



Subdivided Module Catalogue
for the Subject

Business Information Systems

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

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

Learning Outcomes

German contents and learning outcome available but not translated yet.

Der Bachelorstudiengang Wirtschaftsinformatik wird von der Wirtschaftswissenschaftlichen Fakultät der JMU als grundlagenorientierter Studiengang mit dem Abschluss „Bachelor of Science“ (B. Sc.) im Rahmen eines konsekutiven Bachelor- und Masterstudiums angeboten. Der Grad des Bachelor of Science stellt einen ersten berufsqualifizierenden Abschluss dar.

Das Ziel der Ausbildung in diesem Studiengang ist es, den Studierenden Kenntnisse in den wichtigsten Teilgebieten der Wirtschaftswissenschaft sowie der Informationsverarbeitung zu vermitteln und eine analytische Denkweise zu schulen. Dazu erhalten die Studierenden einen umfassenden Überblick über die verschiedenen Disziplinen der Wirtschaftsinformatik, der Wirtschaftswissenschaft und der Informatik, sowie die zugrundeliegenden mathematischen und theoretischen Methoden und Sichtweisen und lernen, Aufgaben der Planung, Gestaltung und Entwicklung betrieblicher Informationsverarbeitung selbstständig zu lösen.

In diesem Sinne werden die Grundlagen, die in einer globalisierten Welt eng ineinandergreifen, erlernt und ein fundiertes Basiswissen erworben. Dabei bildet die Integration ethischer und sozialer Aspekte die Fähigkeit der Studierenden, ökonomische Fragestellungen ethisch verantwortungsvoll zu beurteilen und gesellschaftliche oder ökologische Folgen abzuschätzen.

Im Studienverlauf und während der von der Fakultät geförderten Auslandsaufenthalte erwerben die Studierenden Schlüsselqualifikationen zur Förderung von Team- und Kommunikationsfähigkeit, interkultureller Sensibilität und Selbstorganisation.

Die Studierenden können zentrale ökonomische und informatische Fragestellungen und deren Analyse erklären. Durch diese Kenntnisse treten Sie als Bindeglied zwischen der reinen Informations- und Kommunikationstechnologie auf der einen und der Wirtschaftswissenschaft auf der anderen Seite auf, was sie dazu befähigt, übergreifende Fragestellungen problemorientiert zu analysieren und geeignete Lösungsvorschläge zu entwickeln und umzusetzen. Die Studierenden erlangen die Fähigkeit, die später in der beruflichen Praxis an sie herangetragenen Aufgabenstellungen selbstständig zu bearbeiten. Durch die Ausbildung dieser Fähigkeiten erwerben sie zudem die für ein sich gegebenenfalls anschließendes postgraduales Studium, insbesondere im Rahmen eines konsekutiven Master-Studiums, erforderlichen Grundkenntnisse.

Durch die Abschlussarbeit zeigen die Studierenden, dass sie ihr Fach in angemessener Weise beherrschen und in einem thematisch und zeitlich eng begrenzten Umfang in der Lage sind, Sachverhalte und Fragestellungen der Wirtschaftsinformatik nach wissenschaftlichen Maßstäben unter Anleitung eigenständig zu beurteilen und zu bearbeiten.

Die erfolgreich abgelegte Bachelor-Prüfung berechtigt nach Maßgabe der FSB der einschlägigen Master-Studiengänge der JMU in ihren jeweils geltenden Fassungen zur Aufnahme eines Master-Studiums.

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)):

17-Apr-2024 (2024-64)

??-??-2025 (2025-??)

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

The subject is divided into

Abbreviation	Module title	ECTS credits	Method of grading	page
Compulsory Courses (105 ECTS credits)				
Business Informatics (20 ECTS credits)				
12-EWiinf-G-242-m01	Business Informatics	5	NUM	169
12-Ebus-F-242-m01	E-Business	5	NUM	150
12-DM-F-242-m01	Data Management and Analysis	5	NUM	141
12-GP-G-242-m01	Integrated Business Processes	5	NUM	188
Business Management and Economics (30 ECTS credits)				
12-EBWL-G-242-m01	Organization	5	NUM	152
12-ExtUR-G-242-m01	Accounting	5	NUM	172
12-IntUR-G-242-m01	Managerial Accounting	5	NUM	219
12-Mark-G-242-m01	Marketing	5	NUM	235
12-BPL-G-242-m01	Operations Management	5	NUM	114
12-EPS-242-m01	Entrepreneurship	5	NUM	159
Methods (20 ECTS credits)				
10-M-MWW1-242-m01	Differential Calculus for Economics and Management	5	NUM	92
10-M-MWW2-242-m01	Linear Algebra for Economics and Management	5	NUM	93
12-Stat-G-242-m01	Statistics	5	NUM	319
12-QWF-G-242-m01	Econometrics	5	NUM	272
Computer Science (35 ECTS credits)				
10-I-GADS-152-m01	Algorithms and Data Structures Level One Course	10	NUM	75
10-I-GdP-172-m01	Fundamentals of Programming	5	NUM	77
10-I-PPWI-202-m01	Practical Course in Programming for Business Informatics	5	B/NB	81
10-I-ST-152-m01	Software Technology	10	NUM	87
10-I-DB-152-m01	Databases	5	NUM	72
Compulsory Electives (45 ECTS credits)				
From modules 12-CIS1, 12-CIS2, 12-APB1, 12-APB2, 12-APV1 und 12-APV2, a maximum of four modules (a total of max. 20 ECTS points) can be taken.				
From modules 06-MK-MedPsy1, 06-MK-MedPsy2, 04-Geo-HG1W, 04-Geo-HG1S, 04-Geo-HG1B, 06-PSS-BM-AS, 06-PSS-BM-IB, 06-PSS-BM-SpS, 06-PSS-BM-VPS, a maximum of four modules (a total of max. 20 ECTS points) can be taken.				
Business Informatics (20 ECTS credits)				
12-ITRW-242-m01	Data Privacy and IT-Law	5	NUM	223
12-FRBE-F-242-m01	Forward and Reverse Business Engineering	5	NUM	178
12-WebP-F-242-m01	Web Programming	5	NUM	334
12-PPM-242-m01	Process and Project Management	5	NUM	267
12-AWE-242-m01	Web Engineering	5	NUM	102
12-EBP-242-m01	E-Business Project	5	NUM	149
12-BIF-242-m01	Business Intelligence	5	NUM	107
12-PEBI-242-m01	Planning and Decision Making in Business Information Systems	5	NUM	266
12-SDM-242-m01	Simulation for Decision Making	5	NUM	298
12-GDA-242-m01	Geospatial Data Analytics & Smart Cities	5	NUM	182
12-DDD-242-m01	Data-Driven Decisions in Practice	5	NUM	137
12-PDS-242-m01	Introduction to Data Science	5	NUM	261

12-WI-SWP-242-m01	Information Economics - Software Project	10	NUM	360
12-CIS1-242-m01	Selected Topics in Computer Information Systems 1	5	NUM	129
12-CIS2-242-m01	Selected Topics in Computer Information Systems 2	5	NUM	130
Business Administration				
12-SCRM-242-m01	Modern and Sustainable Marketing	5	NUM	294
12-SMA-242-m01	Seminar: Marketing	5	NUM	304
12-SC-242-m01	Social Commerce	5	NUM	290
12-CA-232-m01	Customer Analytics	5	NUM	121
12-DDSCM-242-m01	Data-Driven Supply Chain Management	5	NUM	139
12-HSCM-211-m01	Humanitarian Supply Chain Management	5	NUM	190
12-Wipr1-F-242-m01	Financial Accounting	5	NUM	347
12-Wipr2-F-242-m01	Integrated Reporting	5	NUM	349
12-Wipr3-F-242-m01	Digital Accounting Practice	5	NUM	354
12-Wipr-FS-242-m01	Seminar: Financial Accounting	5	NUM	356
12-I&F-G-242-m01	Investment and Finance	5	NUM	196
12-I&F-F-242-m01	Decision Theory	5	NUM	192
12-I&F-FS-242-m01	Seminar: Investment and Finance	5	NUM	194
12-ERM-242-m01	Introduction to Risk Management	5	NUM	164
12-UBW-F-242-m01	Business Valuation between Financial Mathematics and Data on Capital Market	5	NUM	325
12-St1-F-242-m01	An Introduction to Tax Law & Tax Planning	5	NUM	308
12-St2-F-242-m01	Corporate Taxation	5	NUM	309
12-St3-F-242-m01	Introduction to VAT	5	NUM	311
12-StAP-V-242-m01	Selected Topics in Business Taxation	5	NUM	318
12-StAP-S-242-m01	Seminar: Business Taxation	5	NUM	316
12-Fi-242-m01	Finance	5	NUM	173
12-P&O-F-242-m01	Human Resource Management	5	NUM	250
12-P&O-FS-242-m01	Seminar: Human Resource Management & Organizational Theory	5	NUM	255
12-IM-242-m01	Strategic and Innovation Management	5	NUM	213
12-RES-242-m01	Seminar: Research Seminar	5	NUM	274
12-BUS-242-m01	Seminar: Business Simulation	5	NUM	119
12-BPS-242-m01	Seminar: Business Plan	5	NUM	115
12-KR-242-m01	Controlling	5	NUM	227
12-AAC-242-m01	Seminar: Managerial Accounting	5	NUM	96
12-MDT-242-m01	Management & Digital Transformation	5	NUM	237
12-EWJ-242-m01	Introduction to Business Journalism	5	NUM	171
12-CWK-242-m01	Crossmedia Storytelling in Business Communication	5	NUM	133
12-WUW-242-m01	Seminar: Business Journalism and Business Communication	5	NUM	367
12-VGP-242-m01	Managerial Practice Lectures	5	NUM	329
06-MK-Med-Psy1-212-m01	Psychology of classic media	5	NUM	51
06-MK-Med-Psy2-212-m01	Moving picture communication	5	NUM	56
12-APB1-242-m01	Selected Topics in Business Management 1	5	NUM	98
12-APB2-242-m01	Selected Topics in Business Management 2	5	NUM	99

12-FMF-251-m01	Financial Markets Fundamentals	5	NUM	176
12-St4-251-m01	International Business Taxation and Aggressive Tax Planning	5	NUM	312
12-MSU-251-m01	Marketing für Start-Ups	5	NUM	248
12-SUE-251-m01	Scale-up Excellence: Building, Scaling and the Growth of Young Ventures	5	NUM	322
12-SCTF-251-m01	Seminar: Current Topics in Finance	5	NUM	296
12-SMAN-251-m01	Seminar: Marketing Analytics	5	NUM	306
12-St5-251-m01	Testimonials from tax experts	5	NUM	314
Economics				
12-Mik1-G-242-m01	Microeconomics: Preferences and Decisions	5	NUM	239
12-Mik2-G-242-m01	Microeconomics: Markets and Competition	5	NUM	241
12-Mak1-G-242-m01	Macroeconomics: Supply and Demand	5	NUM	232
12-Mak2-G-242-m01	Macroeconomics: Growth and National Budget	5	NUM	234
12-EuGP-F-242-m01	Monetary Policy and Financial Markets	5	NUM	166
12-IFM-242-m01	International Money & Finance	5	NUM	204
12-IntÖk-242-m01	International Economics	5	NUM	215
12-IntÖk-FS-242-m01	Seminar: International Economics	5	NUM	217
12-S&W1-F-242-m01	Games and Strategies	5	NUM	278
12-S&W2-F-242-m01	Competition Policy	5	NUM	280
12-S&W3-F-242-m01	Economics of Regulation	5	NUM	282
12-S&W-FS-242-m01	Seminar: Competition and Strategy	5	NUM	284
12-BSINI-242-m01	Business Strategy for Information and Network Industries	5	NUM	117
12-IIO-242-m01	Industrial Organization	5	NUM	205
12-WiPo-G-242-m01	Public Policy	5	NUM	342
12-A&S-F-242-m01	Labour Economics	5	NUM	94
12-LES-242-m01	Seminar: Labour Economics	5	NUM	230
12-Fiwi-FS-242-m01	Seminar: Public Finance	5	NUM	174
12-CE-242-m01	Computational Economics	5	NUM	127
12-PD-242-m01	Practice of Data Analysis	5	NUM	256
12-CQW-242-m01	Computer Lab in Applied Econometrics	5	NUM	131
12-QWF-FS-242-m01	Seminar: Econometrics	5	NUM	271
12-Risk-242-m01	Economic Principles of Risk Management	5	NUM	276
12-IÖ-242-m01	Economics of Information	5	NUM	221
12-IAO-242-m01	Seminar: Decision Making and Incentive Design	5	NUM	200
12-Konj1-F-242-m01	Business Cycle Analysis	5	NUM	225
12-KUV-242-m01	Seminar: Business cycles, corporate finance and asset markets	5	NUM	228
12-EM-242-m01	European Macroeconomics	5	NUM	157
12-CCER-242-m01	Challenges of China's Economic Rise	5	NUM	123
12-DMOT-242-m01	Decision-Making in Organizations and Teams	5	NUM	143
12-DAS-242-m01	Data Science and Applied Econometrics in Business and Economics	5	NUM	135
12-EV-242-m01	Seminar: Empirical and Experimental Psychology and Economics	5	NUM	167
12-BEE-242-m01	Behavioral and Experimental Economics	5	NUM	104
12-BHE-242-m01	Behavioral Economics	5	NUM	106

12-GAE-242-m01	Globalization and the Environment	5	NUM	180
12-VWP-242-m01	Economist Practice Lectures	5	NUM	331
04-Geo-HG1W-152-m01	General Human Geography: Introduction to Economic Geography	5	NUM	19
04-Geo-HG1S-152-m01	General Human Geography: Introduction to the Geography of Cities, Towns and Villages	5	NUM	14
04-Geo-HG1B-152-m01	General Human Geography: Introduction to Social and Population Geography	5	NUM	9
06-PSS-BM-AS-192-m01	Foundations of Sociology	5	NUM	61
06-PSS-BM-IB-192-m01	International Relations	5	NUM	63
06-PSS-BM-SpS-192-m01	Social Structure and Inequality	5	NUM	65
06-PSS-BM-VPS-192-m01	Comparative Politics and Governance	5	NUM	67
12-APV1-242-m01	Selected Topics in Economics 1	5	NUM	100
12-APV2-242-m01	Selected Topics in Economics 2	5	NUM	101
12-EcEx-251-m01	Economic Experiments	5	NUM	153
12-EAP-251-m01	Economics and Psychology	5	NUM	147
12-IAM-251-m01	Integrated Assessment Models of Climate Change	5	NUM	198
12-SBEA-251-m01	Seminar: Behavioral Economics in Action	5	NUM	286
12-SBI-251-m01	Seminar: Behavioral Interventions	5	NUM	288
12-SESN-251-m01	Seminar: Economic Effects of Social Networks	5	NUM	302
12-SEEE-251-m01	Seminar: Empirical Environmental Economics	5	NUM	300
Computer Science				
10-I-SWP-WI-152-m01	Practical Course in Software for Students in Business Information Systems	10	B/NB	89
10-I-WBS-152-m01	Knowledge-based Systems	5	NUM	90
10-I-DM-242-m01	Data Science	5	NUM	74
10-I-BS-242-m01	Operating Systems	5	NUM	71
10-I-APR-172-m01	Advanced Programming	5	NUM	69
10-I-RAL-152-m01	Digital computer systems	10	NUM	82
10-I-MCS-242-m01	Introduction into Human-Computer Interaction	5	NUM	79
Seminars (5 ECTS credits)				
12-Wiinf-FS-242-m01	Seminar: Business Administration and Information Systems	5	NUM	338
12-Wise-FS-242-m01	Seminar: Information Systems and Engineering	5	NUM	358
12-DSCM-242-m01	Seminar: Digitalization in Supply Chain Management	5	NUM	145
12-SCA-242-m01	Seminar: Supply Chain Analytics	5	NUM	292
12-Wiba-FS-242-m01	Seminar: Information Systems and Business Analytics	5	NUM	336
12-Wiki-FS-242-m01	Seminar: Information Systems and Enterprise Artificial Intelligence	5	NUM	340
10-I-SEM1-152-m01	Seminar - Selected Topics in Computer Science 1	5	NUM	84
10-I-SEM2-152-m01	Seminar - Selected Topics in Computer Science 2	5	NUM	86
12-ST5-242-m01	Selected Topics in Seminars	5	NUM	321
Key Skills Area (20 ECTS credits)				
General Key Skills (5 ECTS credits)				
Subject-specific Key Skills (15 ECTS credits)				

12-Prak1-242-m01	Internship (about 4 weeks, graded)	5	NUM	268
12-Prak2-242-m01	Internship (about 4 weeks, not graded)	5	B/NB	269
12-Prak3-242-m01	Internship (about 8 weeks or more, graded)	10	NUM	270
12-Tut1-242-m01	Student Teaching Assistant 1	5	NUM	323
12-Tut2-242-m01	Student Teaching Assistant 2	5	NUM	324
12-BOT-242-m01	Bachelor Orientation Tutorial	2	B/NB	112
12-WA-242-m01	Introduction to Scientific Work	3	B/NB	333
12-EinCCM-242-m01	Cross-Cultural Management 1 - Introduction to Cross-Cultural Management	5	NUM	155
12-VerCCM-242-m01	Cross-Cultural Management 2 - Leading Across Cultures	5	NUM	327
12-IBL-SG-242-m01	China: Business location and trading partner	5	NUM	202
12-WSI-242-m01	India: Business location and trading partner	5	NUM	364
12-IKG-242-m01	Intercultural Business Competence	5	NUM	209
12-IM1-242-m01	Intercultural Management 1	5	NUM	211
12-WUE-242-m01	Economic and Business Ethics	5	NUM	366
12-WPM-242-m01	Securities Management	5	B/NB	362
12-DAT-242-m01	DATEV: Introduction to DATEV-Software for Tax Accounting	5	NUM	136
12-SAP-242-m01	SAP ERP Human Capital Management	5	NUM	285
12-MPS-242-m01	Managerial Problem Solving	5	NUM	243
12-CC-KPBK-242-m01	Career planning and professional skills for students of Business and Economics	5	NUM	125
12-IK-242-m01	Training of Intercultural Competences	5	NUM	207
33-SFT-DI-222-m01	Lecture Series: Digital Innovations & Entrepreneurship	5	B/NB	369
04-MC60-SB1-222-m01	Modern Chinese Basics 1	10	NUM	24
04-MC60-SB2-222-m01	Modern Chinese Basics 2	5	NUM	29
04-MC60-SB3-222-m01	Modern Chinese Basics 3	5	NUM	34
04-MC60-SB4-222-m01	Chinese Intensification 1	5	NUM	39
04-MC60-SB5-172-m01	Chinese Intensification 2	5	NUM	44
04-MC60-SB9-222-m01	Chinese technical language 1	5	NUM	49
12-GM1-242-m01	Selected Topics in General Management 1	5	NUM	184
12-GM2-242-m01	Selected Topics in General Management 2	5	B/NB	185
12-GM3-242-m01	Selected Topics in General Management 3	3	NUM	186
12-GM4-242-m01	Selected Topics in General Management 4	3	B/NB	187
Thesis Area (10 ECTS credits)				
12-BA-Wiinf-242-m01	Bachelor Thesis Business Information Systems	10	NUM	103

Module title			Abbreviation
General Human Geography: Introduction to Social and Population Geography			o4-Geo-HG1B-152-m01
Module coordinator		Module offered by	
holder of the Professorship of Social Geography		Institute of Geography and Geology	
ECTS	Method of grading	Only after succ. compl. of module(s)	
5	numerical grade	--	
Duration	Module level	Other prerequisites	
1 semester	undergraduate	--	
Contents			
Introduction to basic concepts as well as fundamental contents and methods of social and "Population Geography". In particular, topics of geographical "Population Geography" and structure, population movement, geographical society research, Vienna-Munich School of Social Geography, social spatial analysis as well as perception, behaviour and action-theoretical approaches will be covered.			
Intended learning outcomes			
Students acquire a basic understanding of population and socio-geographical issues. They dispose over skills of central population and socio-geographical terms, scientific approaches and theories as well as of acquired possibilities and their implementation on issues of the Applied Population and Social Geography.			
Courses (type, number of weekly contact hours, language — if other than German)			
V (3) Module taught in: German and/or English			
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)			
written examination (approx. 45 minutes) Language of assessment: German and/or English			
Allocation of places			
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Additional information			
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Workload			
150 h			
Teaching cycle			
Teaching cycle: every year, winter semester			
Referred to in LPO I (examination regulations for teaching-degree programmes)			
§ 47 I Nr. 1 § 66 I Nr. 1			
Module appears in			
Bachelor's degree (1 major) Biology (2011) Bachelor's degree (1 major) Chemistry (2010) Bachelor's degree (1 major) Psychology (2010) Bachelor's degree (1 major, 1 minor) Pedagogy (2013) Bachelor's degree (1 major, 1 minor) Political and Social Studies (2013) Bachelor's degree (1 major, 1 minor) Russian Language and Culture (2008) Bachelor's degree (2 majors) Special Education (2009) Magister Theologiae Catholic Theology (2013) Bachelor's degree (2 majors) English and American Studies (2009) Bachelor's degree (2 majors) German Language and Literature (2013) Bachelor's degree (1 major) Chemistry (2015)			
Bachelor's with 1 major Business Information Systems (2024)		JMU Würzburg • generated 18-Jun-2025 • exam. reg. data record Bachelor (180 ECTS) Wirtschaftsinformatik - 2024	
		page 9 / 369	

