it.</li> <li>• students are familiarized with the analysis of experimental data and learn how to draw causal conclusions from it.</li> </ul>		
<b>Courses</b> (type, number of weekly contact hours, language – if other than German)		
V (2) + Ü (2) Module taught in: German and/or English		
<b>Method of assessment</b> (type, scope, language – if other than German, examination offered – if not every semester, information on whether module is creditable for bonus)		
<p>a) written examination (approx. 60 minutes) or  b) term paper (15 to 20 pages) or  c) term paper (10 to 15 pages) and presentation (approx. 20 minutes); (weighted 2:1) or  d) oral examination in groups of up to 3 candidates (approx. 15 minutes per candidate)  Language of assessment: German and/or English</p>		
<b>Allocation of places</b>		
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<b>Additional information</b>		
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<b>Workload</b>		
150 h		
<b>Teaching cycle</b>		
Teaching cycle: after announcement		
<b>Referred to in LPO I</b> (examination regulations for teaching-degree programmes)		
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<b>Module appears in</b>		
<p>Bachelor's degree (1 major) Business Management and Economics (2015)  Bachelor's degree (1 major) Economathematics (2015)</p>		
minor in a Bachelor's degree programme Business Management and Economics (2015)	JMU Würzburg • generated 18-Apr-2025 • exam. reg. data record Bachelor (60 ECTS) Wirtschaftswissenschaft - 2015	page 217 / 220

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

<b>Module title</b>		<b>Abbreviation</b>
Globalization and the Environment		12-GAE-232-m01
<b>Module coordinator</b>		<b>Module offered by</b>
holder of the Junior Professorship of Quantitative International and Environmental Economics		Faculty of Management and Economics
<b>ECTS</b>	<b>Method of grading</b>	<b>Only after succ. compl. of module(s)</b>
5	numerical grade	--
<b>Duration</b>	<b>Module level</b>	<b>Other prerequisites</b>
1 semester	undergraduate	--
<b>Contents</b>		
<p>Is international trade bad for the environment? Increasingly, the public debate on globalization raises concerns that global economic integration is linked to the relocation of pollution to developing countries, that it undermines the effectiveness of climate policy initiatives, or that it contributes to deforestation in the Global South, to name just a few examples. In this course, we will consider how globalization and the environment interact. The analysis will be rooted in trade theory, but complemented by empirical evidence, as well as illustrative case-studies of specific trade and environmental policies, e.g. on the environmental effects of the North American Free Trade Agreement and on the EU's upcoming Carbon Border Adjustment Mechanism. Students will become equipped with an analytical toolkit to assess questions in the globalization and environment nexus in a systematic fashion.</p>		
<b>Intended learning outcomes</b>		
<ul style="list-style-type: none"> <li>• knowledge of key concepts in the trade &amp; environment nexus</li> <li>• ability to translate economic concepts into formal models</li> <li>• comparative statics analysis</li> <li>• descriptive analysis of key variables on the trade &amp; environment relationship using statistical software</li> </ul>		
<b>Courses</b> (type, number of weekly contact hours, language – if other than German)		
V (2) + Ü (2) Module taught in: German and/or English		
<b>Method of assessment</b> (type, scope, language – if other than German, examination offered – if not every semester, information on whether module is creditable for bonus)		
<p>a) written examination (approx. 60 minutes) or  b) term paper (15 to 20 pages) or  c) term paper (10 to 15 pages) and presentation (approx. 20 minutes); (weighted 2:1) or  d) portfolio (50 to 75 hours)  Language of assessment: German and/or English</p>		
<b>Allocation of places</b>		
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<b>Additional information</b>		
--		
<b>Workload</b>		
150 h		
<b>Teaching cycle</b>		
Teaching cycle: winter semester		
<b>Referred to in LPO I</b> (examination regulations for teaching-degree programmes)		
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<b>Module appears in</b>		
<p>Bachelor's degree (1 major) Business Management and Economics (2015)  Bachelor's degree (1 major) Economathematics (2015)</p>		
minor in a Bachelor's degree programme Business Management and Economics (2015)	JMU Würzburg • generated 18-Apr-2025 • exam. reg. data record Bachelor (60 ECTS) Wirtschaftswissenschaft - 2015	page 219 / 220

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