Bachelor's degree (1 major) Geography (2015)
 Bachelor's degree (1 major) Mathematics (2015)
 Bachelor's degree (1 major) Musicology (2015)
 Bachelor's degree (1 major) Physics (2015)
 Bachelor's degree (1 major) Psychology (2015)
 Bachelor's degree (1 major) Business Management and Economics (2015)
 Bachelor's degree (1 major) Nanostructure Technology (2015)
 Bachelor's degree (1 major) Music Education (2015)
 Bachelor's degree (1 major) Computational Mathematics (2015)
 Bachelor's degree (1 major) Political and Social Studies (2015)
 Bachelor's degree (1 major) Functional Materials (2015)
 Bachelor's degree (1 major) Academic Speech Therapy (2015)
 Bachelor's degree (1 major) Indology/South Asian Studies (2015)
 Bachelor's degree (1 major, 1 minor) Egyptology (2015)
 Bachelor's degree (1 major, 1 minor) Geography (Minor, 2015)
 Bachelor's degree (1 major, 1 minor) Pedagogy (2015)
 Bachelor's degree (1 major, 1 minor) History (2015)
 Bachelor's degree (1 major, 1 minor) Musicology (2015)
 Bachelor's degree (1 major, 1 minor) Philosophy (2015)
 Bachelor's degree (1 major, 1 minor) Pre- and Protohistoric Archaeology (2015)
 Bachelor's degree (1 major, 1 minor) Ancient World (2015)
 Bachelor's degree (1 major, 1 minor) Philosophy and Religion (2015)
 Bachelor's degree (1 major, 1 minor) Geography (Focus Physical Geography) (2015)
 Bachelor's degree (1 major, 1 minor) Theological Studies (2015)
 Bachelor's degree (1 major, 1 minor) Geography (Focus Human Geography) (2015)
 Bachelor's degree (1 major, 1 minor) Political and Social Studies (2015)
 Bachelor's degree (1 major, 1 minor) Russian Language and Culture (2015)
 Bachelor's degree (1 major, 1 minor) German Language and Literature (2015)
 Bachelor's degree (2 majors) Egyptology (2015)
 Bachelor's degree (2 majors) Pedagogy (2015)
 Bachelor's degree (2 majors) Protestant Theology (2015)
 Bachelor's degree (2 majors) Musicology (2015)
 Bachelor's degree (2 majors) Philosophy (2015)
 Bachelor's degree (2 majors) Special Education (2015)
 Bachelor's degree (2 majors) Pre- and Protohistoric Archaeology (2015)
 Bachelor's degree (2 majors) Latin Philology (2015)
 Bachelor's degree (2 majors) Music Education (2015)
 Bachelor's degree (2 majors) Philosophy and Religion (2015)
 Bachelor's degree (2 majors) Theological Studies (2015)
 Bachelor's degree (2 majors) Political and Social Studies (2015)
 Bachelor's degree (2 majors) Russian Language and Culture (2015)
 Bachelor's degree (2 majors) Greek Philology (2015)
 Bachelor's degree (2 majors) European Ethnology (2015)
 Bachelor's degree (2 majors) Indology/South Asian Studies (2015)
 First state examination for the teaching degree Grundschule Geography (2015)
 First state examination for the teaching degree Realschule Geography (2015)
 First state examination for the teaching degree Gymnasium Geography (2015)
 First state examination for the teaching degree Mittelschule Geography (2015)
 Bachelor's degree (2 majors) Geography (2015)
 Bachelor's degree (2 majors) French Studies (2015)
 Bachelor's degree (2 majors) History (2015)
 Bachelor's degree (2 majors) Sport Science (Focus on health and Pedagogics in Movement) (2015)
 Bachelor's degree (2 majors) German Language and Literature (2015)

Bachelor's degree (1 major) Mathematical Physics (2016)
 Bachelor's degree (1 major, 1 minor) French Studies (2016)
 Bachelor's degree (2 majors) French Studies (2016)
 Bachelor's degree (1 major, 1 minor) Italian Studies (2016)
 Bachelor's degree (2 majors) Italian Studies (2016)
 Bachelor's degree (1 major, 1 minor) Spanish Studies (2016)
 Bachelor's degree (2 majors) Spanish Studies (2016)
 Bachelor's degree (1 major) Romanic Languages (French/Italian) (2016)
 Bachelor's degree (1 major) Romanic Languages (French/Spanish) (2016)
 Bachelor's degree (1 major) Romanic Languages (Italian/Spanish) (2016)
 Bachelor's degree (1 major) Business Information Systems (2016)
 Bachelor's degree (1 major) Games Engineering (2016)
 Bachelor's degree (1 major, 1 minor) English and American Studies (2016)
 Bachelor's degree (2 majors) English and American Studies (2016)
 Bachelor's degree (1 major) Media Communication (2016)
 Bachelor's degree (1 major) Food Chemistry (2016)
 Bachelor's degree (1 major, 1 minor) Digital Humanities (2016)
 Bachelor's degree (1 major) Biology (2017)
 Bachelor's degree (1 major, 1 minor) Geography (2017)
 Bachelor's degree (1 major, 1 minor) History of Medieval and Modern Art (2017)
 Bachelor's degree (2 majors) History of Medieval and Modern Art (2017)
 Bachelor's degree (2 majors) Comparative Indo-European Linguistics (2017)
 Bachelor's degree (1 major) Aerospace Computer Science (2017)
 Bachelor's degree (1 major) Biochemistry (2017)
 Bachelor's degree (1 major) Chemistry (2017)
 Bachelor's degree (1 major, 1 minor) Museology and material culture (2017)
 Bachelor's degree (1 major) Econometrics (2017)
 Bachelor's degree (1 major) Games Engineering (2017)
 Bachelor's degree (1 major) Computer Science (2017)
 Bachelor's degree (1 major) Media Communication (2018)
 Bachelor's degree (1 major) Biomedicine (2018)
 Bachelor's degree (1 major) Human-Computer Systems (2018)
 Bachelor's degree (2 majors) Classical Archaeology (2018)
 Bachelor's degree (1 major, 1 minor) Classical Archaeology (2018)
 Bachelor's degree (1 major, 1 minor) Digital Humanities (2018)
 Bachelor's degree (2 majors) Digital Humanities (2018)
 Bachelor's degree (1 major) Computer Science (2019)
 Bachelor's degree (1 major, 1 minor) English and American Studies (2019)
 Bachelor's degree (1 major) Indology/South Asian Studies (2019)
 Bachelor's degree (1 major) Business Information Systems (2019)
 Bachelor's degree (2 majors) Indology/South Asian Studies (2019)
 Bachelor's degree (1 major) Business Management and Economics (2019)
 Bachelor's degree (1 major) Modern China (2019)
 Bachelor's degree (1 major) Biomedicine (2020)
 Bachelor's degree (1 major) Pedagogy (2020)
 Bachelor's degree (1 major) Political and Social Studies (2020)
 Bachelor's degree (1 major) Business Information Systems (2020)
 Bachelor's degree (1 major, 1 minor) Political and Social Studies (2020)
 Bachelor's degree (2 majors) European Ethnology (2020)
 Bachelor's degree (2 majors) Political and Social Studies (2020)
 Bachelor's degree (2 majors) Special Education (2020)
 First state examination for the teaching degree Mittelschule Geography (2020 (Prüfungsordnungsversion 2015))
 Bachelor's degree (1 major) Physics (2020)

Bachelor's degree (1 major) Nanostructure Technology (2020)
 Bachelor's degree (1 major) Mathematical Physics (2020)
 Bachelor's degree (1 major) Aerospace Computer Science (2020)
 Bachelor's degree (1 major, 1 minor) Museology and material culture (2020)
 Bachelor's degree (1 major, 1 minor) Pedagogy (2020)
 Bachelor's degree (2 majors) Pedagogy (2020)
 Bachelor's degree (1 major) Psychology (2020)
 Bachelor's degree (1 major) Biology (2021)
 Magister Theologiae Catholic Theology (2021)
 Bachelor's degree (2 majors) History (2021)
 Bachelor's degree (1 major, 1 minor) History (2021)
 Bachelor's degree (1 major) Media Communication (2021)
 Bachelor's degree (2 majors) Theological Studies (2021)
 Bachelor's degree (1 major, 1 minor) Theological Studies (2021)
 Bachelor's degree (1 major, 1 minor) English and American Studies (2021)
 Bachelor's degree (2 majors) English and American Studies (2021)
 Bachelor's degree (1 major) Functional Materials (2021)
 Bachelor's degree (1 major) Computer Science and Sustainability (2021)
 Bachelor's degree (2 majors) Comparative Indo-European Linguistics (2021)
 Bachelor's degree (1 major) Food Chemistry (2021)
 Bachelor's degree (1 major) Quantum Technology (2021)
 Bachelor's degree (2 majors) Special Education (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) Human-Computer Systems (2022)
 Bachelor's degree (1 major, 1 minor) Museology and material culture (2022)
 Bachelor's degree (1 major) Biochemistry (2022)
 Bachelor's degree (1 major) Biology (2022)
 Bachelor's degree (1 major) Economathematics (2022)
 Bachelor's degree (1 major) Mathematical Data Science (2022)
 Bachelor's degree (1 major) Artificial Intelligence and Data Science (2022)
 Bachelor's degree (2 majors) Ancient Near Eastern Archaeology (2022)
 Bachelor's degree (1 major, 1 minor) Ancient World (2022)
 Bachelor's degree (2 majors) Ancient Near Eastern Studies (2022)
 Bachelor's degree (1 major) Franco-German studies: language, culture, digital competence (2022)
 First state examination for the teaching degree Gymnasium Geography (2023)
 First state examination for the teaching degree Realschule Geography (2023)
 First state examination for the teaching degree Grundschule Geography (2023)
 First state examination for the teaching degree Mittelschule Geography (2023)
 Bachelor's degree (1 major) European Law (2023)
 Bachelor's degree (1 major, 1 minor) English and American Studies (2023)
 Bachelor's degree (2 majors) English and American Studies (2023)
 Bachelor's degree (1 major) Artificial Intelligence and Data Science (2023)
 Bachelor's degree (1 major) Mathematics (2023)
 Bachelor's degree (1 major) Business Information Systems (2023)
 Bachelor's degree (1 major) Economathematics (2023)
 Bachelor's degree (1 major, 1 minor) History of Medieval and Modern Art (2023)
 Bachelor's degree (2 majors) History of Medieval and Modern Art (2023)
 Bachelor's degree (2 majors) Special Education (2023)
 Bachelor's degree (1 major) Business Management and Economics (2023)
 Bachelor's degree (1 major) Geography (2023)
 Bachelor's degree (2 majors) Geography (2023)

Bachelor's degree (1 major, 1 minor) Geography (Minor, 2023)
 Bachelor's degree (1 major, 1 minor) Geography (2023)
 Bachelor's degree (2 majors) European Ethnology/Empiric Cultural Studies (2023)
 Bachelor's degree (1 major) Mathematical Physics (2024)
 Bachelor's degree (2 majors) German Language and Literature (2024)
 Bachelor's degree (1 major, 1 minor) German Language and Literature (2024)
 Bachelor's degree (1 major) Music Education (2024)
 Bachelor's degree (2 majors) Music Education (2024)
 Bachelor's degree (1 major, 1 minor) Music Education (2024)
 Bachelor's degree (1 major) Indology/South Asian Studies (2024)
 Bachelor's degree (2 majors) Indology/South Asian Studies (2024)
 Bachelor's degree (1 major, 1 minor) Indology/South Asian Studies (2024)
 Bachelor's degree (1 major, 1 minor) Ancient World (2024)
 Bachelor's degree (2 majors) Digital Humanities (2024)
 Bachelor's degree (1 major, 1 minor) Digital Humanities (2024)
 Bachelor's degree (1 major) Midwifery (2024)
 Bachelor's degree (2 majors) Greek Philology (2024)
 Bachelor's degree (2 majors) Latin Philology (2024)
 Bachelor's degree (1 major) Business Information Systems (2024)
 Bachelor's degree (1 major) Economathematics (2024)
 Bachelor's degree (1 major) Business Management and Economics (2024)
 Bachelor's degree (1 major) Artificial Intelligence and Data Science (2024)
 Bachelor's degree (1 major) Human-Computer-Interaction (2024)
 Bachelor's degree (2 majors) Art Education (2024)
 Bachelor's degree (1 major) Digital Business & Data Science (2024)
 Bachelor's degree (1 major) Classics (2024)
 Bachelor's degree (1 major) Diversity, Ethics and Religions (2024)
 Bachelor's degree (1 major) Functional Materials (2025)
 Bachelor's degree (1 major) (2025)
 Bachelor's degree (1 major) Food Chemistry (2025)
 Bachelor's degree (1 major, 1 minor) European Ethnology/Empiric Cultural Studies (2025)
 Bachelor's degree (1 major) Pedagogy (2025)
 Bachelor's degree (2 majors) Pedagogy (2025)
 Bachelor's degree (1 major) Economathematics (2025)
 Bachelor's degree (1 major) Academic Speech Therapy (2025)
 Bachelor's degree (1 major, 1 minor) Pedagogy (2025)
 Bachelor's degree (1 major) Games Engineering (2025)
 Bachelor's degree (2 majors) Sport Science (Focus on health and Pedagogics in Movement) (2025)
 Bachelor's degree (1 major) Aerospace Computer Science (2025)
 Bachelor's degree (1 major, 1 minor) German Language and Literature (2025)
 Bachelor's degree (1 major) Computer Science (2025)
 Bachelor's degree (2 majors) German Language and Literature (2025)
 Bachelor's degree (1 major) Computer Science and Sustainability (2025)

Module title			Abbreviation
General Human Geography: Introduction to the Geography of Cities, Towns and Villages			04-Geo-HG1S-152-m01
Module coordinator		Module offered by	
holder of the Professorship of Geography and Regional Science		Institute of Geography and Geology	
ECTS	Method of grading	Only after succ. compl. of module(s)	
5	numerical grade	--	
Duration	Module level	Other prerequisites	
1 semester	undergraduate	--	
Contents			
Introduction to "Settlement Geography", students will deal with the following topic areas: - geographical urbanism, - Geography of rural settlements, - urban system research, - urbanisation, - regional urban types, - theories of urban development, - city models			
Intended learning outcomes			
Students dispose over basic knowledge of Urban Geography as well as Geography of Rural Settlements.			
Courses (type, number of weekly contact hours, language — if other than German)			
V (3) Module taught in: German and/or English			
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)			
written examination (approx. 45 minutes) Language of assessment: German and/or English			
Allocation of places			
--			
Additional information			
--			
Workload			
150 h			
Teaching cycle			
Teaching cycle: every year, winter semester			
Referred to in LPO I (examination regulations for teaching-degree programmes)			
§ 47 I Nr. 1 § 66 I Nr. 1			
Module appears in			
Bachelor's degree (1 major) Biology (2011) Bachelor's degree (1 major) Chemistry (2010) Bachelor's degree (1 major) Psychology (2010) Bachelor's degree (1 major, 1 minor) Pedagogy (2013) Bachelor's degree (1 major, 1 minor) Political and Social Studies (2013) Bachelor's degree (1 major, 1 minor) Russian Language and Culture (2008) Bachelor's degree (2 majors) Special Education (2009) Magister Theologiae Catholic Theology (2013) Bachelor's degree (2 majors) English and American Studies (2009) Bachelor's degree (2 majors) German Language and Literature (2013) Bachelor's degree (1 major) Chemistry (2015) Bachelor's degree (1 major) Geography (2015) Bachelor's degree (1 major) Mathematics (2015)			
Bachelor's with 1 major Business Information Systems (2024)		JMU Würzburg • generated 18-Jun-2025 • exam. reg. data record Bachelor (180 ECTS) Wirtschaftsinformatik - 2024	
		page 14 / 369	

Bachelor's degree (1 major) Musicology (2015)
 Bachelor's degree (1 major) Physics (2015)
 Bachelor's degree (1 major) Psychology (2015)
 Bachelor's degree (1 major) Business Management and Economics (2015)
 Bachelor's degree (1 major) Nanostructure Technology (2015)
 Bachelor's degree (1 major) Music Education (2015)
 Bachelor's degree (1 major) Computational Mathematics (2015)
 Bachelor's degree (1 major) Political and Social Studies (2015)
 Bachelor's degree (1 major) Functional Materials (2015)
 Bachelor's degree (1 major) Academic Speech Therapy (2015)
 Bachelor's degree (1 major) Indology/South Asian Studies (2015)
 Bachelor's degree (1 major, 1 minor) Egyptology (2015)
 Bachelor's degree (1 major, 1 minor) Geography (Minor, 2015)
 Bachelor's degree (1 major, 1 minor) Pedagogy (2015)
 Bachelor's degree (1 major, 1 minor) History (2015)
 Bachelor's degree (1 major, 1 minor) Musicology (2015)
 Bachelor's degree (1 major, 1 minor) Philosophy (2015)
 Bachelor's degree (1 major, 1 minor) Pre- and Protohistoric Archaeology (2015)
 Bachelor's degree (1 major, 1 minor) Ancient World (2015)
 Bachelor's degree (1 major, 1 minor) Philosophy and Religion (2015)
 Bachelor's degree (1 major, 1 minor) Geography (Focus Physical Geography) (2015)
 Bachelor's degree (1 major, 1 minor) Theological Studies (2015)
 Bachelor's degree (1 major, 1 minor) Geography (Focus Human Geography) (2015)
 Bachelor's degree (1 major, 1 minor) Political and Social Studies (2015)
 Bachelor's degree (1 major, 1 minor) Russian Language and Culture (2015)
 Bachelor's degree (1 major, 1 minor) German Language and Literature (2015)
 Bachelor's degree (2 majors) Egyptology (2015)
 Bachelor's degree (2 majors) Pedagogy (2015)
 Bachelor's degree (2 majors) Protestant Theology (2015)
 Bachelor's degree (2 majors) Musicology (2015)
 Bachelor's degree (2 majors) Philosophy (2015)
 Bachelor's degree (2 majors) Special Education (2015)
 Bachelor's degree (2 majors) Pre- and Protohistoric Archaeology (2015)
 Bachelor's degree (2 majors) Latin Philology (2015)
 Bachelor's degree (2 majors) Music Education (2015)
 Bachelor's degree (2 majors) Philosophy and Religion (2015)
 Bachelor's degree (2 majors) Theological Studies (2015)
 Bachelor's degree (2 majors) Political and Social Studies (2015)
 Bachelor's degree (2 majors) Russian Language and Culture (2015)
 Bachelor's degree (2 majors) Greek Philology (2015)
 Bachelor's degree (2 majors) European Ethnology (2015)
 Bachelor's degree (2 majors) Indology/South Asian Studies (2015)
 First state examination for the teaching degree Grundschule Geography (2015)
 First state examination for the teaching degree Realschule Geography (2015)
 First state examination for the teaching degree Gymnasium Geography (2015)
 First state examination for the teaching degree Mittelschule Geography (2015)
 Bachelor's degree (2 majors) Geography (2015)
 Bachelor's degree (2 majors) French Studies (2015)
 Bachelor's degree (2 majors) History (2015)
 Bachelor's degree (2 majors) Sport Science (Focus on health and Pedagogics in Movement) (2015)
 Bachelor's degree (2 majors) German Language and Literature (2015)
 Bachelor's degree (1 major) Mathematical Physics (2016)
 Bachelor's degree (1 major, 1 minor) French Studies (2016)

Bachelor's degree (2 majors) French Studies (2016)
Bachelor's degree (1 major, 1 minor) Italian Studies (2016)
Bachelor's degree (2 majors) Italian Studies (2016)
Bachelor's degree (1 major, 1 minor) Spanish Studies (2016)
Bachelor's degree (2 majors) Spanish Studies (2016)
Bachelor's degree (1 major) Romanic Languages (French/Italian) (2016)
Bachelor's degree (1 major) Romanic Languages (French/Spanish) (2016)
Bachelor's degree (1 major) Romanic Languages (Italian/Spanish) (2016)
Bachelor's degree (1 major) Business Information Systems (2016)
Bachelor's degree (1 major) Games Engineering (2016)
Bachelor's degree (1 major, 1 minor) English and American Studies (2016)
Bachelor's degree (2 majors) English and American Studies (2016)
Bachelor's degree (1 major) Media Communication (2016)
Bachelor's degree (1 major) Food Chemistry (2016)
Bachelor's degree (1 major, 1 minor) Digital Humanities (2016)
Bachelor's degree (1 major) Biology (2017)
Bachelor's degree (1 major, 1 minor) Geography (2017)
Bachelor's degree (1 major, 1 minor) History of Medieval and Modern Art (2017)
Bachelor's degree (2 majors) History of Medieval and Modern Art (2017)
Bachelor's degree (2 majors) Comparative Indo-European Linguistics (2017)
Bachelor's degree (1 major) Aerospace Computer Science (2017)
Bachelor's degree (1 major) Biochemistry (2017)
Bachelor's degree (1 major) Chemistry (2017)
Bachelor's degree (1 major, 1 minor) Museology and material culture (2017)
Bachelor's degree (1 major) Econometrics (2017)
Bachelor's degree (1 major) Games Engineering (2017)
Bachelor's degree (1 major) Computer Science (2017)
Bachelor's degree (1 major) Media Communication (2018)
Bachelor's degree (1 major) Biomedicine (2018)
Bachelor's degree (1 major) Human-Computer Systems (2018)
Bachelor's degree (2 majors) Classical Archaeology (2018)
Bachelor's degree (1 major, 1 minor) Classical Archaeology (2018)
Bachelor's degree (1 major, 1 minor) Digital Humanities (2018)
Bachelor's degree (2 majors) Digital Humanities (2018)
Bachelor's degree (1 major) Computer Science (2019)
Bachelor's degree (1 major, 1 minor) English and American Studies (2019)
Bachelor's degree (1 major) Indology/South Asian Studies (2019)
Bachelor's degree (1 major) Business Information Systems (2019)
Bachelor's degree (2 majors) Indology/South Asian Studies (2019)
Bachelor's degree (1 major) Business Management and Economics (2019)
Bachelor's degree (1 major) Modern China (2019)
Bachelor's degree (1 major) Biomedicine (2020)
Bachelor's degree (1 major) Pedagogy (2020)
Bachelor's degree (1 major) Political and Social Studies (2020)
Bachelor's degree (1 major) Business Information Systems (2020)
Bachelor's degree (1 major, 1 minor) Political and Social Studies (2020)
Bachelor's degree (2 majors) European Ethnology (2020)
Bachelor's degree (2 majors) Political and Social Studies (2020)
Bachelor's degree (2 majors) Special Education (2020)
First state examination for the teaching degree Mittelschule Geography (2020 (Prüfungsordnungsversion 2015))
Bachelor's degree (1 major) Physics (2020)
Bachelor's degree (1 major) Nanostructure Technology (2020)
Bachelor's degree (1 major) Mathematical Physics (2020)

Bachelor's degree (1 major) Aerospace Computer Science (2020)
 Bachelor's degree (1 major, 1 minor) Museology and material culture (2020)
 Bachelor's degree (1 major, 1 minor) Pedagogy (2020)
 Bachelor's degree (2 majors) Pedagogy (2020)
 Bachelor's degree (1 major) Psychology (2020)
 Bachelor's degree (1 major) Biology (2021)
 Magister Theologiae Catholic Theology (2021)
 Bachelor's degree (2 majors) History (2021)
 Bachelor's degree (1 major, 1 minor) History (2021)
 Bachelor's degree (1 major) Media Communication (2021)
 Bachelor's degree (2 majors) Theological Studies (2021)
 Bachelor's degree (1 major, 1 minor) Theological Studies (2021)
 Bachelor's degree (1 major, 1 minor) English and American Studies (2021)
 Bachelor's degree (2 majors) English and American Studies (2021)
 Bachelor's degree (1 major) Functional Materials (2021)
 Bachelor's degree (1 major) Computer Science and Sustainability (2021)
 Bachelor's degree (2 majors) Comparative Indo-European Linguistics (2021)
 Bachelor's degree (1 major) Food Chemistry (2021)
 Bachelor's degree (1 major) Quantum Technology (2021)
 Bachelor's degree (2 majors) Special Education (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) Human-Computer Systems (2022)
 Bachelor's degree (1 major, 1 minor) Museology and material culture (2022)
 Bachelor's degree (1 major) Biochemistry (2022)
 Bachelor's degree (1 major) Biology (2022)
 Bachelor's degree (1 major) Econometrics (2022)
 Bachelor's degree (1 major) Mathematical Data Science (2022)
 Bachelor's degree (1 major) Artificial Intelligence and Data Science (2022)
 Bachelor's degree (2 majors) Ancient Near Eastern Archaeology (2022)
 Bachelor's degree (1 major, 1 minor) Ancient World (2022)
 Bachelor's degree (2 majors) Ancient Near Eastern Studies (2022)
 Bachelor's degree (1 major) Franco-German studies: language, culture, digital competence (2022)
 First state examination for the teaching degree Gymnasium Geography (2023)
 First state examination for the teaching degree Realschule Geography (2023)
 First state examination for the teaching degree Grundschule Geography (2023)
 First state examination for the teaching degree Mittelschule Geography (2023)
 Bachelor's degree (1 major) European Law (2023)
 Bachelor's degree (1 major, 1 minor) English and American Studies (2023)
 Bachelor's degree (2 majors) English and American Studies (2023)
 Bachelor's degree (1 major) Artificial Intelligence and Data Science (2023)
 Bachelor's degree (1 major) Mathematics (2023)
 Bachelor's degree (1 major) Business Information Systems (2023)
 Bachelor's degree (1 major) Econometrics (2023)
 Bachelor's degree (1 major, 1 minor) History of Medieval and Modern Art (2023)
 Bachelor's degree (2 majors) History of Medieval and Modern Art (2023)
 Bachelor's degree (2 majors) Special Education (2023)
 Bachelor's degree (1 major) Business Management and Economics (2023)
 Bachelor's degree (1 major) Geography (2023)
 Bachelor's degree (2 majors) Geography (2023)
 Bachelor's degree (1 major, 1 minor) Geography (Minor, 2023)
 Bachelor's degree (1 major, 1 minor) Geography (2023)

Bachelor's degree (2 majors) European Ethnology/Empiric Cultural Studies (2023)
 Bachelor's degree (1 major) Mathematical Physics (2024)
 Bachelor's degree (2 majors) German Language and Literature (2024)
 Bachelor's degree (1 major, 1 minor) German Language and Literature (2024)
 Bachelor's degree (1 major) Music Education (2024)
 Bachelor's degree (2 majors) Music Education (2024)
 Bachelor's degree (1 major, 1 minor) Music Education (2024)
 Bachelor's degree (1 major) Indology/South Asian Studies (2024)
 Bachelor's degree (2 majors) Indology/South Asian Studies (2024)
 Bachelor's degree (1 major, 1 minor) Indology/South Asian Studies (2024)
 Bachelor's degree (1 major, 1 minor) Ancient World (2024)
 Bachelor's degree (2 majors) Digital Humanities (2024)
 Bachelor's degree (1 major, 1 minor) Digital Humanities (2024)
 Bachelor's degree (1 major) Midwifery (2024)
 Bachelor's degree (2 majors) Greek Philology (2024)
 Bachelor's degree (2 majors) Latin Philology (2024)
 Bachelor's degree (1 major) Business Information Systems (2024)
 Bachelor's degree (1 major) Economathematics (2024)
 Bachelor's degree (1 major) Business Management and Economics (2024)
 Bachelor's degree (1 major) Artificial Intelligence and Data Science (2024)
 Bachelor's degree (1 major) Human-Computer-Interaction (2024)
 Bachelor's degree (2 majors) Art Education (2024)
 Bachelor's degree (1 major) Digital Business & Data Science (2024)
 Bachelor's degree (1 major) Classics (2024)
 Bachelor's degree (1 major) Diversity, Ethics and Religions (2024)
 Bachelor's degree (1 major) Functional Materials (2025)
 Bachelor's degree (1 major) (2025)
 Bachelor's degree (1 major) Food Chemistry (2025)
 Bachelor's degree (1 major, 1 minor) European Ethnology/Empiric Cultural Studies (2025)
 Bachelor's degree (1 major) Pedagogy (2025)
 Bachelor's degree (2 majors) Pedagogy (2025)
 Bachelor's degree (1 major) Economathematics (2025)
 Bachelor's degree (1 major) Academic Speech Therapy (2025)
 Bachelor's degree (1 major, 1 minor) Pedagogy (2025)
 Bachelor's degree (1 major) Games Engineering (2025)
 Bachelor's degree (2 majors) Sport Science (Focus on health and Pedagogics in Movement) (2025)
 Bachelor's degree (1 major) Aerospace Computer Science (2025)
 Bachelor's degree (1 major, 1 minor) German Language and Literature (2025)
 Bachelor's degree (1 major) Computer Science (2025)
 Bachelor's degree (2 majors) German Language and Literature (2025)
 Bachelor's degree (1 major) Computer Science and Sustainability (2025)

Module title		Abbreviation
General Human Geography: Introduction to Economic Geography		o4-Geo-HG1W-152-m01
Module coordinator		Module offered by
holder of the Professorship of Economic Geography		Institute of Geography and Geology
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	undergraduate	--
Contents		
Introduction to basic concepts as well as fundamental contents and methods of "Economic Geography". Topics of theoretical "Economic Geography" like the choice of location and system, structure and dynamics of the economic sector, the geographical influence of groups of players and geographical imbalance will be covered. The examination of theories will be made with the help of typical examples and empirical knowledge.		
Intended learning outcomes		
Students dispose over knowledge skills of Economic Geography concerning terms, contents and methods.		
Courses (type, number of weekly contact hours, language — if other than German)		
V (3) Module taught in: German and/or English		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)		
written examination (approx. 45 minutes) Language of assessment: German and/or English		
Allocation of places		
--		
Additional information		
--		
Workload		
150 h		
Teaching cycle		
Teaching cycle: every year, summer semester		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
§ 47 I Nr. 1 § 66 I Nr. 1		
Module appears in		
Bachelor's degree (1 major) Biology (2011) Bachelor's degree (1 major) Chemistry (2010) Bachelor's degree (1 major) Psychology (2010) Bachelor's degree (1 major, 1 minor) Pedagogy (2013) Bachelor's degree (1 major, 1 minor) Political and Social Studies (2013) Bachelor's degree (1 major, 1 minor) Russian Language and Culture (2008) Bachelor's degree (2 majors) Special Education (2009) Magister Theologiae Catholic Theology (2013) Bachelor's degree (2 majors) English and American Studies (2009) Bachelor's degree (2 majors) German Language and Literature (2013) Bachelor's degree (1 major) Chemistry (2015) Bachelor's degree (1 major) Geography (2015) Bachelor's degree (1 major) Mathematics (2015)		
Bachelor's with 1 major Business Information Systems (2024)	JMU Würzburg • generated 18-Jun-2025 • exam. reg. data record Bachelor (180 ECTS) Wirtschaftsinformatik - 2024	page 19 / 369

Bachelor's degree (1 major) Musicology (2015)
 Bachelor's degree (1 major) Physics (2015)
 Bachelor's degree (1 major) Psychology (2015)
 Bachelor's degree (1 major) Business Management and Economics (2015)
 Bachelor's degree (1 major) Nanostructure Technology (2015)
 Bachelor's degree (1 major) Music Education (2015)
 Bachelor's degree (1 major) Computational Mathematics (2015)
 Bachelor's degree (1 major) Political and Social Studies (2015)
 Bachelor's degree (1 major) Functional Materials (2015)
 Bachelor's degree (1 major) Academic Speech Therapy (2015)
 Bachelor's degree (1 major) Indology/South Asian Studies (2015)
 Bachelor's degree (1 major, 1 minor) Egyptology (2015)
 Bachelor's degree (1 major, 1 minor) Geography (Minor, 2015)
 Bachelor's degree (1 major, 1 minor) Pedagogy (2015)
 Bachelor's degree (1 major, 1 minor) History (2015)
 Bachelor's degree (1 major, 1 minor) Musicology (2015)
 Bachelor's degree (1 major, 1 minor) Philosophy (2015)
 Bachelor's degree (1 major, 1 minor) Pre- and Protohistoric Archaeology (2015)
 Bachelor's degree (1 major, 1 minor) Ancient World (2015)
 Bachelor's degree (1 major, 1 minor) Philosophy and Religion (2015)
 Bachelor's degree (1 major, 1 minor) Geography (Focus Physical Geography) (2015)
 Bachelor's degree (1 major, 1 minor) Theological Studies (2015)
 Bachelor's degree (1 major, 1 minor) Geography (Focus Human Geography) (2015)
 Bachelor's degree (1 major, 1 minor) Political and Social Studies (2015)
 Bachelor's degree (1 major, 1 minor) Russian Language and Culture (2015)
 Bachelor's degree (1 major, 1 minor) German Language and Literature (2015)
 Bachelor's degree (2 majors) Egyptology (2015)
 Bachelor's degree (2 majors) Pedagogy (2015)
 Bachelor's degree (2 majors) Protestant Theology (2015)
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 Bachelor's degree (2 majors) Philosophy (2015)
 Bachelor's degree (2 majors) Special Education (2015)
 Bachelor's degree (2 majors) Pre- and Protohistoric Archaeology (2015)
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 Bachelor's degree (2 majors) Music Education (2015)
 Bachelor's degree (2 majors) Philosophy and Religion (2015)
 Bachelor's degree (2 majors) Theological Studies (2015)
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 Bachelor's degree (2 majors) Russian Language and Culture (2015)
 Bachelor's degree (2 majors) Greek Philology (2015)
 Bachelor's degree (2 majors) European Ethnology (2015)
 Bachelor's degree (2 majors) Indology/South Asian Studies (2015)
 First state examination for the teaching degree Grundschule Geography (2015)
 First state examination for the teaching degree Realschule Geography (2015)
 First state examination for the teaching degree Gymnasium Geography (2015)
 First state examination for the teaching degree Mittelschule Geography (2015)
 Bachelor's degree (2 majors) Geography (2015)
 Bachelor's degree (2 majors) French Studies (2015)
 Bachelor's degree (2 majors) History (2015)
 Bachelor's degree (2 majors) Sport Science (Focus on health and Pedagogics in Movement) (2015)
 Bachelor's degree (2 majors) German Language and Literature (2015)
 Bachelor's degree (1 major) Mathematical Physics (2016)
 Bachelor's degree (1 major, 1 minor) French Studies (2016)

Bachelor's degree (2 majors) French Studies (2016)
Bachelor's degree (1 major, 1 minor) Italian Studies (2016)
Bachelor's degree (2 majors) Italian Studies (2016)
Bachelor's degree (1 major, 1 minor) Spanish Studies (2016)
Bachelor's degree (2 majors) Spanish Studies (2016)
Bachelor's degree (1 major) Romanic Languages (French/Italian) (2016)
Bachelor's degree (1 major) Romanic Languages (French/Spanish) (2016)
Bachelor's degree (1 major) Romanic Languages (Italian/Spanish) (2016)
Bachelor's degree (1 major) Business Information Systems (2016)
Bachelor's degree (1 major) Games Engineering (2016)
Bachelor's degree (1 major, 1 minor) English and American Studies (2016)
Bachelor's degree (2 majors) English and American Studies (2016)
Bachelor's degree (1 major) Media Communication (2016)
Bachelor's degree (1 major) Food Chemistry (2016)
Bachelor's degree (1 major, 1 minor) Digital Humanities (2016)
Bachelor's degree (1 major) Biology (2017)
Bachelor's degree (1 major, 1 minor) Geography (2017)
Bachelor's degree (1 major, 1 minor) History of Medieval and Modern Art (2017)
Bachelor's degree (2 majors) History of Medieval and Modern Art (2017)
Bachelor's degree (2 majors) Comparative Indo-European Linguistics (2017)
Bachelor's degree (1 major) Aerospace Computer Science (2017)
Bachelor's degree (1 major) Biochemistry (2017)
Bachelor's degree (1 major) Chemistry (2017)
Bachelor's degree (1 major, 1 minor) Museology and material culture (2017)
Bachelor's degree (1 major) Economathematics (2017)
Bachelor's degree (1 major) Games Engineering (2017)
Bachelor's degree (1 major) Computer Science (2017)
Bachelor's degree (1 major) Media Communication (2018)
Bachelor's degree (1 major) Biomedicine (2018)
Bachelor's degree (1 major) Human-Computer Systems (2018)
Bachelor's degree (2 majors) Classical Archaeology (2018)
Bachelor's degree (1 major, 1 minor) Classical Archaeology (2018)
Bachelor's degree (1 major, 1 minor) Digital Humanities (2018)
Bachelor's degree (2 majors) Digital Humanities (2018)
Bachelor's degree (1 major) Computer Science (2019)
Bachelor's degree (1 major, 1 minor) English and American Studies (2019)
Bachelor's degree (1 major) Indology/South Asian Studies (2019)
Bachelor's degree (1 major) Business Information Systems (2019)
Bachelor's degree (2 majors) Indology/South Asian Studies (2019)
Bachelor's degree (1 major) Business Management and Economics (2019)
Bachelor's degree (1 major) Modern China (2019)
Bachelor's degree (1 major) Biomedicine (2020)
Bachelor's degree (1 major) Pedagogy (2020)
Bachelor's degree (1 major) Political and Social Studies (2020)
Bachelor's degree (1 major) Business Information Systems (2020)
Bachelor's degree (1 major, 1 minor) Political and Social Studies (2020)
Bachelor's degree (2 majors) European Ethnology (2020)
Bachelor's degree (2 majors) Political and Social Studies (2020)
Bachelor's degree (2 majors) Special Education (2020)
First state examination for the teaching degree Mittelschule Geography (2020 (Prüfungsordnungsversion 2015))
Bachelor's degree (1 major) Physics (2020)
Bachelor's degree (1 major) Nanostructure Technology (2020)
Bachelor's degree (1 major) Mathematical Physics (2020)

Bachelor's degree (1 major) Aerospace Computer Science (2020)
 Bachelor's degree (1 major, 1 minor) Museology and material culture (2020)
 Bachelor's degree (1 major, 1 minor) Pedagogy (2020)
 Bachelor's degree (2 majors) Pedagogy (2020)
 Bachelor's degree (1 major) Psychology (2020)
 Bachelor's degree (1 major) Biology (2021)
 Magister Theologiae Catholic Theology (2021)
 Bachelor's degree (2 majors) History (2021)
 Bachelor's degree (1 major, 1 minor) History (2021)
 Bachelor's degree (1 major) Media Communication (2021)
 Bachelor's degree (2 majors) Theological Studies (2021)
 Bachelor's degree (1 major, 1 minor) Theological Studies (2021)
 Bachelor's degree (1 major, 1 minor) English and American Studies (2021)
 Bachelor's degree (2 majors) English and American Studies (2021)
 Bachelor's degree (1 major) Functional Materials (2021)
 Bachelor's degree (1 major) Computer Science and Sustainability (2021)
 Bachelor's degree (2 majors) Comparative Indo-European Linguistics (2021)
 Bachelor's degree (1 major) Food Chemistry (2021)
 Bachelor's degree (1 major) Quantum Technology (2021)
 Bachelor's degree (2 majors) Special Education (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) Human-Computer Systems (2022)
 Bachelor's degree (1 major, 1 minor) Museology and material culture (2022)
 Bachelor's degree (1 major) Biochemistry (2022)
 Bachelor's degree (1 major) Biology (2022)
 Bachelor's degree (1 major) Econometrics (2022)
 Bachelor's degree (1 major) Mathematical Data Science (2022)
 Bachelor's degree (1 major) Artificial Intelligence and Data Science (2022)
 Bachelor's degree (2 majors) Ancient Near Eastern Archaeology (2022)
 Bachelor's degree (1 major, 1 minor) Ancient World (2022)
 Bachelor's degree (2 majors) Ancient Near Eastern Studies (2022)
 Bachelor's degree (1 major) Franco-German studies: language, culture, digital competence (2022)
 First state examination for the teaching degree Gymnasium Geography (2023)
 First state examination for the teaching degree Realschule Geography (2023)
 First state examination for the teaching degree Grundschule Geography (2023)
 First state examination for the teaching degree Mittelschule Geography (2023)
 Bachelor's degree (1 major) European Law (2023)
 Bachelor's degree (1 major, 1 minor) English and American Studies (2023)
 Bachelor's degree (2 majors) English and American Studies (2023)
 Bachelor's degree (1 major) Artificial Intelligence and Data Science (2023)
 Bachelor's degree (1 major) Mathematics (2023)
 Bachelor's degree (1 major) Business Information Systems (2023)
 Bachelor's degree (1 major) Econometrics (2023)
 Bachelor's degree (1 major, 1 minor) History of Medieval and Modern Art (2023)
 Bachelor's degree (2 majors) History of Medieval and Modern Art (2023)
 Bachelor's degree (2 majors) Special Education (2023)
 Bachelor's degree (1 major) Business Management and Economics (2023)
 Bachelor's degree (1 major) Geography (2023)
 Bachelor's degree (2 majors) Geography (2023)
 Bachelor's degree (1 major, 1 minor) Geography (Minor, 2023)
 Bachelor's degree (1 major, 1 minor) Geography (2023)

Bachelor's degree (2 majors) European Ethnology/Empiric Cultural Studies (2023)
 Bachelor's degree (1 major) Mathematical Physics (2024)
 Bachelor's degree (2 majors) German Language and Literature (2024)
 Bachelor's degree (1 major, 1 minor) German Language and Literature (2024)
 Bachelor's degree (1 major) Music Education (2024)
 Bachelor's degree (2 majors) Music Education (2024)
 Bachelor's degree (1 major, 1 minor) Music Education (2024)
 Bachelor's degree (1 major) Indology/South Asian Studies (2024)
 Bachelor's degree (2 majors) Indology/South Asian Studies (2024)
 Bachelor's degree (1 major, 1 minor) Indology/South Asian Studies (2024)
 Bachelor's degree (1 major, 1 minor) Ancient World (2024)
 Bachelor's degree (2 majors) Digital Humanities (2024)
 Bachelor's degree (1 major, 1 minor) Digital Humanities (2024)
 Bachelor's degree (1 major) Midwifery (2024)
 Bachelor's degree (2 majors) Greek Philology (2024)
 Bachelor's degree (2 majors) Latin Philology (2024)
 Bachelor's degree (1 major) Business Information Systems (2024)
 Bachelor's degree (1 major) Economathematics (2024)
 Bachelor's degree (1 major) Business Management and Economics (2024)
 Bachelor's degree (1 major) Artificial Intelligence and Data Science (2024)
 Bachelor's degree (1 major) Human-Computer-Interaction (2024)
 Bachelor's degree (2 majors) Art Education (2024)
 Bachelor's degree (1 major) Digital Business & Data Science (2024)
 Bachelor's degree (1 major) Classics (2024)
 Bachelor's degree (1 major) Diversity, Ethics and Religions (2024)
 Bachelor's degree (1 major) Functional Materials (2025)
 Bachelor's degree (1 major) (2025)
 Bachelor's degree (1 major) Food Chemistry (2025)
 Bachelor's degree (1 major, 1 minor) European Ethnology/Empiric Cultural Studies (2025)
 Bachelor's degree (1 major) Pedagogy (2025)
 Bachelor's degree (2 majors) Pedagogy (2025)
 Bachelor's degree (1 major) Economathematics (2025)
 Bachelor's degree (1 major) Academic Speech Therapy (2025)
 Bachelor's degree (1 major, 1 minor) Pedagogy (2025)
 Bachelor's degree (1 major) Games Engineering (2025)
 Bachelor's degree (2 majors) Sport Science (Focus on health and Pedagogics in Movement) (2025)
 Bachelor's degree (1 major) Aerospace Computer Science (2025)
 Bachelor's degree (1 major, 1 minor) German Language and Literature (2025)
 Bachelor's degree (1 major) Computer Science (2025)
 Bachelor's degree (2 majors) German Language and Literature (2025)
 Bachelor's degree (1 major) Computer Science and Sustainability (2025)

Module title			Abbreviation
Modern Chinese Basics 1			04-MC60-SB1-222-m01
Module coordinator		Module offered by	
holder of the Chair of Contemporary Chinese Studies		Institute of East and South Asian Cultural Studies	
ECTS	Method of grading	Only after succ. compl. of module(s)	
10	numerical grade	--	
Duration	Module level	Other prerequisites	
1 semester	undergraduate	--	
Contents			
Basic phonetics, grammar and writing are taught on the basis of the teaching material used. Basic sentence structures and pronunciation are practised intensively in given simple everyday situations in small groups. The vocabulary reaches the extent of approx. 400 words.			
Intended learning outcomes			
German intended learning outcomes available but not translated yet.			
Die Studierenden sind auf der Grundlage eines Wortschatzes von ca. 400 Worten in der Lage, Lehrbuchinhalte zu beherrschen und mündlich in einfachen Sätzen zu aktivieren. Sichere Tonalität und Aussprache wird im Rahmen des bekannten Wortschatzes erreicht.			
Courses (type, number of weekly contact hours, language — if other than German)			
Ü (9) Module taught in: German and Chinese			
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)			
written examination (approx. 90 minutes; 75%) and oral examination of one candidate each (approx. 5 minutes; 25%) Language of assessment: German and Chinese creditable for bonus			
Allocation of places			
--			
Additional information			
--			
Workload			
300 h			
Teaching cycle			
--			
Referred to in LPO I (examination regulations for teaching-degree programmes)			
--			
Module appears in			
Bachelor's degree (1 major) Biology (2011) Bachelor's degree (1 major) Chemistry (2010) Bachelor's degree (1 major) Psychology (2010) Bachelor's degree (1 major, 1 minor) Pedagogy (2013) Bachelor's degree (1 major, 1 minor) Political and Social Studies (2013) Bachelor's degree (1 major, 1 minor) Russian Language and Culture (2008) Bachelor's degree (2 majors) Special Education (2009) Magister Theologiae Catholic Theology (2013) Bachelor's degree (2 majors) English and American Studies (2009)			
Bachelor's with 1 major Business Information Systems (2024)		JMU Würzburg • generated 18-Jun-2025 • exam. reg. data record Bachelor (180 ECTS) Wirtschaftsinformatik - 2024	
		page 24 / 369	

Bachelor's degree (2 majors) German Language and Literature (2013)
 Bachelor's degree (1 major) Chemistry (2015)
 Bachelor's degree (1 major) Geography (2015)
 Bachelor's degree (1 major) Mathematics (2015)
 Bachelor's degree (1 major) Musicology (2015)
 Bachelor's degree (1 major) Physics (2015)
 Bachelor's degree (1 major) Psychology (2015)
 Bachelor's degree (1 major) Business Management and Economics (2015)
 Bachelor's degree (1 major) Nanostructure Technology (2015)
 Bachelor's degree (1 major) Business Information Systems (2015)
 Bachelor's degree (1 major) Music Education (2015)
 Bachelor's degree (1 major) Computational Mathematics (2015)
 Bachelor's degree (1 major) Political and Social Studies (2015)
 Bachelor's degree (1 major) Functional Materials (2015)
 Bachelor's degree (1 major) Academic Speech Therapy (2015)
 Bachelor's degree (1 major) Indology/South Asian Studies (2015)
 Bachelor's degree (1 major, 1 minor) Egyptology (2015)
 Bachelor's degree (1 major, 1 minor) Pedagogy (2015)
 Bachelor's degree (1 major, 1 minor) History (2015)
 Bachelor's degree (1 major, 1 minor) Musicology (2015)
 Bachelor's degree (1 major, 1 minor) Philosophy (2015)
 Bachelor's degree (1 major, 1 minor) Pre- and Protohistoric Archaeology (2015)
 Bachelor's degree (1 major, 1 minor) Ancient World (2015)
 Bachelor's degree (1 major, 1 minor) Philosophy and Religion (2015)
 Bachelor's degree (1 major, 1 minor) Theological Studies (2015)
 Bachelor's degree (1 major, 1 minor) Political and Social Studies (2015)
 Bachelor's degree (1 major, 1 minor) Russian Language and Culture (2015)
 Bachelor's degree (1 major, 1 minor) German Language and Literature (2015)
 Bachelor's degree (2 majors) Egyptology (2015)
 Bachelor's degree (2 majors) Pedagogy (2015)
 Bachelor's degree (2 majors) Protestant Theology (2015)
 Bachelor's degree (2 majors) Musicology (2015)
 Bachelor's degree (2 majors) Philosophy (2015)
 Bachelor's degree (2 majors) Special Education (2015)
 Bachelor's degree (2 majors) Pre- and Protohistoric Archaeology (2015)
 Bachelor's degree (2 majors) Latin Philology (2015)
 Bachelor's degree (2 majors) Music Education (2015)
 Bachelor's degree (2 majors) Philosophy and Religion (2015)
 Bachelor's degree (2 majors) Theological Studies (2015)
 Bachelor's degree (2 majors) Political and Social Studies (2015)
 Bachelor's degree (2 majors) Russian Language and Culture (2015)
 Bachelor's degree (2 majors) Greek Philology (2015)
 Bachelor's degree (2 majors) European Ethnology (2015)
 Bachelor's degree (2 majors) Indology/South Asian Studies (2015)
 Bachelor's degree (2 majors) Geography (2015)
 Bachelor's degree (2 majors) French Studies (2015)
 Bachelor's degree (2 majors) History (2015)
 Bachelor's degree (2 majors) Sport Science (Focus on health and Pedagogics in Movement) (2015)
 Bachelor's degree (2 majors) German Language and Literature (2015)
 Bachelor's degree (1 major) Mathematical Physics (2016)
 Bachelor's degree (1 major, 1 minor) French Studies (2016)
 Bachelor's degree (2 majors) French Studies (2016)
 Bachelor's degree (1 major, 1 minor) Italian Studies (2016)

Bachelor's degree (2 majors) Italian Studies (2016)
 Bachelor's degree (1 major, 1 minor) Spanish Studies (2016)
 Bachelor's degree (2 majors) Spanish Studies (2016)
 Bachelor's degree (1 major) Romanic Languages (French/Italian) (2016)
 Bachelor's degree (1 major) Romanic Languages (French/Spanish) (2016)
 Bachelor's degree (1 major) Romanic Languages (Italian/Spanish) (2016)
 Bachelor's degree (1 major) Business Information Systems (2016)
 Bachelor's degree (1 major) Games Engineering (2016)
 Bachelor's degree (1 major, 1 minor) English and American Studies (2016)
 Bachelor's degree (2 majors) English and American Studies (2016)
 Bachelor's degree (1 major) Media Communication (2016)
 Bachelor's degree (1 major) Food Chemistry (2016)
 Bachelor's degree (1 major, 1 minor) Digital Humanities (2016)
 Bachelor's degree (1 major) Biology (2017)
 Bachelor's degree (1 major, 1 minor) Geography (2017)
 Bachelor's degree (1 major, 1 minor) History of Medieval and Modern Art (2017)
 Bachelor's degree (2 majors) History of Medieval and Modern Art (2017)
 Bachelor's degree (2 majors) Comparative Indo-European Linguistics (2017)
 Bachelor's degree (1 major) Aerospace Computer Science (2017)
 Bachelor's degree (1 major) Biochemistry (2017)
 Bachelor's degree (1 major) Chemistry (2017)
 Bachelor's degree (1 major, 1 minor) Museology and material culture (2017)
 Bachelor's degree (1 major) Economathematics (2017)
 Bachelor's degree (1 major) Games Engineering (2017)
 Bachelor's degree (1 major) Computer Science (2017)
 Bachelor's degree (1 major) Media Communication (2018)
 Bachelor's degree (1 major) Biomedicine (2018)
 Bachelor's degree (1 major) Human-Computer Systems (2018)
 Bachelor's degree (2 majors) Classical Archaeology (2018)
 Bachelor's degree (1 major, 1 minor) Classical Archaeology (2018)
 Bachelor's degree (1 major, 1 minor) Digital Humanities (2018)
 Bachelor's degree (2 majors) Digital Humanities (2018)
 Bachelor's degree (1 major) Computer Science (2019)
 Bachelor's degree (1 major, 1 minor) English and American Studies (2019)
 Bachelor's degree (1 major) Indology/South Asian Studies (2019)
 Bachelor's degree (1 major) Business Information Systems (2019)
 Bachelor's degree (2 majors) Indology/South Asian Studies (2019)
 Bachelor's degree (1 major) Business Management and Economics (2019)
 Bachelor's degree (1 major) Modern China (2019)
 Bachelor's degree (1 major) Biomedicine (2020)
 Bachelor's degree (1 major) Pedagogy (2020)
 Bachelor's degree (1 major) Political and Social Studies (2020)
 Bachelor's degree (1 major) Business Information Systems (2020)
 Bachelor's degree (1 major, 1 minor) Political and Social Studies (2020)
 Bachelor's degree (2 majors) European Ethnology (2020)
 Bachelor's degree (2 majors) Political and Social Studies (2020)
 Bachelor's degree (2 majors) Special Education (2020)
 Bachelor's degree (1 major) Physics (2020)
 Bachelor's degree (1 major) Nanostructure Technology (2020)
 Bachelor's degree (1 major) Mathematical Physics (2020)
 Bachelor's degree (1 major) Aerospace Computer Science (2020)
 Bachelor's degree (1 major, 1 minor) Museology and material culture (2020)
 Bachelor's degree (1 major, 1 minor) Pedagogy (2020)

Bachelor's degree (2 majors) Pedagogy (2020)
 Bachelor's degree (1 major) Psychology (2020)
 Bachelor's degree (1 major) Biology (2021)
 Magister Theologiae Catholic Theology (2021)
 Bachelor's degree (2 majors) History (2021)
 Bachelor's degree (1 major, 1 minor) History (2021)
 Bachelor's degree (1 major) Media Communication (2021)
 Bachelor's degree (2 majors) Theological Studies (2021)
 Bachelor's degree (1 major, 1 minor) Theological Studies (2021)
 Bachelor's degree (1 major, 1 minor) English and American Studies (2021)
 Bachelor's degree (2 majors) English and American Studies (2021)
 Bachelor's degree (1 major) Functional Materials (2021)
 Bachelor's degree (1 major) Computer Science and Sustainability (2021)
 Bachelor's degree (2 majors) Comparative Indo-European Linguistics (2021)
 Bachelor's degree (1 major) Food Chemistry (2021)
 Bachelor's degree (1 major) Quantum Technology (2021)
 Bachelor's degree (2 majors) Special Education (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) Human-Computer Systems (2022)
 Bachelor's degree (1 major, 1 minor) Museology and material culture (2022)
 Bachelor's degree (1 major) Biochemistry (2022)
 Bachelor's degree (1 major) Biology (2022)
 Bachelor's degree (1 major) Economathematics (2022)
 Bachelor's degree (1 major) Mathematical Data Science (2022)
 Bachelor's degree (1 major, 1 minor) East Asia (Minor, 2022)
 Bachelor's degree (1 major) Artificial Intelligence and Data Science (2022)
 Bachelor's degree (2 majors) Ancient Near Eastern Archaeology (2022)
 Bachelor's degree (1 major, 1 minor) Ancient World (2022)
 Bachelor's degree (2 majors) Ancient Near Eastern Studies (2022)
 Bachelor's degree (1 major) Franco-German studies: language, culture, digital competence (2022)
 Bachelor's degree (1 major) European Law (2023)
 Bachelor's degree (1 major, 1 minor) English and American Studies (2023)
 Bachelor's degree (2 majors) English and American Studies (2023)
 Bachelor's degree (1 major) Artificial Intelligence and Data Science (2023)
 Bachelor's degree (1 major) Mathematics (2023)
 Bachelor's degree (1 major) Business Information Systems (2023)
 Bachelor's degree (1 major) Economathematics (2023)
 Bachelor's degree (1 major, 1 minor) History of Medieval and Modern Art (2023)
 Bachelor's degree (2 majors) History of Medieval and Modern Art (2023)
 Bachelor's degree (2 majors) Special Education (2023)
 Bachelor's degree (1 major) Business Management and Economics (2023)
 Bachelor's degree (1 major) Geography (2023)
 Bachelor's degree (2 majors) Geography (2023)
 Bachelor's degree (1 major, 1 minor) Geography (2023)
 Bachelor's degree (2 majors) European Ethnology/Empiric Cultural Studies (2023)
 Bachelor's degree (1 major) Mathematical Physics (2024)
 Bachelor's degree (2 majors) German Language and Literature (2024)
 Bachelor's degree (1 major, 1 minor) German Language and Literature (2024)
 Bachelor's degree (1 major) Music Education (2024)
 Bachelor's degree (2 majors) Music Education (2024)
 Bachelor's degree (1 major, 1 minor) Music Education (2024)

Bachelor's degree (1 major) Indology/South Asian Studies (2024)
 Bachelor's degree (2 majors) Indology/South Asian Studies (2024)
 Bachelor's degree (1 major, 1 minor) Indology/South Asian Studies (2024)
 Bachelor's degree (1 major, 1 minor) Ancient World (2024)
 Bachelor's degree (2 majors) Digital Humanities (2024)
 Bachelor's degree (1 major, 1 minor) Digital Humanities (2024)
 Bachelor's degree (1 major) Midwifery (2024)
 Bachelor's degree (2 majors) Greek Philology (2024)
 Bachelor's degree (2 majors) Latin Philology (2024)
 Bachelor's degree (1 major) Business Information Systems (2024)
 Bachelor's degree (1 major) Economathematics (2024)
 Bachelor's degree (1 major) Business Management and Economics (2024)
 Bachelor's degree (1 major) Artificial Intelligence and Data Science (2024)
 Bachelor's degree (1 major) Human-Computer-Interaction (2024)
 Bachelor's degree (2 majors) Art Education (2024)
 Bachelor's degree (1 major) Digital Business & Data Science (2024)
 Bachelor's degree (1 major) Classics (2024)
 Bachelor's degree (1 major) Diversity, Ethics and Religions (2024)
 Bachelor's degree (1 major) Functional Materials (2025)
 Bachelor's degree (1 major) (2025)
 Bachelor's degree (1 major) Food Chemistry (2025)
 Bachelor's degree (1 major, 1 minor) European Ethnology/Empiric Cultural Studies (2025)
 Bachelor's degree (1 major) Pedagogy (2025)
 Bachelor's degree (2 majors) Pedagogy (2025)
 Bachelor's degree (1 major) Economathematics (2025)
 Bachelor's degree (1 major) Academic Speech Therapy (2025)
 Bachelor's degree (1 major, 1 minor) Pedagogy (2025)
 Bachelor's degree (1 major) Games Engineering (2025)
 Bachelor's degree (2 majors) Sport Science (Focus on health and Pedagogics in Movement) (2025)
 Bachelor's degree (1 major) Aerospace Computer Science (2025)
 Bachelor's degree (1 major, 1 minor) German Language and Literature (2025)
 Bachelor's degree (1 major) Computer Science (2025)
 Bachelor's degree (2 majors) German Language and Literature (2025)
 Bachelor's degree (1 major) Computer Science and Sustainability (2025)

Module title		Abbreviation
Modern Chinese Basics 2		04-MC60-SB2-222-m01
Module coordinator		Module offered by
holder of the Chair of Contemporary Chinese Studies		Institute of East and South Asian Cultural Studies
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	04-MC60-SB1
Duration	Module level	Other prerequisites
1 semester	undergraduate	--
Contents		
The knowledge already acquired is expanded and deepened. Orthography is intensively trained with an expanded vocabulary. The vocabulary and sentence structures learned are transferred to further contexts in oral exercises. Oral translation exercises serve to consolidate and expand active language use. The vocabulary is expanded to approx. 600 words.		
Intended learning outcomes		
German intended learning outcomes available but not translated yet.		
Eine sichere orthographische Kompetenz im Rahmen des bekannten Wortschatzes wird erreicht. Die aktive Nutzung bekannter Sprachstrukturen und erschlossenen Wortschatzes wird zunehmend selbständig angewendet.		
Courses (type, number of weekly contact hours, language — if other than German)		
Ü (3) Module taught in: German and Chinese		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)		
written examination (approx. 45 minutes; 75%) and oral examination of one candidate each (approx. 5 minutes; 25%) Language of assessment: German and Chinese creditable for bonus		
Allocation of places		
--		
Additional information		
--		
Workload		
150 h		
Teaching cycle		
--		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
--		
Module appears in		
Bachelor's degree (1 major) Biology (2011) Bachelor's degree (1 major) Chemistry (2010) Bachelor's degree (1 major) Psychology (2010) Bachelor's degree (1 major, 1 minor) Pedagogy (2013) Bachelor's degree (1 major, 1 minor) Political and Social Studies (2013) Bachelor's degree (1 major, 1 minor) Russian Language and Culture (2008) Bachelor's degree (2 majors) Special Education (2009) Magister Theologiae Catholic Theology (2013) Bachelor's degree (2 majors) English and American Studies (2009)		
Bachelor's with 1 major Business Information Systems (2024)	JMU Würzburg • generated 18-Jun-2025 • exam. reg. data record Bachelor (180 ECTS) Wirtschaftsinformatik - 2024	page 29 / 369

Bachelor's degree (2 majors) German Language and Literature (2013)
 Bachelor's degree (1 major) Chemistry (2015)
 Bachelor's degree (1 major) Geography (2015)
 Bachelor's degree (1 major) Mathematics (2015)
 Bachelor's degree (1 major) Musicology (2015)
 Bachelor's degree (1 major) Physics (2015)
 Bachelor's degree (1 major) Psychology (2015)
 Bachelor's degree (1 major) Business Management and Economics (2015)
 Bachelor's degree (1 major) Nanostructure Technology (2015)
 Bachelor's degree (1 major) Business Information Systems (2015)
 Bachelor's degree (1 major) Music Education (2015)
 Bachelor's degree (1 major) Computational Mathematics (2015)
 Bachelor's degree (1 major) Political and Social Studies (2015)
 Bachelor's degree (1 major) Functional Materials (2015)
 Bachelor's degree (1 major) Academic Speech Therapy (2015)
 Bachelor's degree (1 major) Indology/South Asian Studies (2015)
 Bachelor's degree (1 major, 1 minor) Egyptology (2015)
 Bachelor's degree (1 major, 1 minor) Pedagogy (2015)
 Bachelor's degree (1 major, 1 minor) History (2015)
 Bachelor's degree (1 major, 1 minor) Musicology (2015)
 Bachelor's degree (1 major, 1 minor) Philosophy (2015)
 Bachelor's degree (1 major, 1 minor) Pre- and Protohistoric Archaeology (2015)
 Bachelor's degree (1 major, 1 minor) Ancient World (2015)
 Bachelor's degree (1 major, 1 minor) Philosophy and Religion (2015)
 Bachelor's degree (1 major, 1 minor) Theological Studies (2015)
 Bachelor's degree (1 major, 1 minor) Political and Social Studies (2015)
 Bachelor's degree (1 major, 1 minor) Russian Language and Culture (2015)
 Bachelor's degree (1 major, 1 minor) German Language and Literature (2015)
 Bachelor's degree (2 majors) Egyptology (2015)
 Bachelor's degree (2 majors) Pedagogy (2015)
 Bachelor's degree (2 majors) Protestant Theology (2015)
 Bachelor's degree (2 majors) Musicology (2015)
 Bachelor's degree (2 majors) Philosophy (2015)
 Bachelor's degree (2 majors) Special Education (2015)
 Bachelor's degree (2 majors) Pre- and Protohistoric Archaeology (2015)
 Bachelor's degree (2 majors) Latin Philology (2015)
 Bachelor's degree (2 majors) Music Education (2015)
 Bachelor's degree (2 majors) Philosophy and Religion (2015)
 Bachelor's degree (2 majors) Theological Studies (2015)
 Bachelor's degree (2 majors) Political and Social Studies (2015)
 Bachelor's degree (2 majors) Russian Language and Culture (2015)
 Bachelor's degree (2 majors) Greek Philology (2015)
 Bachelor's degree (2 majors) European Ethnology (2015)
 Bachelor's degree (2 majors) Indology/South Asian Studies (2015)
 Bachelor's degree (2 majors) Geography (2015)
 Bachelor's degree (2 majors) French Studies (2015)
 Bachelor's degree (2 majors) History (2015)
 Bachelor's degree (2 majors) Sport Science (Focus on health and Pedagogics in Movement) (2015)
 Bachelor's degree (2 majors) German Language and Literature (2015)
 Bachelor's degree (1 major) Mathematical Physics (2016)
 Bachelor's degree (1 major, 1 minor) French Studies (2016)
 Bachelor's degree (2 majors) French Studies (2016)
 Bachelor's degree (1 major, 1 minor) Italian Studies (2016)

Bachelor's degree (2 majors) Italian Studies (2016)
 Bachelor's degree (1 major, 1 minor) Spanish Studies (2016)
 Bachelor's degree (2 majors) Spanish Studies (2016)
 Bachelor's degree (1 major) Romanic Languages (French/Italian) (2016)
 Bachelor's degree (1 major) Romanic Languages (French/Spanish) (2016)
 Bachelor's degree (1 major) Romanic Languages (Italian/Spanish) (2016)
 Bachelor's degree (1 major) Business Information Systems (2016)
 Bachelor's degree (1 major) Games Engineering (2016)
 Bachelor's degree (1 major, 1 minor) English and American Studies (2016)
 Bachelor's degree (2 majors) English and American Studies (2016)
 Bachelor's degree (1 major) Media Communication (2016)
 Bachelor's degree (1 major) Food Chemistry (2016)
 Bachelor's degree (1 major, 1 minor) Digital Humanities (2016)
 Bachelor's degree (1 major) Biology (2017)
 Bachelor's degree (1 major, 1 minor) Geography (2017)
 Bachelor's degree (1 major, 1 minor) History of Medieval and Modern Art (2017)
 Bachelor's degree (2 majors) History of Medieval and Modern Art (2017)
 Bachelor's degree (2 majors) Comparative Indo-European Linguistics (2017)
 Bachelor's degree (1 major) Aerospace Computer Science (2017)
 Bachelor's degree (1 major) Biochemistry (2017)
 Bachelor's degree (1 major) Chemistry (2017)
 Bachelor's degree (1 major, 1 minor) Museology and material culture (2017)
 Bachelor's degree (1 major) Economathematics (2017)
 Bachelor's degree (1 major) Games Engineering (2017)
 Bachelor's degree (1 major) Computer Science (2017)
 Bachelor's degree (1 major) Media Communication (2018)
 Bachelor's degree (1 major) Biomedicine (2018)
 Bachelor's degree (1 major) Human-Computer Systems (2018)
 Bachelor's degree (2 majors) Classical Archaeology (2018)
 Bachelor's degree (1 major, 1 minor) Classical Archaeology (2018)
 Bachelor's degree (1 major, 1 minor) Digital Humanities (2018)
 Bachelor's degree (2 majors) Digital Humanities (2018)
 Bachelor's degree (1 major) Computer Science (2019)
 Bachelor's degree (1 major, 1 minor) English and American Studies (2019)
 Bachelor's degree (1 major) Indology/South Asian Studies (2019)
 Bachelor's degree (1 major) Business Information Systems (2019)
 Bachelor's degree (2 majors) Indology/South Asian Studies (2019)
 Bachelor's degree (1 major) Business Management and Economics (2019)
 Bachelor's degree (1 major) Modern China (2019)
 Bachelor's degree (1 major) Biomedicine (2020)
 Bachelor's degree (1 major) Pedagogy (2020)
 Bachelor's degree (1 major) Political and Social Studies (2020)
 Bachelor's degree (1 major) Business Information Systems (2020)
 Bachelor's degree (1 major, 1 minor) Political and Social Studies (2020)
 Bachelor's degree (2 majors) European Ethnology (2020)
 Bachelor's degree (2 majors) Political and Social Studies (2020)
 Bachelor's degree (2 majors) Special Education (2020)
 Bachelor's degree (1 major) Physics (2020)
 Bachelor's degree (1 major) Nanostructure Technology (2020)
 Bachelor's degree (1 major) Mathematical Physics (2020)
 Bachelor's degree (1 major) Aerospace Computer Science (2020)
 Bachelor's degree (1 major, 1 minor) Museology and material culture (2020)
 Bachelor's degree (1 major, 1 minor) Pedagogy (2020)

Bachelor's degree (2 majors) Pedagogy (2020)
 Bachelor's degree (1 major) Psychology (2020)
 Bachelor's degree (1 major) Biology (2021)
 Magister Theologiae Catholic Theology (2021)
 Bachelor's degree (2 majors) History (2021)
 Bachelor's degree (1 major, 1 minor) History (2021)
 Bachelor's degree (1 major) Media Communication (2021)
 Bachelor's degree (2 majors) Theological Studies (2021)
 Bachelor's degree (1 major, 1 minor) Theological Studies (2021)
 Bachelor's degree (1 major, 1 minor) English and American Studies (2021)
 Bachelor's degree (2 majors) English and American Studies (2021)
 Bachelor's degree (1 major) Functional Materials (2021)
 Bachelor's degree (1 major) Computer Science and Sustainability (2021)
 Bachelor's degree (2 majors) Comparative Indo-European Linguistics (2021)
 Bachelor's degree (1 major) Food Chemistry (2021)
 Bachelor's degree (1 major) Quantum Technology (2021)
 Bachelor's degree (2 majors) Special Education (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) Human-Computer Systems (2022)
 Bachelor's degree (1 major, 1 minor) Museology and material culture (2022)
 Bachelor's degree (1 major) Biochemistry (2022)
 Bachelor's degree (1 major) Biology (2022)
 Bachelor's degree (1 major) Econometrics (2022)
 Bachelor's degree (1 major) Mathematical Data Science (2022)
 Bachelor's degree (1 major, 1 minor) East Asia (Minor, 2022)
 Bachelor's degree (1 major) Artificial Intelligence and Data Science (2022)
 Bachelor's degree (2 majors) Ancient Near Eastern Archaeology (2022)
 Bachelor's degree (1 major, 1 minor) Ancient World (2022)
 Bachelor's degree (2 majors) Ancient Near Eastern Studies (2022)
 Bachelor's degree (1 major) Franco-German studies: language, culture, digital competence (2022)
 Bachelor's degree (1 major) European Law (2023)
 Bachelor's degree (1 major, 1 minor) English and American Studies (2023)
 Bachelor's degree (2 majors) English and American Studies (2023)
 Bachelor's degree (1 major) Artificial Intelligence and Data Science (2023)
 Bachelor's degree (1 major) Mathematics (2023)
 Bachelor's degree (1 major) Business Information Systems (2023)
 Bachelor's degree (1 major) Econometrics (2023)
 Bachelor's degree (1 major, 1 minor) History of Medieval and Modern Art (2023)
 Bachelor's degree (2 majors) History of Medieval and Modern Art (2023)
 Bachelor's degree (2 majors) Special Education (2023)
 Bachelor's degree (1 major) Business Management and Economics (2023)
 Bachelor's degree (1 major) Geography (2023)
 Bachelor's degree (2 majors) Geography (2023)
 Bachelor's degree (1 major, 1 minor) Geography (2023)
 Bachelor's degree (2 majors) European Ethnology/Empiric Cultural Studies (2023)
 Bachelor's degree (1 major) Mathematical Physics (2024)
 Bachelor's degree (2 majors) German Language and Literature (2024)
 Bachelor's degree (1 major, 1 minor) German Language and Literature (2024)
 Bachelor's degree (1 major) Music Education (2024)
 Bachelor's degree (2 majors) Music Education (2024)
 Bachelor's degree (1 major, 1 minor) Music Education (2024)

Bachelor's degree (1 major) Indology/South Asian Studies (2024)
 Bachelor's degree (2 majors) Indology/South Asian Studies (2024)
 Bachelor's degree (1 major, 1 minor) Indology/South Asian Studies (2024)
 Bachelor's degree (1 major, 1 minor) Ancient World (2024)
 Bachelor's degree (2 majors) Digital Humanities (2024)
 Bachelor's degree (1 major, 1 minor) Digital Humanities (2024)
 Bachelor's degree (1 major) Midwifery (2024)
 Bachelor's degree (2 majors) Greek Philology (2024)
 Bachelor's degree (2 majors) Latin Philology (2024)
 Bachelor's degree (1 major) Business Information Systems (2024)
 Bachelor's degree (1 major) Economathematics (2024)
 Bachelor's degree (1 major) Business Management and Economics (2024)
 Bachelor's degree (1 major) Artificial Intelligence and Data Science (2024)
 Bachelor's degree (1 major) Human-Computer-Interaction (2024)
 Bachelor's degree (2 majors) Art Education (2024)
 Bachelor's degree (1 major) Digital Business & Data Science (2024)
 Bachelor's degree (1 major) Classics (2024)
 Bachelor's degree (1 major) Diversity, Ethics and Religions (2024)
 Bachelor's degree (1 major) Functional Materials (2025)
 Bachelor's degree (1 major) (2025)
 Bachelor's degree (1 major) Food Chemistry (2025)
 Bachelor's degree (1 major, 1 minor) European Ethnology/Empiric Cultural Studies (2025)
 Bachelor's degree (1 major) Pedagogy (2025)
 Bachelor's degree (2 majors) Pedagogy (2025)
 Bachelor's degree (1 major) Economathematics (2025)
 Bachelor's degree (1 major) Academic Speech Therapy (2025)
 Bachelor's degree (1 major, 1 minor) Pedagogy (2025)
 Bachelor's degree (1 major) Games Engineering (2025)
 Bachelor's degree (2 majors) Sport Science (Focus on health and Pedagogics in Movement) (2025)
 Bachelor's degree (1 major) Aerospace Computer Science (2025)
 Bachelor's degree (1 major, 1 minor) German Language and Literature (2025)
 Bachelor's degree (1 major) Computer Science (2025)
 Bachelor's degree (2 majors) German Language and Literature (2025)
 Bachelor's degree (1 major) Computer Science and Sustainability (2025)

Module title		Abbreviation
Modern Chinese Basics 3		04-MC60-SB3-222-m01
Module coordinator		Module offered by
holder of the Chair of Contemporary Chinese Studies		Institute of East and South Asian Cultural Studies
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	04-MC60-SB2
Duration	Module level	Other prerequisites
1 semester	undergraduate	--
Contents		
German contents available but not translated yet.		
Die Sprachausbildung wird mit dem etablierten Lehrmaterial fortgesetzt. Neuer chinesischer Wortschatz wird mittels Umschreibungen im Chinesischen eingeübt. Bisher erlernte grammatikalische Phänomene werden systematisierend zusammengefasst und eingeübt. Der Wortschatz wird auf ca. 800 Worte erweitert.		
Intended learning outcomes		
German intended learning outcomes available but not translated yet.		
Die Studierenden sind in der Lage sich in einfachen, routinemäßigen Situation selbständig zu verständigen, in denen es um einen einfachen und direkten Austausch von Informationen über vertraute Dinge geht. Die Grundlagen der Grammatik werden systematisch verstanden.		
Courses (type, number of weekly contact hours, language — if other than German)		
Ü (3) Module taught in: Chinese		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)		
written examination (approx. 45 minutes; 75%) and oral examination of one candidate each (approx. 5 minutes; 25%) Language of assessment: Chinese creditable for bonus		
Allocation of places		
--		
Additional information		
--		
Workload		
150 h		
Teaching cycle		
--		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
--		
Module appears in		
Bachelor's degree (1 major) Biology (2011) Bachelor's degree (1 major) Chemistry (2010) Bachelor's degree (1 major) Psychology (2010) Bachelor's degree (1 major, 1 minor) Pedagogy (2013) Bachelor's degree (1 major, 1 minor) Political and Social Studies (2013) Bachelor's degree (1 major, 1 minor) Russian Language and Culture (2008) Bachelor's degree (2 majors) Special Education (2009) Magister Theologiae Catholic Theology (2013)		
Bachelor's with 1 major Business Information Systems (2024)	JMU Würzburg • generated 18-Jun-2025 • exam. reg. data record Bachelor (180 ECTS) Wirtschaftsinformatik - 2024	page 34 / 369

Bachelor's degree (2 majors) English and American Studies (2009)
 Bachelor's degree (2 majors) German Language and Literature (2013)
 Bachelor's degree (1 major) Chemistry (2015)
 Bachelor's degree (1 major) Geography (2015)
 Bachelor's degree (1 major) Mathematics (2015)
 Bachelor's degree (1 major) Musicology (2015)
 Bachelor's degree (1 major) Physics (2015)
 Bachelor's degree (1 major) Psychology (2015)
 Bachelor's degree (1 major) Business Management and Economics (2015)
 Bachelor's degree (1 major) Nanostructure Technology (2015)
 Bachelor's degree (1 major) Business Information Systems (2015)
 Bachelor's degree (1 major) Music Education (2015)
 Bachelor's degree (1 major) Computational Mathematics (2015)
 Bachelor's degree (1 major) Political and Social Studies (2015)
 Bachelor's degree (1 major) Functional Materials (2015)
 Bachelor's degree (1 major) Academic Speech Therapy (2015)
 Bachelor's degree (1 major) Indology/South Asian Studies (2015)
 Bachelor's degree (1 major, 1 minor) Egyptology (2015)
 Bachelor's degree (1 major, 1 minor) Pedagogy (2015)
 Bachelor's degree (1 major, 1 minor) History (2015)
 Bachelor's degree (1 major, 1 minor) Musicology (2015)
 Bachelor's degree (1 major, 1 minor) Philosophy (2015)
 Bachelor's degree (1 major, 1 minor) Pre- and Protohistoric Archaeology (2015)
 Bachelor's degree (1 major, 1 minor) Ancient World (2015)
 Bachelor's degree (1 major, 1 minor) Philosophy and Religion (2015)
 Bachelor's degree (1 major, 1 minor) Theological Studies (2015)
 Bachelor's degree (1 major, 1 minor) Political and Social Studies (2015)
 Bachelor's degree (1 major, 1 minor) Russian Language and Culture (2015)
 Bachelor's degree (1 major, 1 minor) German Language and Literature (2015)
 Bachelor's degree (2 majors) Egyptology (2015)
 Bachelor's degree (2 majors) Pedagogy (2015)
 Bachelor's degree (2 majors) Protestant Theology (2015)
 Bachelor's degree (2 majors) Musicology (2015)
 Bachelor's degree (2 majors) Philosophy (2015)
 Bachelor's degree (2 majors) Special Education (2015)
 Bachelor's degree (2 majors) Pre- and Protohistoric Archaeology (2015)
 Bachelor's degree (2 majors) Latin Philology (2015)
 Bachelor's degree (2 majors) Music Education (2015)
 Bachelor's degree (2 majors) Philosophy and Religion (2015)
 Bachelor's degree (2 majors) Theological Studies (2015)
 Bachelor's degree (2 majors) Political and Social Studies (2015)
 Bachelor's degree (2 majors) Russian Language and Culture (2015)
 Bachelor's degree (2 majors) Greek Philology (2015)
 Bachelor's degree (2 majors) European Ethnology (2015)
 Bachelor's degree (2 majors) Indology/South Asian Studies (2015)
 Bachelor's degree (2 majors) Geography (2015)
 Bachelor's degree (2 majors) French Studies (2015)
 Bachelor's degree (2 majors) History (2015)
 Bachelor's degree (2 majors) Sport Science (Focus on health and Pedagogics in Movement) (2015)
 Bachelor's degree (2 majors) German Language and Literature (2015)
 Bachelor's degree (1 major) Mathematical Physics (2016)
 Bachelor's degree (1 major, 1 minor) French Studies (2016)
 Bachelor's degree (2 majors) French Studies (2016)

Bachelor's degree (1 major, 1 minor) Italian Studies (2016)
 Bachelor's degree (2 majors) Italian Studies (2016)
 Bachelor's degree (1 major, 1 minor) Spanish Studies (2016)
 Bachelor's degree (2 majors) Spanish Studies (2016)
 Bachelor's degree (1 major) Romanic Languages (French/Italian) (2016)
 Bachelor's degree (1 major) Romanic Languages (French/Spanish) (2016)
 Bachelor's degree (1 major) Romanic Languages (Italian/Spanish) (2016)
 Bachelor's degree (1 major) Business Information Systems (2016)
 Bachelor's degree (1 major) Games Engineering (2016)
 Bachelor's degree (1 major, 1 minor) English and American Studies (2016)
 Bachelor's degree (2 majors) English and American Studies (2016)
 Bachelor's degree (1 major) Media Communication (2016)
 Bachelor's degree (1 major) Food Chemistry (2016)
 Bachelor's degree (1 major, 1 minor) Digital Humanities (2016)
 Bachelor's degree (1 major) Biology (2017)
 Bachelor's degree (1 major, 1 minor) Geography (2017)
 Bachelor's degree (1 major, 1 minor) History of Medieval and Modern Art (2017)
 Bachelor's degree (2 majors) History of Medieval and Modern Art (2017)
 Bachelor's degree (2 majors) Comparative Indo-European Linguistics (2017)
 Bachelor's degree (1 major) Aerospace Computer Science (2017)
 Bachelor's degree (1 major) Biochemistry (2017)
 Bachelor's degree (1 major) Chemistry (2017)
 Bachelor's degree (1 major, 1 minor) Museology and material culture (2017)
 Bachelor's degree (1 major) Econometrics (2017)
 Bachelor's degree (1 major) Games Engineering (2017)
 Bachelor's degree (1 major) Computer Science (2017)
 Bachelor's degree (1 major) Media Communication (2018)
 Bachelor's degree (1 major) Biomedicine (2018)
 Bachelor's degree (1 major) Human-Computer Systems (2018)
 Bachelor's degree (2 majors) Classical Archaeology (2018)
 Bachelor's degree (1 major, 1 minor) Classical Archaeology (2018)
 Bachelor's degree (1 major, 1 minor) Digital Humanities (2018)
 Bachelor's degree (2 majors) Digital Humanities (2018)
 Bachelor's degree (1 major) Computer Science (2019)
 Bachelor's degree (1 major, 1 minor) English and American Studies (2019)
 Bachelor's degree (1 major) Indology/South Asian Studies (2019)
 Bachelor's degree (1 major) Business Information Systems (2019)
 Bachelor's degree (2 majors) Indology/South Asian Studies (2019)
 Bachelor's degree (1 major) Business Management and Economics (2019)
 Bachelor's degree (1 major) Modern China (2019)
 Bachelor's degree (1 major) Biomedicine (2020)
 Bachelor's degree (1 major) Pedagogy (2020)
 Bachelor's degree (1 major) Political and Social Studies (2020)
 Bachelor's degree (1 major) Business Information Systems (2020)
 Bachelor's degree (1 major, 1 minor) Political and Social Studies (2020)
 Bachelor's degree (2 majors) European Ethnology (2020)
 Bachelor's degree (2 majors) Political and Social Studies (2020)
 Bachelor's degree (2 majors) Special Education (2020)
 Bachelor's degree (1 major) Physics (2020)
 Bachelor's degree (1 major) Nanostructure Technology (2020)
 Bachelor's degree (1 major) Mathematical Physics (2020)
 Bachelor's degree (1 major) Aerospace Computer Science (2020)
 Bachelor's degree (1 major, 1 minor) Museology and material culture (2020)

Bachelor's degree (1 major, 1 minor) Pedagogy (2020)
 Bachelor's degree (2 majors) Pedagogy (2020)
 Bachelor's degree (1 major) Psychology (2020)
 Bachelor's degree (1 major) Biology (2021)
 Magister Theologiae Catholic Theology (2021)
 Bachelor's degree (2 majors) History (2021)
 Bachelor's degree (1 major, 1 minor) History (2021)
 Bachelor's degree (1 major) Media Communication (2021)
 Bachelor's degree (2 majors) Theological Studies (2021)
 Bachelor's degree (1 major, 1 minor) Theological Studies (2021)
 Bachelor's degree (1 major, 1 minor) English and American Studies (2021)
 Bachelor's degree (2 majors) English and American Studies (2021)
 Bachelor's degree (1 major) Functional Materials (2021)
 Bachelor's degree (1 major) Computer Science and Sustainability (2021)
 Bachelor's degree (2 majors) Comparative Indo-European Linguistics (2021)
 Bachelor's degree (1 major) Food Chemistry (2021)
 Bachelor's degree (1 major) Quantum Technology (2021)
 Bachelor's degree (2 majors) Special Education (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) Human-Computer Systems (2022)
 Bachelor's degree (1 major, 1 minor) Museology and material culture (2022)
 Bachelor's degree (1 major) Biochemistry (2022)
 Bachelor's degree (1 major) Biology (2022)
 Bachelor's degree (1 major) Econometrics (2022)
 Bachelor's degree (1 major) Mathematical Data Science (2022)
 Bachelor's degree (1 major, 1 minor) East Asia (Minor, 2022)
 Bachelor's degree (1 major) Artificial Intelligence and Data Science (2022)
 Bachelor's degree (2 majors) Ancient Near Eastern Archaeology (2022)
 Bachelor's degree (1 major, 1 minor) Ancient World (2022)
 Bachelor's degree (2 majors) Ancient Near Eastern Studies (2022)
 Bachelor's degree (1 major) Franco-German studies: language, culture, digital competence (2022)
 Bachelor's degree (1 major) European Law (2023)
 Bachelor's degree (1 major, 1 minor) English and American Studies (2023)
 Bachelor's degree (2 majors) English and American Studies (2023)
 Bachelor's degree (1 major) Artificial Intelligence and Data Science (2023)
 Bachelor's degree (1 major) Mathematics (2023)
 Bachelor's degree (1 major) Business Information Systems (2023)
 Bachelor's degree (1 major) Econometrics (2023)
 Bachelor's degree (1 major, 1 minor) History of Medieval and Modern Art (2023)
 Bachelor's degree (2 majors) History of Medieval and Modern Art (2023)
 Bachelor's degree (2 majors) Special Education (2023)
 Bachelor's degree (1 major) Business Management and Economics (2023)
 Bachelor's degree (1 major) Geography (2023)
 Bachelor's degree (2 majors) Geography (2023)
 Bachelor's degree (1 major, 1 minor) Geography (2023)
 Bachelor's degree (2 majors) European Ethnology/Empiric Cultural Studies (2023)
 Bachelor's degree (1 major) Mathematical Physics (2024)
 Bachelor's degree (2 majors) German Language and Literature (2024)
 Bachelor's degree (1 major, 1 minor) German Language and Literature (2024)
 Bachelor's degree (1 major) Music Education (2024)
 Bachelor's degree (2 majors) Music Education (2024)

Bachelor's degree (1 major, 1 minor) Music Education (2024)
 Bachelor's degree (1 major) Indology/South Asian Studies (2024)
 Bachelor's degree (2 majors) Indology/South Asian Studies (2024)
 Bachelor's degree (1 major, 1 minor) Indology/South Asian Studies (2024)
 Bachelor's degree (1 major, 1 minor) Ancient World (2024)
 Bachelor's degree (2 majors) Digital Humanities (2024)
 Bachelor's degree (1 major, 1 minor) Digital Humanities (2024)
 Bachelor's degree (1 major) Midwifery (2024)
 Bachelor's degree (2 majors) Greek Philology (2024)
 Bachelor's degree (2 majors) Latin Philology (2024)
 Bachelor's degree (1 major) Business Information Systems (2024)
 Bachelor's degree (1 major) Economathematics (2024)
 Bachelor's degree (1 major) Business Management and Economics (2024)
 Bachelor's degree (1 major) Artificial Intelligence and Data Science (2024)
 Bachelor's degree (1 major) Human-Computer-Interaction (2024)
 Bachelor's degree (2 majors) Art Education (2024)
 Bachelor's degree (1 major) Digital Business & Data Science (2024)
 Bachelor's degree (1 major) Classics (2024)
 Bachelor's degree (1 major) Diversity, Ethics and Religions (2024)
 Bachelor's degree (1 major) Functional Materials (2025)
 Bachelor's degree (1 major) (2025)
 Bachelor's degree (1 major) Food Chemistry (2025)
 Bachelor's degree (1 major, 1 minor) European Ethnology/Empiric Cultural Studies (2025)
 Bachelor's degree (1 major) Pedagogy (2025)
 Bachelor's degree (2 majors) Pedagogy (2025)
 Bachelor's degree (1 major) Economathematics (2025)
 Bachelor's degree (1 major) Academic Speech Therapy (2025)
 Bachelor's degree (1 major, 1 minor) Pedagogy (2025)
 Bachelor's degree (1 major) Games Engineering (2025)
 Bachelor's degree (2 majors) Sport Science (Focus on health and Pedagogics in Movement) (2025)
 Bachelor's degree (1 major) Aerospace Computer Science (2025)
 Bachelor's degree (1 major, 1 minor) German Language and Literature (2025)
 Bachelor's degree (1 major) Computer Science (2025)
 Bachelor's degree (2 majors) German Language and Literature (2025)
 Bachelor's degree (1 major) Computer Science and Sustainability (2025)

Module title		Abbreviation
Chinese Intensification 1		04-MC60-SB4-222-m01
Module coordinator		Module offered by
holder of the Chair of Contemporary Chinese Studies		Institute of East and South Asian Cultural Studies
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	undergraduate	May not be combined with modules 04-MC60-SB6 through 8.
Contents		
German contents available but not translated yet.		
Neben der Erweiterung des Wortschatzes steht die Beherrschung weiterer grammatischer Strukturen im Fokus. Das aktive Sprechen wird themenbezogen in routinemäßigen Situationen eingeübt.		
Intended learning outcomes		
German intended learning outcomes available but not translated yet.		
Die Studierenden können Texte mit Hilfsmitteln eigenständig erschließen. Sie können sich mündlich und im direkten Austausch von Informationen über vertraute und geläufige Dinge ausdrücken.		
Courses (type, number of weekly contact hours, language — if other than German)		
Ü (3) Module taught in: Chinese		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)		
oral examination of one candidate each (approx. 15 minutes) Language of assessment: Chinese creditable for bonus		
Allocation of places		
--		
Additional information		
--		
Workload		
150 h		
Teaching cycle		
--		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
--		
Module appears in		
Bachelor's degree (1 major) Biology (2011) Bachelor's degree (1 major) Chemistry (2010) Bachelor's degree (1 major) Psychology (2010) Bachelor's degree (1 major, 1 minor) Pedagogy (2013) Bachelor's degree (1 major, 1 minor) Political and Social Studies (2013) Bachelor's degree (1 major, 1 minor) Russian Language and Culture (2008) Bachelor's degree (2 majors) Special Education (2009) Magister Theologiae Catholic Theology (2013) Bachelor's degree (2 majors) English and American Studies (2009) Bachelor's degree (2 majors) German Language and Literature (2013)		

Bachelor's degree (1 major) Chemistry (2015)
 Bachelor's degree (1 major) Geography (2015)
 Bachelor's degree (1 major) Mathematics (2015)
 Bachelor's degree (1 major) Musicology (2015)
 Bachelor's degree (1 major) Physics (2015)
 Bachelor's degree (1 major) Psychology (2015)
 Bachelor's degree (1 major) Business Management and Economics (2015)
 Bachelor's degree (1 major) Nanostructure Technology (2015)
 Bachelor's degree (1 major) Business Information Systems (2015)
 Bachelor's degree (1 major) Music Education (2015)
 Bachelor's degree (1 major) Computational Mathematics (2015)
 Bachelor's degree (1 major) Political and Social Studies (2015)
 Bachelor's degree (1 major) Functional Materials (2015)
 Bachelor's degree (1 major) Academic Speech Therapy (2015)
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 Bachelor's degree (1 major, 1 minor) Pedagogy (2015)
 Bachelor's degree (1 major, 1 minor) History (2015)
 Bachelor's degree (1 major, 1 minor) Musicology (2015)
 Bachelor's degree (1 major, 1 minor) Philosophy (2015)
 Bachelor's degree (1 major, 1 minor) Pre- and Protohistoric Archaeology (2015)
 Bachelor's degree (1 major, 1 minor) Ancient World (2015)
 Bachelor's degree (1 major, 1 minor) Philosophy and Religion (2015)
 Bachelor's degree (1 major, 1 minor) Theological Studies (2015)
 Bachelor's degree (1 major, 1 minor) Political and Social Studies (2015)
 Bachelor's degree (1 major, 1 minor) Russian Language and Culture (2015)
 Bachelor's degree (1 major, 1 minor) German Language and Literature (2015)
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 Bachelor's degree (2 majors) Pedagogy (2015)
 Bachelor's degree (2 majors) Protestant Theology (2015)
 Bachelor's degree (2 majors) Musicology (2015)
 Bachelor's degree (2 majors) Philosophy (2015)
 Bachelor's degree (2 majors) Special Education (2015)
 Bachelor's degree (2 majors) Pre- and Protohistoric Archaeology (2015)
 Bachelor's degree (2 majors) Latin Philology (2015)
 Bachelor's degree (2 majors) Music Education (2015)
 Bachelor's degree (2 majors) Philosophy and Religion (2015)
 Bachelor's degree (2 majors) Theological Studies (2015)
 Bachelor's degree (2 majors) Political and Social Studies (2015)
 Bachelor's degree (2 majors) Russian Language and Culture (2015)
 Bachelor's degree (2 majors) Greek Philology (2015)
 Bachelor's degree (2 majors) European Ethnology (2015)
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 Bachelor's degree (2 majors) Geography (2015)
 Bachelor's degree (2 majors) French Studies (2015)
 Bachelor's degree (2 majors) History (2015)
 Bachelor's degree (2 majors) Sport Science (Focus on health and Pedagogics in Movement) (2015)
 Bachelor's degree (2 majors) German Language and Literature (2015)
 Bachelor's degree (1 major) Mathematical Physics (2016)
 Bachelor's degree (1 major, 1 minor) French Studies (2016)
 Bachelor's degree (2 majors) French Studies (2016)
 Bachelor's degree (1 major, 1 minor) Italian Studies (2016)
 Bachelor's degree (2 majors) Italian Studies (2016)

Bachelor's degree (1 major, 1 minor) Spanish Studies (2016)
 Bachelor's degree (2 majors) Spanish Studies (2016)
 Bachelor's degree (1 major) Romanic Languages (French/Italian) (2016)
 Bachelor's degree (1 major) Romanic Languages (French/Spanish) (2016)
 Bachelor's degree (1 major) Romanic Languages (Italian/Spanish) (2016)
 Bachelor's degree (1 major) Business Information Systems (2016)
 Bachelor's degree (1 major) Games Engineering (2016)
 Bachelor's degree (1 major, 1 minor) English and American Studies (2016)
 Bachelor's degree (2 majors) English and American Studies (2016)
 Bachelor's degree (1 major) Media Communication (2016)
 Bachelor's degree (1 major) Food Chemistry (2016)
 Bachelor's degree (1 major, 1 minor) Digital Humanities (2016)
 Bachelor's degree (1 major) Biology (2017)
 Bachelor's degree (1 major, 1 minor) Geography (2017)
 Bachelor's degree (1 major, 1 minor) History of Medieval and Modern Art (2017)
 Bachelor's degree (2 majors) History of Medieval and Modern Art (2017)
 Bachelor's degree (2 majors) Comparative Indo-European Linguistics (2017)
 Bachelor's degree (1 major) Aerospace Computer Science (2017)
 Bachelor's degree (1 major) Biochemistry (2017)
 Bachelor's degree (1 major) Chemistry (2017)
 Bachelor's degree (1 major, 1 minor) Museology and material culture (2017)
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 Bachelor's degree (1 major) Media Communication (2018)
 Bachelor's degree (1 major) Biomedicine (2018)
 Bachelor's degree (1 major) Human-Computer Systems (2018)
 Bachelor's degree (2 majors) Classical Archaeology (2018)
 Bachelor's degree (1 major, 1 minor) Classical Archaeology (2018)
 Bachelor's degree (1 major, 1 minor) Digital Humanities (2018)
 Bachelor's degree (2 majors) Digital Humanities (2018)
 Bachelor's degree (1 major) Computer Science (2019)
 Bachelor's degree (1 major, 1 minor) English and American Studies (2019)
 Bachelor's degree (1 major) Indology/South Asian Studies (2019)
 Bachelor's degree (1 major) Business Information Systems (2019)
 Bachelor's degree (2 majors) Indology/South Asian Studies (2019)
 Bachelor's degree (1 major) Business Management and Economics (2019)
 Bachelor's degree (1 major) Modern China (2019)
 Bachelor's degree (1 major) Biomedicine (2020)
 Bachelor's degree (1 major) Pedagogy (2020)
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 Bachelor's degree (1 major) Business Information Systems (2020)
 Bachelor's degree (1 major, 1 minor) Political and Social Studies (2020)
 Bachelor's degree (2 majors) European Ethnology (2020)
 Bachelor's degree (2 majors) Political and Social Studies (2020)
 Bachelor's degree (2 majors) Special Education (2020)
 Bachelor's degree (1 major) Physics (2020)
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 Bachelor's degree (1 major) Mathematical Physics (2020)
 Bachelor's degree (1 major) Aerospace Computer Science (2020)
 Bachelor's degree (1 major, 1 minor) Museology and material culture (2020)
 Bachelor's degree (1 major, 1 minor) Pedagogy (2020)
 Bachelor's degree (2 majors) Pedagogy (2020)

Bachelor's degree (1 major) Psychology (2020)
 Bachelor's degree (1 major) Biology (2021)
 Magister Theologiae Catholic Theology (2021)
 Bachelor's degree (2 majors) History (2021)
 Bachelor's degree (1 major, 1 minor) History (2021)
 Bachelor's degree (1 major) Media Communication (2021)
 Bachelor's degree (2 majors) Theological Studies (2021)
 Bachelor's degree (1 major, 1 minor) Theological Studies (2021)
 Bachelor's degree (1 major, 1 minor) English and American Studies (2021)
 Bachelor's degree (2 majors) English and American Studies (2021)
 Bachelor's degree (1 major) Functional Materials (2021)
 Bachelor's degree (1 major) Computer Science and Sustainability (2021)
 Bachelor's degree (2 majors) Comparative Indo-European Linguistics (2021)
 Bachelor's degree (1 major) Food Chemistry (2021)
 Bachelor's degree (1 major) Quantum Technology (2021)
 Bachelor's degree (2 majors) Special Education (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) Human-Computer Systems (2022)
 Bachelor's degree (1 major, 1 minor) Museology and material culture (2022)
 Bachelor's degree (1 major) Biochemistry (2022)
 Bachelor's degree (1 major) Biology (2022)
 Bachelor's degree (1 major) Econometrics (2022)
 Bachelor's degree (1 major) Mathematical Data Science (2022)
 Bachelor's degree (1 major, 1 minor) East Asia (Minor, 2022)
 Bachelor's degree (1 major) Artificial Intelligence and Data Science (2022)
 Bachelor's degree (2 majors) Ancient Near Eastern Archaeology (2022)
 Bachelor's degree (1 major, 1 minor) Ancient World (2022)
 Bachelor's degree (2 majors) Ancient Near Eastern Studies (2022)
 Bachelor's degree (1 major) Franco-German studies: language, culture, digital competence (2022)
 Bachelor's degree (1 major) European Law (2023)
 Bachelor's degree (1 major, 1 minor) English and American Studies (2023)
 Bachelor's degree (2 majors) English and American Studies (2023)
 Bachelor's degree (1 major) Artificial Intelligence and Data Science (2023)
 Bachelor's degree (1 major) Mathematics (2023)
 Bachelor's degree (1 major) Business Information Systems (2023)
 Bachelor's degree (1 major) Econometrics (2023)
 Bachelor's degree (1 major, 1 minor) History of Medieval and Modern Art (2023)
 Bachelor's degree (2 majors) History of Medieval and Modern Art (2023)
 Bachelor's degree (2 majors) Special Education (2023)
 Bachelor's degree (1 major) Business Management and Economics (2023)
 Bachelor's degree (1 major) Geography (2023)
 Bachelor's degree (2 majors) Geography (2023)
 Bachelor's degree (1 major, 1 minor) Geography (2023)
 Bachelor's degree (2 majors) European Ethnology/Empirical Cultural Studies (2023)
 Bachelor's degree (1 major) Mathematical Physics (2024)
 Bachelor's degree (2 majors) German Language and Literature (2024)
 Bachelor's degree (1 major, 1 minor) German Language and Literature (2024)
 Bachelor's degree (1 major) Music Education (2024)
 Bachelor's degree (2 majors) Music Education (2024)
 Bachelor's degree (1 major, 1 minor) Music Education (2024)
 Bachelor's degree (1 major) Indology/South Asian Studies (2024)

Bachelor's degree (2 majors) Indology/South Asian Studies (2024)
 Bachelor's degree (1 major, 1 minor) Indology/South Asian Studies (2024)
 Bachelor's degree (1 major, 1 minor) Ancient World (2024)
 Bachelor's degree (2 majors) Digital Humanities (2024)
 Bachelor's degree (1 major, 1 minor) Digital Humanities (2024)
 Bachelor's degree (1 major) Midwifery (2024)
 Bachelor's degree (2 majors) Greek Philology (2024)
 Bachelor's degree (2 majors) Latin Philology (2024)
 Bachelor's degree (1 major) Business Information Systems (2024)
 Bachelor's degree (1 major) Economathematics (2024)
 Bachelor's degree (1 major) Business Management and Economics (2024)
 Bachelor's degree (1 major) Artificial Intelligence and Data Science (2024)
 Bachelor's degree (1 major) Human-Computer-Interaction (2024)
 Bachelor's degree (2 majors) Art Education (2024)
 Bachelor's degree (1 major) Digital Business & Data Science (2024)
 Bachelor's degree (1 major) Classics (2024)
 Bachelor's degree (1 major) Diversity, Ethics and Religions (2024)
 Bachelor's degree (1 major) Functional Materials (2025)
 Bachelor's degree (1 major) (2025)
 Bachelor's degree (1 major) Food Chemistry (2025)
 Bachelor's degree (1 major, 1 minor) European Ethnology/Empiric Cultural Studies (2025)
 Bachelor's degree (1 major) Pedagogy (2025)
 Bachelor's degree (2 majors) Pedagogy (2025)
 Bachelor's degree (1 major) Economathematics (2025)
 Bachelor's degree (1 major) Academic Speech Therapy (2025)
 Bachelor's degree (1 major, 1 minor) Pedagogy (2025)
 Bachelor's degree (1 major) Games Engineering (2025)
 Bachelor's degree (2 majors) Sport Science (Focus on health and Pedagogics in Movement) (2025)
 Bachelor's degree (1 major) Aerospace Computer Science (2025)
 Bachelor's degree (1 major, 1 minor) German Language and Literature (2025)
 Bachelor's degree (1 major) Computer Science (2025)
 Bachelor's degree (2 majors) German Language and Literature (2025)
 Bachelor's degree (1 major) Computer Science and Sustainability (2025)

Module title		Abbreviation
Chinese Intensification 2		04-MC60-SB5-172-m01
Module coordinator		Module offered by
holder of the Chair of Contemporary Chinese Studies		Institute of East and South Asian Cultural Studies
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	undergraduate	May not be combined with modules 04-MC60-SB6 through 8.
Contents		
In the 4th language semester in Wuerzburg, language training is intensified, leading to independent reading of texts at the intermediate to higher basic level. Oral training is continued in the first independent presentations with simple topics.		
Intended learning outcomes		
Deepened understanding of grammatical phenomena and independent reading and free oral articulation of prepared topics.		
Courses (type, number of weekly contact hours, language — if other than German)		
Ü (3) Module taught in: Chinese		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)		
written examination (approx. 60 minutes) Language of assessment: Chinese creditable for bonus		
Allocation of places		
--		
Additional information		
--		
Workload		
150 h		
Teaching cycle		
--		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
--		
Module appears in		
Bachelor's degree (1 major) Biology (2011) Bachelor's degree (1 major) Chemistry (2010) Bachelor's degree (1 major) Psychology (2010) Bachelor's degree (1 major, 1 minor) Pedagogy (2013) Bachelor's degree (1 major, 1 minor) Political and Social Studies (2013) Bachelor's degree (1 major, 1 minor) Russian Language and Culture (2008) Bachelor's degree (2 majors) Special Education (2009) Magister Theologiae Catholic Theology (2013) Bachelor's degree (2 majors) English and American Studies (2009) Bachelor's degree (2 majors) German Language and Literature (2013) Bachelor's degree (1 major) Chemistry (2015) Bachelor's degree (1 major) Geography (2015) Bachelor's degree (1 major) Mathematics (2015)		
Bachelor's with 1 major Business Information Systems (2024)	JMU Würzburg • generated 18-Jun-2025 • exam. reg. data record Bachelor (180 ECTS) Wirtschaftsinformatik - 2024	page 44 / 369

Bachelor's degree (1 major) Musicology (2015)
 Bachelor's degree (1 major) Physics (2015)
 Bachelor's degree (1 major) Psychology (2015)
 Bachelor's degree (1 major) Business Management and Economics (2015)
 Bachelor's degree (1 major) Nanostructure Technology (2015)
 Bachelor's degree (1 major) Business Information Systems (2015)
 Bachelor's degree (1 major) Music Education (2015)
 Bachelor's degree (1 major) Computational Mathematics (2015)
 Bachelor's degree (1 major) Political and Social Studies (2015)
 Bachelor's degree (1 major) Functional Materials (2015)
 Bachelor's degree (1 major) Academic Speech Therapy (2015)
 Bachelor's degree (1 major) Indology/South Asian Studies (2015)
 Bachelor's degree (1 major, 1 minor) Egyptology (2015)
 Bachelor's degree (1 major, 1 minor) Pedagogy (2015)
 Bachelor's degree (1 major, 1 minor) History (2015)
 Bachelor's degree (1 major, 1 minor) Musicology (2015)
 Bachelor's degree (1 major, 1 minor) Philosophy (2015)
 Bachelor's degree (1 major, 1 minor) Pre- and Protohistoric Archaeology (2015)
 Bachelor's degree (1 major, 1 minor) Ancient World (2015)
 Bachelor's degree (1 major, 1 minor) Philosophy and Religion (2015)
 Bachelor's degree (1 major, 1 minor) Theological Studies (2015)
 Bachelor's degree (1 major, 1 minor) Political and Social Studies (2015)
 Bachelor's degree (1 major, 1 minor) Russian Language and Culture (2015)
 Bachelor's degree (1 major, 1 minor) German Language and Literature (2015)
 Bachelor's degree (2 majors) Egyptology (2015)
 Bachelor's degree (2 majors) Pedagogy (2015)
 Bachelor's degree (2 majors) Protestant Theology (2015)
 Bachelor's degree (2 majors) Musicology (2015)
 Bachelor's degree (2 majors) Philosophy (2015)
 Bachelor's degree (2 majors) Special Education (2015)
 Bachelor's degree (2 majors) Pre- and Protohistoric Archaeology (2015)
 Bachelor's degree (2 majors) Latin Philology (2015)
 Bachelor's degree (2 majors) Music Education (2015)
 Bachelor's degree (2 majors) Philosophy and Religion (2015)
 Bachelor's degree (2 majors) Theological Studies (2015)
 Bachelor's degree (2 majors) Political and Social Studies (2015)
 Bachelor's degree (2 majors) Russian Language and Culture (2015)
 Bachelor's degree (2 majors) Greek Philology (2015)
 Bachelor's degree (2 majors) European Ethnology (2015)
 Bachelor's degree (2 majors) Indology/South Asian Studies (2015)
 Bachelor's degree (2 majors) Geography (2015)
 Bachelor's degree (2 majors) French Studies (2015)
 Bachelor's degree (2 majors) History (2015)
 Bachelor's degree (2 majors) Sport Science (Focus on health and Pedagogics in Movement) (2015)
 Bachelor's degree (2 majors) German Language and Literature (2015)
 Bachelor's degree (1 major) Mathematical Physics (2016)
 Bachelor's degree (1 major, 1 minor) French Studies (2016)
 Bachelor's degree (2 majors) French Studies (2016)
 Bachelor's degree (1 major, 1 minor) Italian Studies (2016)
 Bachelor's degree (2 majors) Italian Studies (2016)
 Bachelor's degree (1 major, 1 minor) Spanish Studies (2016)
 Bachelor's degree (2 majors) Spanish Studies (2016)
 Bachelor's degree (1 major) Romanic Languages (French/Italian) (2016)

Bachelor's degree (1 major) Romanic Languages (French/Spanish) (2016)
 Bachelor's degree (1 major) Romanic Languages (Italian/Spanish) (2016)
 Bachelor's degree (1 major) Business Information Systems (2016)
 Bachelor's degree (1 major) Games Engineering (2016)
 Bachelor's degree (1 major, 1 minor) English and American Studies (2016)
 Bachelor's degree (2 majors) English and American Studies (2016)
 Bachelor's degree (1 major) Media Communication (2016)
 Bachelor's degree (1 major) Food Chemistry (2016)
 Bachelor's degree (1 major, 1 minor) Digital Humanities (2016)
 Bachelor's degree (1 major) Biology (2017)
 Bachelor's degree (1 major, 1 minor) Geography (2017)
 Bachelor's degree (1 major, 1 minor) History of Medieval and Modern Art (2017)
 Bachelor's degree (2 majors) History of Medieval and Modern Art (2017)
 Bachelor's degree (2 majors) Comparative Indo-European Linguistics (2017)
 Bachelor's degree (1 major) Aerospace Computer Science (2017)
 Bachelor's degree (1 major, 1 minor) Modern China (Minor, 2017)
 Bachelor's degree (1 major) Biochemistry (2017)
 Bachelor's degree (1 major) Chemistry (2017)
 Bachelor's degree (1 major, 1 minor) Museology and material culture (2017)
 Bachelor's degree (1 major) Economathematics (2017)
 Bachelor's degree (1 major) Games Engineering (2017)
 Bachelor's degree (1 major) Computer Science (2017)
 Bachelor's degree (1 major) Media Communication (2018)
 Bachelor's degree (1 major) Biomedicine (2018)
 Bachelor's degree (1 major) Human-Computer Systems (2018)
 Bachelor's degree (2 majors) Classical Archaeology (2018)
 Bachelor's degree (1 major, 1 minor) Classical Archaeology (2018)
 Bachelor's degree (1 major, 1 minor) Digital Humanities (2018)
 Bachelor's degree (2 majors) Digital Humanities (2018)
 Bachelor's degree (1 major) Computer Science (2019)
 Bachelor's degree (1 major, 1 minor) English and American Studies (2019)
 Bachelor's degree (1 major) Indology/South Asian Studies (2019)
 Bachelor's degree (1 major, 1 minor) Modern China (Minor, 2019)
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 Bachelor's degree (2 majors) Indology/South Asian Studies (2019)
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 Bachelor's degree (1 major) Modern China (2019)
 Bachelor's degree (1 major) Biomedicine (2020)
 Bachelor's degree (1 major) Pedagogy (2020)
 Bachelor's degree (1 major) Political and Social Studies (2020)
 Bachelor's degree (1 major) Business Information Systems (2020)
 Bachelor's degree (1 major, 1 minor) Political and Social Studies (2020)
 Bachelor's degree (2 majors) European Ethnology (2020)
 Bachelor's degree (2 majors) Political and Social Studies (2020)
 Bachelor's degree (2 majors) Special Education (2020)
 Bachelor's degree (1 major) Physics (2020)
 Bachelor's degree (1 major) Nanostructure Technology (2020)
 Bachelor's degree (1 major) Mathematical Physics (2020)
 Bachelor's degree (1 major) Aerospace Computer Science (2020)
 Bachelor's degree (1 major, 1 minor) Museology and material culture (2020)
 Bachelor's degree (1 major, 1 minor) Pedagogy (2020)
 Bachelor's degree (2 majors) Pedagogy (2020)
 Bachelor's degree (1 major) Psychology (2020)

Bachelor's degree (1 major) Biology (2021)
 Magister Theologiae Catholic Theology (2021)
 Bachelor's degree (2 majors) History (2021)
 Bachelor's degree (1 major, 1 minor) History (2021)
 Bachelor's degree (1 major) Media Communication (2021)
 Bachelor's degree (2 majors) Theological Studies (2021)
 Bachelor's degree (1 major, 1 minor) Theological Studies (2021)
 Bachelor's degree (1 major, 1 minor) English and American Studies (2021)
 Bachelor's degree (2 majors) English and American Studies (2021)
 Bachelor's degree (1 major) Functional Materials (2021)
 Bachelor's degree (1 major) Computer Science and Sustainability (2021)
 Bachelor's degree (2 majors) Comparative Indo-European Linguistics (2021)
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 Bachelor's degree (1 major) Quantum Technology (2021)
 Bachelor's degree (2 majors) Special Education (2021)
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 Bachelor's degree (1 major) Econometrics (2021)
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 Bachelor's degree (1 major) Mathematical Data Science (2022)
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 Bachelor's degree (1 major, 1 minor) Ancient World (2022)
 Bachelor's degree (2 majors) Ancient Near Eastern Studies (2022)
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 Bachelor's degree (1 major) European Law (2023)
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 Bachelor's degree (1 major) Business Management and Economics (2023)
 Bachelor's degree (1 major) Geography (2023)
 Bachelor's degree (2 majors) Geography (2023)
 Bachelor's degree (1 major, 1 minor) Geography (2023)
 Bachelor's degree (2 majors) European Ethnology/Empirical Cultural Studies (2023)
 Bachelor's degree (1 major) Mathematical Physics (2024)
 Bachelor's degree (2 majors) German Language and Literature (2024)
 Bachelor's degree (1 major, 1 minor) German Language and Literature (2024)
 Bachelor's degree (1 major) Music Education (2024)
 Bachelor's degree (2 majors) Music Education (2024)
 Bachelor's degree (1 major, 1 minor) Music Education (2024)
 Bachelor's degree (1 major) Indology/South Asian Studies (2024)
 Bachelor's degree (2 majors) Indology/South Asian Studies (2024)

Bachelor's degree (1 major, 1 minor) Indology/South Asian Studies (2024)
 Bachelor's degree (1 major, 1 minor) Ancient World (2024)
 Bachelor's degree (2 majors) Digital Humanities (2024)
 Bachelor's degree (1 major, 1 minor) Digital Humanities (2024)
 Bachelor's degree (1 major) Midwifery (2024)
 Bachelor's degree (2 majors) Greek Philology (2024)
 Bachelor's degree (2 majors) Latin Philology (2024)
 Bachelor's degree (1 major) Business Information Systems (2024)
 Bachelor's degree (1 major) Economathematics (2024)
 Bachelor's degree (1 major) Business Management and Economics (2024)
 Bachelor's degree (1 major) Artificial Intelligence and Data Science (2024)
 Bachelor's degree (1 major) Human-Computer-Interaction (2024)
 Bachelor's degree (2 majors) Art Education (2024)
 Bachelor's degree (1 major) Digital Business & Data Science (2024)
 Bachelor's degree (1 major) Classics (2024)
 Bachelor's degree (1 major) Diversity, Ethics and Religions (2024)
 Bachelor's degree (1 major) Functional Materials (2025)
 Bachelor's degree (1 major) (2025)
 Bachelor's degree (1 major) Food Chemistry (2025)
 Bachelor's degree (1 major, 1 minor) European Ethnology/Empiric Cultural Studies (2025)
 Bachelor's degree (1 major) Pedagogy (2025)
 Bachelor's degree (2 majors) Pedagogy (2025)
 Bachelor's degree (1 major) Economathematics (2025)
 Bachelor's degree (1 major) Academic Speech Therapy (2025)
 Bachelor's degree (1 major, 1 minor) Pedagogy (2025)
 Bachelor's degree (1 major) Games Engineering (2025)
 Bachelor's degree (2 majors) Sport Science (Focus on health and Pedagogics in Movement) (2025)
 Bachelor's degree (1 major) Aerospace Computer Science (2025)
 Bachelor's degree (1 major, 1 minor) German Language and Literature (2025)
 Bachelor's degree (1 major) Computer Science (2025)
 Bachelor's degree (2 majors) German Language and Literature (2025)
 Bachelor's degree (1 major) Computer Science and Sustainability (2025)

Module title		Abbreviation
Chinese technical language 1		04-MC60-SB9-222-m01
Module coordinator		Module offered by
holder of the Chair of Contemporary Chinese Studies		Institute of East and South Asian Cultural Studies
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	undergraduate	--
Contents		
German contents available but not translated yet.		
Selbständige Erschließung und Präsentation von vorgegebenen Themenbereichen sowie freie Diskussion der erschlossenen inhaltlichen Felder. Weiterführende Lektüre zu den jeweiligen Themen anhand von mittelschweren Texten, die selbstständig bearbeitet werden. Beispiele für aktuelle Themenbereiche sind: Gesellschaftliche, politische und wirtschaftliche Phänomene des zeitgenössischen China.		
Intended learning outcomes		
German intended learning outcomes available but not translated yet.		
Mittelschwere Texte werden eigenständig erschlossen und in kommunikativen Übungen diskutiert. Die Studierenden sind in der Lage über Vorstellungen, Ziele und Ansichten begründet und kritisch darzulegen und zu diskutieren.		
Courses (type, number of weekly contact hours, language — if other than German)		
Ü (2) Module taught in: Chinese		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)		
oral examination of one candidate each (approx. 15 minutes) Language of assessment: Chinese creditable for bonus		
Allocation of places		
--		
Additional information		
--		
Workload		
150 h		
Teaching cycle		
--		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
--		
Module appears in		
Bachelor's degree (1 major) Business Information Systems (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 Information Systems (2020) Bachelor's degree (1 major) Business Information Systems (2021) Bachelor's degree (1 major, 1 minor) East Asia (Minor, 2022) Bachelor's degree (1 major) Business Information Systems (2023) Bachelor's degree (1 major) Business Management and Economics (2023)		
Bachelor's with 1 major Business Information Systems (2024)	JMU Würzburg • generated 18-Jun-2025 • exam. reg. data record Bachelor (180 ECTS) Wirtschaftsinformatik - 2024	page 49 / 369

Bachelor's degree (1 major) Business Information Systems (2024)
Bachelor's degree (1 major) Business Management and Economics (2024)
Bachelor's degree (1 major) Digital Business & Data Science (2024)

Module title		Abbreviation
Psychology of classic media		o6-MK-MedPsy1-212-m01
Module coordinator		Module offered by
holder of the Chair of Media Psychology		Institute of Human Computer Media
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	undergraduate	--
Contents		
Media psychology focuses on human experience and behavior in dealing with media. To this end, it develops theories and tests them in empirical studies. The module provides an introductory basic knowledge of the subject (such as classical media and mass media), the theories and findings as well as the methods of media psychology. The thematic focus is the introduction to: the subject, theories and findings of media psychology, fields of research and current problems of media psychology as well as media psychological methods.		
Intended learning outcomes		
Students are familiar with central concepts and methods of media psychology. They have a basic knowledge of the subject-specific questions and should understand the relevance and importance of a media psychological perspective as well as the relevance of questions in the field of the social sciences. Thus, a basis is provided for academic work as well as for acquiring practically relevant (vocationally oriented) media skills.		
Courses (type, number of weekly contact hours, language — if other than German)		
V (2)		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)		
a) written examination (approx. 50 minutes) or b) oral examination of one candidate each (approx. 20 minutes) or c) oral examination in groups (approx. 40 minutes) Language of assessment: German and/or English		
Allocation of places		
--		
Additional information		
--		
Workload		
150 h		
Teaching cycle		
--		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
--		
Module appears in		
Bachelor's degree (1 major) Biology (2011) Bachelor's degree (1 major) Chemistry (2010) Bachelor's degree (1 major) Psychology (2010) Bachelor's degree (1 major, 1 minor) Pedagogy (2013) Bachelor's degree (1 major, 1 minor) Political and Social Studies (2013) Bachelor's degree (1 major, 1 minor) Russian Language and Culture (2008) Bachelor's degree (2 majors) Special Education (2009) Magister Theologiae Catholic Theology (2013) Bachelor's degree (2 majors) English and American Studies (2009)		
Bachelor's with 1 major Business Information Systems (2024)	JMU Würzburg • generated 18-Jun-2025 • exam. reg. data record Bachelor (180 ECTS) Wirtschaftsinformatik - 2024	page 51 / 369

Bachelor's degree (2 majors) German Language and Literature (2013)
 Bachelor's degree (1 major) Chemistry (2015)
 Bachelor's degree (1 major) Geography (2015)
 Bachelor's degree (1 major) Mathematics (2015)
 Bachelor's degree (1 major) Musicology (2015)
 Bachelor's degree (1 major) Physics (2015)
 Bachelor's degree (1 major) Psychology (2015)
 Bachelor's degree (1 major) Business Management and Economics (2015)
 Bachelor's degree (1 major) Nanostructure Technology (2015)
 Bachelor's degree (1 major) Music Education (2015)
 Bachelor's degree (1 major) Computational Mathematics (2015)
 Bachelor's degree (1 major) Political and Social Studies (2015)
 Bachelor's degree (1 major) Functional Materials (2015)
 Bachelor's degree (1 major) Academic Speech Therapy (2015)
 Bachelor's degree (1 major) Indology/South Asian Studies (2015)
 Bachelor's degree (1 major, 1 minor) Egyptology (2015)
 Bachelor's degree (1 major, 1 minor) Pedagogy (2015)
 Bachelor's degree (1 major, 1 minor) History (2015)
 Bachelor's degree (1 major, 1 minor) Musicology (2015)
 Bachelor's degree (1 major, 1 minor) Philosophy (2015)
 Bachelor's degree (1 major, 1 minor) Pre- and Protohistoric Archaeology (2015)
 Bachelor's degree (1 major, 1 minor) Ancient World (2015)
 Bachelor's degree (1 major, 1 minor) Philosophy and Religion (2015)
 Bachelor's degree (1 major, 1 minor) Theological Studies (2015)
 Bachelor's degree (1 major, 1 minor) Political and Social Studies (2015)
 Bachelor's degree (1 major, 1 minor) Russian Language and Culture (2015)
 Bachelor's degree (1 major, 1 minor) German Language and Literature (2015)
 Bachelor's degree (2 majors) Egyptology (2015)
 Bachelor's degree (2 majors) Pedagogy (2015)
 Bachelor's degree (2 majors) Protestant Theology (2015)
 Bachelor's degree (2 majors) Musicology (2015)
 Bachelor's degree (2 majors) Philosophy (2015)
 Bachelor's degree (2 majors) Special Education (2015)
 Bachelor's degree (2 majors) Pre- and Protohistoric Archaeology (2015)
 Bachelor's degree (2 majors) Latin Philology (2015)
 Bachelor's degree (2 majors) Music Education (2015)
 Bachelor's degree (2 majors) Philosophy and Religion (2015)
 Bachelor's degree (2 majors) Theological Studies (2015)
 Bachelor's degree (2 majors) Political and Social Studies (2015)
 Bachelor's degree (2 majors) Russian Language and Culture (2015)
 Bachelor's degree (2 majors) Greek Philology (2015)
 Bachelor's degree (2 majors) European Ethnology (2015)
 Bachelor's degree (2 majors) Indology/South Asian Studies (2015)
 Bachelor's degree (2 majors) Geography (2015)
 Bachelor's degree (2 majors) French Studies (2015)
 Bachelor's degree (2 majors) History (2015)
 Bachelor's degree (2 majors) Sport Science (Focus on health and Pedagogics in Movement) (2015)
 Bachelor's degree (2 majors) German Language and Literature (2015)
 Bachelor's degree (1 major) Mathematical Physics (2016)
 Bachelor's degree (1 major, 1 minor) French Studies (2016)
 Bachelor's degree (2 majors) French Studies (2016)
 Bachelor's degree (1 major, 1 minor) Italian Studies (2016)
 Bachelor's degree (2 majors) Italian Studies (2016)

Bachelor's degree (1 major, 1 minor) Spanish Studies (2016)
 Bachelor's degree (2 majors) Spanish Studies (2016)
 Bachelor's degree (1 major) Romanic Languages (French/Italian) (2016)
 Bachelor's degree (1 major) Romanic Languages (French/Spanish) (2016)
 Bachelor's degree (1 major) Romanic Languages (Italian/Spanish) (2016)
 Bachelor's degree (1 major) Business Information Systems (2016)
 Bachelor's degree (1 major) Games Engineering (2016)
 Bachelor's degree (1 major, 1 minor) English and American Studies (2016)
 Bachelor's degree (2 majors) English and American Studies (2016)
 Bachelor's degree (1 major) Media Communication (2016)
 Bachelor's degree (1 major) Food Chemistry (2016)
 Bachelor's degree (1 major, 1 minor) Digital Humanities (2016)
 Bachelor's degree (1 major) Biology (2017)
 Bachelor's degree (1 major, 1 minor) Geography (2017)
 Bachelor's degree (1 major, 1 minor) History of Medieval and Modern Art (2017)
 Bachelor's degree (2 majors) History of Medieval and Modern Art (2017)
 Bachelor's degree (2 majors) Comparative Indo-European Linguistics (2017)
 Bachelor's degree (1 major) Aerospace Computer Science (2017)
 Bachelor's degree (1 major) Biochemistry (2017)
 Bachelor's degree (1 major) Chemistry (2017)
 Bachelor's degree (1 major, 1 minor) Museology and material culture (2017)
 Bachelor's degree (1 major) Econometrics (2017)
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 Bachelor's degree (1 major) Media Communication (2018)
 Bachelor's degree (1 major) Biomedicine (2018)
 Bachelor's degree (1 major) Human-Computer Systems (2018)
 Bachelor's degree (2 majors) Classical Archaeology (2018)
 Bachelor's degree (1 major, 1 minor) Classical Archaeology (2018)
 Bachelor's degree (1 major, 1 minor) Digital Humanities (2018)
 Bachelor's degree (2 majors) Digital Humanities (2018)
 Bachelor's degree (1 major) Computer Science (2019)
 Bachelor's degree (1 major, 1 minor) English and American Studies (2019)
 Bachelor's degree (1 major) Indology/South Asian Studies (2019)
 Bachelor's degree (1 major) Business Information Systems (2019)
 Bachelor's degree (2 majors) Indology/South Asian Studies (2019)
 Bachelor's degree (1 major) Business Management and Economics (2019)
 Bachelor's degree (1 major) Modern China (2019)
 Bachelor's degree (1 major) Biomedicine (2020)
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 Bachelor's degree (1 major) Political and Social Studies (2020)
 Bachelor's degree (1 major) Business Information Systems (2020)
 Bachelor's degree (1 major, 1 minor) Political and Social Studies (2020)
 Bachelor's degree (2 majors) European Ethnology (2020)
 Bachelor's degree (2 majors) Political and Social Studies (2020)
 Bachelor's degree (2 majors) Special Education (2020)
 Bachelor's degree (1 major) Physics (2020)
 Bachelor's degree (1 major) Nanostructure Technology (2020)
 Bachelor's degree (1 major) Mathematical Physics (2020)
 Bachelor's degree (1 major) Aerospace Computer Science (2020)
 Bachelor's degree (1 major, 1 minor) Museology and material culture (2020)
 Bachelor's degree (1 major, 1 minor) Pedagogy (2020)
 Bachelor's degree (2 majors) Pedagogy (2020)

Bachelor's degree (1 major) Psychology (2020)
 Bachelor's degree (1 major) Biology (2021)
 Magister Theologiae Catholic Theology (2021)
 Bachelor's degree (2 majors) History (2021)
 Bachelor's degree (1 major, 1 minor) History (2021)
 Bachelor's degree (1 major) Media Communication (2021)
 Bachelor's degree (2 majors) Theological Studies (2021)
 Bachelor's degree (1 major, 1 minor) Theological Studies (2021)
 Bachelor's degree (1 major, 1 minor) English and American Studies (2021)
 Bachelor's degree (2 majors) English and American Studies (2021)
 Bachelor's degree (1 major) Functional Materials (2021)
 Bachelor's degree (1 major) Computer Science and Sustainability (2021)
 Bachelor's degree (2 majors) Comparative Indo-European Linguistics (2021)
 Bachelor's degree (1 major) Food Chemistry (2021)
 Bachelor's degree (1 major) Quantum Technology (2021)
 Bachelor's degree (2 majors) Special Education (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) Human-Computer Systems (2022)
 Bachelor's degree (1 major, 1 minor) Museology and material culture (2022)
 Bachelor's degree (1 major) Biochemistry (2022)
 Bachelor's degree (1 major) Biology (2022)
 Bachelor's degree (1 major) Economathematics (2022)
 Bachelor's degree (1 major) Mathematical Data Science (2022)
 Bachelor's degree (1 major) Artificial Intelligence and Data Science (2022)
 Bachelor's degree (2 majors) Ancient Near Eastern Archaeology (2022)
 Bachelor's degree (1 major, 1 minor) Ancient World (2022)
 Bachelor's degree (2 majors) Ancient Near Eastern Studies (2022)
 Bachelor's degree (1 major) Franco-German studies: language, culture, digital competence (2022)
 Bachelor's degree (1 major) European Law (2023)
 Bachelor's degree (1 major, 1 minor) English and American Studies (2023)
 Bachelor's degree (2 majors) English and American Studies (2023)
 Bachelor's degree (1 major) Artificial Intelligence and Data Science (2023)
 Bachelor's degree (1 major) Mathematics (2023)
 Bachelor's degree (1 major) Business Information Systems (2023)
 Bachelor's degree (1 major) Economathematics (2023)
 Bachelor's degree (1 major, 1 minor) History of Medieval and Modern Art (2023)
 Bachelor's degree (2 majors) History of Medieval and Modern Art (2023)
 Bachelor's degree (2 majors) Special Education (2023)
 Bachelor's degree (1 major) Business Management and Economics (2023)
 Bachelor's degree (1 major) Geography (2023)
 Bachelor's degree (2 majors) Geography (2023)
 Bachelor's degree (1 major, 1 minor) Geography (2023)
 Bachelor's degree (2 majors) European Ethnology/Empiric Cultural Studies (2023)
 Bachelor's degree (1 major) Mathematical Physics (2024)
 Bachelor's degree (2 majors) German Language and Literature (2024)
 Bachelor's degree (1 major, 1 minor) German Language and Literature (2024)
 Bachelor's degree (1 major) Music Education (2024)
 Bachelor's degree (2 majors) Music Education (2024)
 Bachelor's degree (1 major, 1 minor) Music Education (2024)
 Bachelor's degree (1 major) Indology/South Asian Studies (2024)
 Bachelor's degree (2 majors) Indology/South Asian Studies (2024)

Bachelor's degree (1 major, 1 minor) Indology/South Asian Studies (2024)
 Bachelor's degree (1 major, 1 minor) Ancient World (2024)
 Bachelor's degree (2 majors) Digital Humanities (2024)
 Bachelor's degree (1 major, 1 minor) Digital Humanities (2024)
 Bachelor's degree (1 major) Midwifery (2024)
 Bachelor's degree (2 majors) Greek Philology (2024)
 Bachelor's degree (2 majors) Latin Philology (2024)
 Bachelor's degree (1 major) Business Information Systems (2024)
 Bachelor's degree (1 major) Economathematics (2024)
 Bachelor's degree (1 major) Business Management and Economics (2024)
 Bachelor's degree (1 major) Artificial Intelligence and Data Science (2024)
 Bachelor's degree (1 major) Human-Computer-Interaction (2024)
 Bachelor's degree (2 majors) Art Education (2024)
 Bachelor's degree (1 major) Digital Business & Data Science (2024)
 Bachelor's degree (1 major) Classics (2024)
 Bachelor's degree (1 major) Diversity, Ethics and Religions (2024)
 Bachelor's degree (1 major) Functional Materials (2025)
 Bachelor's degree (1 major) (2025)
 Bachelor's degree (1 major) Food Chemistry (2025)
 Bachelor's degree (1 major, 1 minor) European Ethnology/Empiric Cultural Studies (2025)
 Bachelor's degree (1 major) Pedagogy (2025)
 Bachelor's degree (2 majors) Pedagogy (2025)
 Bachelor's degree (1 major) Economathematics (2025)
 Bachelor's degree (1 major) Academic Speech Therapy (2025)
 Bachelor's degree (1 major, 1 minor) Pedagogy (2025)
 Bachelor's degree (1 major) Games Engineering (2025)
 Bachelor's degree (2 majors) Sport Science (Focus on health and Pedagogics in Movement) (2025)
 Bachelor's degree (1 major) Aerospace Computer Science (2025)
 Bachelor's degree (1 major, 1 minor) German Language and Literature (2025)
 Bachelor's degree (1 major) Computer Science (2025)
 Bachelor's degree (2 majors) German Language and Literature (2025)
 Bachelor's degree (1 major) Computer Science and Sustainability (2025)

Module title		Abbreviation
Moving picture communication		o6-MK-MedPsy2-212-mo1
Module coordinator		Module offered by
holder of the Chair of Media Psychology		Institute of Human Computer Media
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	undergraduate	--
Contents		
Moving picture communication deals with human communication through images and moving image media. For this purpose, theories and empirical findings are presented, and production and historical aspects are discussed. Studies of classical as well as new media are presented. Individual media, mass media, analogue and digital media will be discussed. The thematic focus is on theories and findings of media research on images and moving picture communication, fields of research and current problems of moving picture communication, as well as methods of their investigation.		
Intended learning outcomes		
Students have an insight into the different forms of moving picture communication. They know different formats and their effects from a theoretical and a practical perspective and can classify and evaluate them from a psychological perspective.		
Courses (type, number of weekly contact hours, language — if other than German)		
V (2)		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)		
a) written examination (approx. 50 minutes) or b) oral examination of one candidate each (approx. 20 minutes) or c) oral examination in groups (approx. 40 minutes) Language of assessment: German and/or English		
Allocation of places		
--		
Additional information		
--		
Workload		
150 h		
Teaching cycle		
--		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
--		
Module appears in		
Bachelor's degree (1 major) Biology (2011) Bachelor's degree (1 major) Chemistry (2010) Bachelor's degree (1 major) Psychology (2010) Bachelor's degree (1 major, 1 minor) Pedagogy (2013) Bachelor's degree (1 major, 1 minor) Political and Social Studies (2013) Bachelor's degree (1 major, 1 minor) Russian Language and Culture (2008) Bachelor's degree (2 majors) Special Education (2009) Magister Theologiae Catholic Theology (2013) Bachelor's degree (2 majors) English and American Studies (2009)		
Bachelor's with 1 major Business Information Systems (2024)	JMU Würzburg • generated 18-Jun-2025 • exam. reg. data record Bachelor (180 ECTS) Wirtschaftsinformatik - 2024	page 56 / 369

Bachelor's degree (2 majors) German Language and Literature (2013)
 Bachelor's degree (1 major) Chemistry (2015)
 Bachelor's degree (1 major) Geography (2015)
 Bachelor's degree (1 major) Mathematics (2015)
 Bachelor's degree (1 major) Musicology (2015)
 Bachelor's degree (1 major) Physics (2015)
 Bachelor's degree (1 major) Psychology (2015)
 Bachelor's degree (1 major) Business Management and Economics (2015)
 Bachelor's degree (1 major) Nanostructure Technology (2015)
 Bachelor's degree (1 major) Music Education (2015)
 Bachelor's degree (1 major) Computational Mathematics (2015)
 Bachelor's degree (1 major) Political and Social Studies (2015)
 Bachelor's degree (1 major) Functional Materials (2015)
 Bachelor's degree (1 major) Academic Speech Therapy (2015)
 Bachelor's degree (1 major) Indology/South Asian Studies (2015)
 Bachelor's degree (1 major, 1 minor) Egyptology (2015)
 Bachelor's degree (1 major, 1 minor) Pedagogy (2015)
 Bachelor's degree (1 major, 1 minor) History (2015)
 Bachelor's degree (1 major, 1 minor) Musicology (2015)
 Bachelor's degree (1 major, 1 minor) Philosophy (2015)
 Bachelor's degree (1 major, 1 minor) Pre- and Protohistoric Archaeology (2015)
 Bachelor's degree (1 major, 1 minor) Ancient World (2015)
 Bachelor's degree (1 major, 1 minor) Philosophy and Religion (2015)
 Bachelor's degree (1 major, 1 minor) Theological Studies (2015)
 Bachelor's degree (1 major, 1 minor) Political and Social Studies (2015)
 Bachelor's degree (1 major, 1 minor) Russian Language and Culture (2015)
 Bachelor's degree (1 major, 1 minor) German Language and Literature (2015)
 Bachelor's degree (2 majors) Egyptology (2015)
 Bachelor's degree (2 majors) Pedagogy (2015)
 Bachelor's degree (2 majors) Protestant Theology (2015)
 Bachelor's degree (2 majors) Musicology (2015)
 Bachelor's degree (2 majors) Philosophy (2015)
 Bachelor's degree (2 majors) Special Education (2015)
 Bachelor's degree (2 majors) Pre- and Protohistoric Archaeology (2015)
 Bachelor's degree (2 majors) Latin Philology (2015)
 Bachelor's degree (2 majors) Music Education (2015)
 Bachelor's degree (2 majors) Philosophy and Religion (2015)
 Bachelor's degree (2 majors) Theological Studies (2015)
 Bachelor's degree (2 majors) Political and Social Studies (2015)
 Bachelor's degree (2 majors) Russian Language and Culture (2015)
 Bachelor's degree (2 majors) Greek Philology (2015)
 Bachelor's degree (2 majors) European Ethnology (2015)
 Bachelor's degree (2 majors) Indology/South Asian Studies (2015)
 Bachelor's degree (2 majors) Geography (2015)
 Bachelor's degree (2 majors) French Studies (2015)
 Bachelor's degree (2 majors) History (2015)
 Bachelor's degree (2 majors) Sport Science (Focus on health and Pedagogics in Movement) (2015)
 Bachelor's degree (2 majors) German Language and Literature (2015)
 Bachelor's degree (1 major) Mathematical Physics (2016)
 Bachelor's degree (1 major, 1 minor) French Studies (2016)
 Bachelor's degree (2 majors) French Studies (2016)
 Bachelor's degree (1 major, 1 minor) Italian Studies (2016)
 Bachelor's degree (2 majors) Italian Studies (2016)

Bachelor's degree (1 major, 1 minor) Spanish Studies (2016)
 Bachelor's degree (2 majors) Spanish Studies (2016)
 Bachelor's degree (1 major) Romanic Languages (French/Italian) (2016)
 Bachelor's degree (1 major) Romanic Languages (French/Spanish) (2016)
 Bachelor's degree (1 major) Romanic Languages (Italian/Spanish) (2016)
 Bachelor's degree (1 major) Business Information Systems (2016)
 Bachelor's degree (1 major) Games Engineering (2016)
 Bachelor's degree (1 major, 1 minor) English and American Studies (2016)
 Bachelor's degree (2 majors) English and American Studies (2016)
 Bachelor's degree (1 major) Media Communication (2016)
 Bachelor's degree (1 major) Food Chemistry (2016)
 Bachelor's degree (1 major, 1 minor) Digital Humanities (2016)
 Bachelor's degree (1 major) Biology (2017)
 Bachelor's degree (1 major, 1 minor) Geography (2017)
 Bachelor's degree (1 major, 1 minor) History of Medieval and Modern Art (2017)
 Bachelor's degree (2 majors) History of Medieval and Modern Art (2017)
 Bachelor's degree (2 majors) Comparative Indo-European Linguistics (2017)
 Bachelor's degree (1 major) Aerospace Computer Science (2017)
 Bachelor's degree (1 major) Biochemistry (2017)
 Bachelor's degree (1 major) Chemistry (2017)
 Bachelor's degree (1 major, 1 minor) Museology and material culture (2017)
 Bachelor's degree (1 major) Econometrics (2017)
 Bachelor's degree (1 major) Games Engineering (2017)
 Bachelor's degree (1 major) Computer Science (2017)
 Bachelor's degree (1 major) Media Communication (2018)
 Bachelor's degree (1 major) Biomedicine (2018)
 Bachelor's degree (1 major) Human-Computer Systems (2018)
 Bachelor's degree (2 majors) Classical Archaeology (2018)
 Bachelor's degree (1 major, 1 minor) Classical Archaeology (2018)
 Bachelor's degree (1 major, 1 minor) Digital Humanities (2018)
 Bachelor's degree (2 majors) Digital Humanities (2018)
 Bachelor's degree (1 major) Computer Science (2019)
 Bachelor's degree (1 major, 1 minor) English and American Studies (2019)
 Bachelor's degree (1 major) Indology/South Asian Studies (2019)
 Bachelor's degree (1 major) Business Information Systems (2019)
 Bachelor's degree (2 majors) Indology/South Asian Studies (2019)
 Bachelor's degree (1 major) Business Management and Economics (2019)
 Bachelor's degree (1 major) Modern China (2019)
 Bachelor's degree (1 major) Biomedicine (2020)
 Bachelor's degree (1 major) Pedagogy (2020)
 Bachelor's degree (1 major) Political and Social Studies (2020)
 Bachelor's degree (1 major) Business Information Systems (2020)
 Bachelor's degree (1 major, 1 minor) Political and Social Studies (2020)
 Bachelor's degree (2 majors) European Ethnology (2020)
 Bachelor's degree (2 majors) Political and Social Studies (2020)
 Bachelor's degree (2 majors) Special Education (2020)
 Bachelor's degree (1 major) Physics (2020)
 Bachelor's degree (1 major) Nanostructure Technology (2020)
 Bachelor's degree (1 major) Mathematical Physics (2020)
 Bachelor's degree (1 major) Aerospace Computer Science (2020)
 Bachelor's degree (1 major, 1 minor) Museology and material culture (2020)
 Bachelor's degree (1 major, 1 minor) Pedagogy (2020)
 Bachelor's degree (2 majors) Pedagogy (2020)

Bachelor's degree (1 major) Psychology (2020)
 Bachelor's degree (1 major) Biology (2021)
 Magister Theologiae Catholic Theology (2021)
 Bachelor's degree (2 majors) History (2021)
 Bachelor's degree (1 major, 1 minor) History (2021)
 Bachelor's degree (1 major) Media Communication (2021)
 Bachelor's degree (2 majors) Theological Studies (2021)
 Bachelor's degree (1 major, 1 minor) Theological Studies (2021)
 Bachelor's degree (1 major, 1 minor) English and American Studies (2021)
 Bachelor's degree (2 majors) English and American Studies (2021)
 Bachelor's degree (1 major) Functional Materials (2021)
 Bachelor's degree (1 major) Computer Science and Sustainability (2021)
 Bachelor's degree (2 majors) Comparative Indo-European Linguistics (2021)
 Bachelor's degree (1 major) Food Chemistry (2021)
 Bachelor's degree (1 major) Quantum Technology (2021)
 Bachelor's degree (2 majors) Special Education (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) Human-Computer Systems (2022)
 Bachelor's degree (1 major, 1 minor) Museology and material culture (2022)
 Bachelor's degree (1 major) Biochemistry (2022)
 Bachelor's degree (1 major) Biology (2022)
 Bachelor's degree (1 major) Econometrics (2022)
 Bachelor's degree (1 major) Mathematical Data Science (2022)
 Bachelor's degree (1 major) Artificial Intelligence and Data Science (2022)
 Bachelor's degree (2 majors) Ancient Near Eastern Archaeology (2022)
 Bachelor's degree (1 major, 1 minor) Ancient World (2022)
 Bachelor's degree (2 majors) Ancient Near Eastern Studies (2022)
 Bachelor's degree (1 major) Franco-German studies: language, culture, digital competence (2022)
 Bachelor's degree (1 major) European Law (2023)
 Bachelor's degree (1 major, 1 minor) English and American Studies (2023)
 Bachelor's degree (2 majors) English and American Studies (2023)
 Bachelor's degree (1 major) Artificial Intelligence and Data Science (2023)
 Bachelor's degree (1 major) Mathematics (2023)
 Bachelor's degree (1 major) Business Information Systems (2023)
 Bachelor's degree (1 major) Econometrics (2023)
 Bachelor's degree (1 major, 1 minor) History of Medieval and Modern Art (2023)
 Bachelor's degree (2 majors) History of Medieval and Modern Art (2023)
 Bachelor's degree (2 majors) Special Education (2023)
 Bachelor's degree (1 major) Business Management and Economics (2023)
 Bachelor's degree (1 major) Geography (2023)
 Bachelor's degree (2 majors) Geography (2023)
 Bachelor's degree (1 major, 1 minor) Geography (2023)
 Bachelor's degree (2 majors) European Ethnology/Empirical Cultural Studies (2023)
 Bachelor's degree (1 major) Mathematical Physics (2024)
 Bachelor's degree (2 majors) German Language and Literature (2024)
 Bachelor's degree (1 major, 1 minor) German Language and Literature (2024)
 Bachelor's degree (1 major) Music Education (2024)
 Bachelor's degree (2 majors) Music Education (2024)
 Bachelor's degree (1 major, 1 minor) Music Education (2024)
 Bachelor's degree (1 major) Indology/South Asian Studies (2024)
 Bachelor's degree (2 majors) Indology/South Asian Studies (2024)

Bachelor's degree (1 major, 1 minor) Indology/South Asian Studies (2024)
 Bachelor's degree (1 major, 1 minor) Ancient World (2024)
 Bachelor's degree (2 majors) Digital Humanities (2024)
 Bachelor's degree (1 major, 1 minor) Digital Humanities (2024)
 Bachelor's degree (1 major) Midwifery (2024)
 Bachelor's degree (2 majors) Greek Philology (2024)
 Bachelor's degree (2 majors) Latin Philology (2024)
 Bachelor's degree (1 major) Business Information Systems (2024)
 Bachelor's degree (1 major) Economathematics (2024)
 Bachelor's degree (1 major) Business Management and Economics (2024)
 Bachelor's degree (1 major) Artificial Intelligence and Data Science (2024)
 Bachelor's degree (1 major) Human-Computer-Interaction (2024)
 Bachelor's degree (2 majors) Art Education (2024)
 Bachelor's degree (1 major) Digital Business & Data Science (2024)
 Bachelor's degree (1 major) Classics (2024)
 Bachelor's degree (1 major) Diversity, Ethics and Religions (2024)
 Bachelor's degree (1 major) Functional Materials (2025)
 Bachelor's degree (1 major) (2025)
 Bachelor's degree (1 major) Food Chemistry (2025)
 Bachelor's degree (1 major, 1 minor) European Ethnology/Empiric Cultural Studies (2025)
 Bachelor's degree (1 major) Pedagogy (2025)
 Bachelor's degree (2 majors) Pedagogy (2025)
 Bachelor's degree (1 major) Economathematics (2025)
 Bachelor's degree (1 major) Academic Speech Therapy (2025)
 Bachelor's degree (1 major, 1 minor) Pedagogy (2025)
 Bachelor's degree (1 major) Games Engineering (2025)
 Bachelor's degree (2 majors) Sport Science (Focus on health and Pedagogics in Movement) (2025)
 Bachelor's degree (1 major) Aerospace Computer Science (2025)
 Bachelor's degree (1 major, 1 minor) German Language and Literature (2025)
 Bachelor's degree (1 major) Computer Science (2025)
 Bachelor's degree (2 majors) German Language and Literature (2025)
 Bachelor's degree (1 major) Computer Science and Sustainability (2025)

Module title		Abbreviation
Foundations of Sociology		o6-PSS-BM-AS-192-m01
Module coordinator		Module offered by
holder of the Chair of Sociology and Sociological Theory		Chair of Sociology and Sociological Theory
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	undergraduate	--
Contents		
Overview of fundamental sociological terms, issues, topics and methods of analysis		
Intended learning outcomes		
Students will recognize the main conceptual tools and analytical schemas of sociology		
Courses (type, number of weekly contact hours, language — if other than German)		
V (2) + Ü (1) Module taught in: German and/or English		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)		
a) written examination (approx. 60 minutes) or b) written examination (approx. 90 minutes) or c) oral examination of one candidate each (approx. 30 minutes) or d) term paper (approx. 15 pages) Language of assessment: German and/or English		
Allocation of places		
50 places. There are no restrictions with regard to available places for students of the degree subjects Political and Social Studies (Bachelor's, 180, 120, 75, 60 ECTS credits) as well as Social Studies/Politics and Sociology (Unterrichtsfach (subject studied with a focus on the scientific discipline) teaching degree Grundschule, Unterrichtsfach teaching degree Mittelschule, Didaktikfach (subject studied with a focus on teaching methodology) Didaktik der Grundschule (Didactics for Grundschule), Didaktikfach Didaktiken einer Fächergruppe der Mittelschule (Didactics of a Group of Subjects of Mittelschule), vertieft studiertes Fach (subject studied with a focus on the scientific discipline) teaching degree Gymnasium). The number specified is the total number of places that will be allocated to students of other degree subjects in the SFB (list of modules) of which this module is listed. Should the number of applications exceed the number of available places, places will be allocated according to the number of subject semesters. Among applicants with the same number of subject semesters, places will be allocated by lot. A waiting list will be maintained and places re-allocated by lot as they become available.		
Additional information		
--		
Workload		
150 h		
Teaching cycle		
--		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
§ 22 II Nr. 1 h) § 32 I Nr. 1 c) § 56 I Nr. 2 § 81 I Nr. 2		
Module appears in		
Bachelor's degree (1 major) Political and Social Studies (2020) Bachelor's degree (1 major, 1 minor) Political and Social Studies (2020)		
Bachelor's with 1 major Business Information Systems (2024)	JMU Würzburg • generated 18-Jun-2025 • exam. reg. data record Bachelor (180 ECTS) Wirtschaftsinformatik - 2024	page 61 / 369

Bachelor's degree (1 major, 1 minor) Political and Social Studies (Minor, 2020)
 Bachelor's degree (2 majors) Political and Social Studies (2020)
 Bachelor's degree (1 major, 1 minor) Ethnomusicology (Minor, 2021)
 First state examination for the teaching degree Grundschule Political and Social Studies (2020)
 First state examination for the teaching degree Grundschule Didactics in Political and Social Studies (Primary School) (2020)
 First state examination for the teaching degree Sonderpädagogik Didactics in Political and Social Studies (Secondary School) (2020)
 First state examination for the teaching degree Mittelschule Didactics in Political and Social Studies (Secondary School) (2020)
 First state examination for the teaching degree Mittelschule Political and Social Studies (2020)
 First state examination for the teaching degree Gymnasium Political and Social Studies (2020)
 Bachelor's degree (1 major) Business Management and Economics (2021)
 exchange program Business Management and Economics (2022)
 Bachelor's degree (1 major) Business Management and Economics (2023)
 Bachelor's degree (1 major) Geography (2023)
 Bachelor's degree (1 major, 1 minor) Ethnomusicology (Minor, 2024)
 Bachelor's degree (1 major) Business Information Systems (2024)
 Bachelor's degree (1 major) Business Management and Economics (2024)
 Bachelor's degree (1 major) Digital Business & Data Science (2024)
 Bachelor's degree (1 major) Pedagogy (2025)

Module title			Abbreviation
International Relations			o6-PSS-BM-IB-192-mo1
Module coordinator		Module offered by	
holder of the Chair of Sociology and Sociological Theory		Professorship of European Studies and International Relations	
ECTS	Method of grading	Only after succ. compl. of module(s)	
5	numerical grade	--	
Duration	Module level	Other prerequisites	
1 semester	undergraduate	--	
Contents			
Basics, theories, and contemporary questions in International Relations.			
Intended learning outcomes			
The student has acquired the knowledge of International Relations' manifold theories. He/She is able to reflect the appropriate conceptual and theoretical capacity of their main issues; he/she is able to conduct a theoretical approach to the analysis of pivotal problem areas of world politics.			
Courses (type, number of weekly contact hours, language — if other than German)			
V (2) + Ü (1) Module taught in: German and/or English			
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)			
a) written examination (approx. 60 minutes) or b) written examination (approx. 90 minutes) or c) oral examination of one candidate each (approx. 30 minutes) or d) term paper (approx. 15 pages) Language of assessment: German and/or English			
Allocation of places			
50 places. There are no restrictions with regard to available places for students of the degree subjects Political and Social Studies (Bachelor's, 180, 120, 75, 60 ECTS credits) as well as Social Studies/Politics and Sociology (Unterrichtsfach (subject studied with a focus on the scientific discipline) teaching degree Grundschule, Unterrichtsfach teaching degree Mittelschule, Didaktikfach (subject studied with a focus on teaching methodology) Didaktik der Grundschule (Didactics for Grundschule), Didaktikfach Didaktiken einer Fächergruppe der Mittelschule (Didactics of a Group of Subjects of Mittelschule), vertieft studiertes Fach (subject studied with a focus on the scientific discipline) teaching degree Gymnasium). The number specified is the total number of places that will be allocated to students of other degree subjects in the SFB (list of modules) of which this module is listed. Should the number of applications exceed the number of available places, places will be allocated according to the number of subject semesters. Among applicants with the same number of subject semesters, places will be allocated by lot. A waiting list will be maintained and places re-allocated by lot as they become available.			
Additional information			
--			
Workload			
150 h			
Teaching cycle			
--			
Referred to in LPO I (examination regulations for teaching-degree programmes)			
§ 22 II Nr. 1 h) § 22 II Nr. 3 f) § 56 I Nr. 1 § 81 I Nr. 1			

Module appears in

Module studies (Bachelor) Orientierungsstudien (2020)
 Bachelor's degree (1 major) Political and Social Studies (2020)
 Bachelor's degree (1 major, 1 minor) Political and Social Studies (2020)
 Bachelor's degree (1 major, 1 minor) Political and Social Studies (Minor, 2020)
 Bachelor's degree (2 majors) Political and Social Studies (2020)
 First state examination for the teaching degree Grundschule Political and Social Studies (2020)
 First state examination for the teaching degree Grundschule Didactics in Political and Social Studies (Primary School) (2020)
 First state examination for the teaching degree Sonderpädagogik Didactics in Political and Social Studies (Secondary School) (2020)
 First state examination for the teaching degree Mittelschule Didactics in Political and Social Studies (Secondary School) (2020)
 First state examination for the teaching degree Mittelschule Political and Social Studies (2020)
 First state examination for the teaching degree Gymnasium Political and Social Studies (2020)
 Bachelor's degree (1 major) Business Management and Economics (2021)
 exchange program Business Management and Economics (2022)
 Bachelor's degree (1 major) Business Management and Economics (2023)
 Bachelor's degree (1 major) Geography (2023)
 Bachelor's degree (1 major) Business Information Systems (2024)
 Bachelor's degree (1 major) Business Management and Economics (2024)
 Bachelor's degree (1 major) Digital Business & Data Science (2024)

Module title			Abbreviation
Social Structure and Inequality			o6-PSS-BM-SpS-192-mo1
Module coordinator		Module offered by	
holder of the Professorship of Sociology and Qualitative Research		Professorship of Sociology and Qualitative Research	
ECTS	Method of grading	Only after succ. compl. of module(s)	
5	numerical grade	--	
Duration	Module level	Other prerequisites	
1 semester	undergraduate	--	
Contents			
Introduction to Social Structure Analysis			
Intended learning outcomes			
Students gain an insight into social structure analysis.			
Courses (type, number of weekly contact hours, language — if other than German)			
V (2) + Ü (1) Module taught in: German and/or English			
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)			
a) written examination (approx. 60 minutes) or b) written examination (approx. 90 minutes) or c) oral examination of one candidate each (approx. 30 minutes) or d) term paper (approx. 15 pages) Language of assessment: German and/or English			
Allocation of places			
50 places. There are no restrictions with regard to available places for students of the degree subjects Political and Social Studies (Bachelor's, 180, 120, 75, 60 ECTS credits) as well as Social Studies/Politics and Sociology (Unterrichtsfach (subject studied with a focus on the scientific discipline) teaching degree Grundschule, Unterrichtsfach teaching degree Mittelschule, Didaktikfach (subject studied with a focus on teaching methodology) Didaktik der Grundschule (Didactics for Grundschule), Didaktikfach Didaktiken einer Fächergruppe der Mittelschule (Didactics of a Group of Subjects of Mittelschule), vertieft studiertes Fach (subject studied with a focus on the scientific discipline) teaching degree Gymnasium). The number specified is the total number of places that will be allocated to students of other degree subjects in the SFB (list of modules) of which this module is listed. Should the number of applications exceed the number of available places, places will be allocated according to the number of subject semesters. Among applicants with the same number of subject semesters, places will be allocated by lot. A waiting list will be maintained and places re-allocated by lot as they become available.			
Additional information			
--			
Workload			
150 h			
Teaching cycle			
Teaching cycle: annually			
Referred to in LPO I (examination regulations for teaching-degree programmes)			
§ 22 II Nr. 1 h) § 56 I Nr. 2 § 81 I Nr. 2			
Module appears in			
Module studies (Bachelor) Orientierungsstudien (2020) Bachelor's degree (1 major) Political and Social Studies (2020)			
Bachelor's with 1 major Business Information Systems (2024)		JMU Würzburg • generated 18-Jun-2025 • exam. reg. data record Bachelor (180 ECTS) Wirtschaftsinformatik - 2024	page 65 / 369

Bachelor's degree (1 major, 1 minor) Political and Social Studies (2020)
 Bachelor's degree (1 major, 1 minor) Political and Social Studies (Minor, 2020)
 Bachelor's degree (2 majors) Political and Social Studies (2020)
 Bachelor's degree (1 major, 1 minor) Ethnomusicology (Minor, 2021)
 First state examination for the teaching degree Grundschule Political and Social Studies (2020)
 First state examination for the teaching degree Grundschule Didactics in Political and Social Studies (Primary School) (2020)
 First state examination for the teaching degree Sonderpädagogik Didactics in Political and Social Studies (Secondary School) (2020)
 First state examination for the teaching degree Mittelschule Didactics in Political and Social Studies (Secondary School) (2020)
 First state examination for the teaching degree Mittelschule Political and Social Studies (2020)
 First state examination for the teaching degree Gymnasium Political and Social Studies (2020)
 Bachelor's degree (1 major) Business Management and Economics (2021)
 exchange program Business Management and Economics (2022)
 Bachelor's degree (1 major) Business Management and Economics (2023)
 Bachelor's degree (1 major) Geography (2023)
 Bachelor's degree (1 major, 1 minor) Ethnomusicology (Minor, 2024)
 Bachelor's degree (1 major) Business Information Systems (2024)
 Bachelor's degree (1 major) Business Management and Economics (2024)
 Bachelor's degree (1 major) Digital Business & Data Science (2024)
 Bachelor's degree (1 major, 1 minor) European Ethnology/Empiric Cultural Studies (2025)
 Bachelor's degree (1 major) Pedagogy (2025)

Module title			Abbreviation
Comparative Politics and Governance			o6-PSS-BM-VPS-192-m01
Module coordinator		Module offered by	
holder of the Chair of Comparative Politics and German Po- litics		Chair of Comparative Politics and German Politics	
ECTS	Method of grading	Only after succ. compl. of module(s)	
5	numerical grade	--	
Duration	Module level	Other prerequisites	
1 semester	undergraduate	--	
Contents			
Introduction to the characteristics of political systems and central categories of comparative systems analysis.			
Intended learning outcomes			
The student has basic knowledge of the construction principles of political systems. He/she masters the applica- tion of the system comparison framework to concrete case studies.			
Courses (type, number of weekly contact hours, language — if other than German)			
V (2) + Ü (1) Module taught in: German and/or English			
Method of assessment (type, scope, language — if other than German, examination offered — if not every seme- ster, information on whether module can be chosen to earn a bonus)			
a) written examination (approx. 60 minutes) or b) written examination (approx. 90 minutes) or c) oral examination of one candidate each (approx. 30 minutes) or d) term paper (approx. 15 pages) Language of assessment: German and/or English			
Allocation of places			
50 places. There are no restrictions with regard to available places for students of the degree subjects Political and Social Studies (Bachelor's, 180, 120, 75, 60 ECTS credits) as well as Social Studies/Politics and Sociology (Unterrichtsfach (subject studied with a focus on the scientific discipline) teaching degree Grundschule, Unter- richtsfach teaching degree Mittelschule, Didaktikfach (subject studied with a focus on teaching methodology) Didaktik der Grundschule (Didactics for Grundschule), Didaktikfach Didaktiken einer Fächergruppe der Mittel- schule (Didactics of a Group of Subjects of Mittelschule), vertieft studiertes Fach (subject studied with a focus on the scientific discipline) teaching degree Gymnasium). The number specified is the total number of places that will be allocated to students of other degree subjects in the SFB (list of modules) of which this module is listed. Should the number of applications exceed the number of available places, places will be allocated according to the number of subject semesters. Among applicants with the same number of subject semesters, places will be allocated by lot. A waiting list will be maintained and places re-allocated by lot as they become available.			
Additional information			
--			
Workload			
150 h			
Teaching cycle			
--			
Referred to in LPO I (examination regulations for teaching-degree programmes)			
§ 22 II Nr. 1 h) § 32 I Nr. 1 c) § 56 I Nr. 1 § 81 I Nr. 1			
Module appears in			

Bachelor's degree (1 major) Political and Social Studies (2020)
 Bachelor's degree (1 major, 1 minor) Political and Social Studies (2020)
 Bachelor's degree (1 major, 1 minor) Political and Social Studies (Minor, 2020)
 Bachelor's degree (2 majors) Political and Social Studies (2020)
 First state examination for the teaching degree Grundschule Political and Social Studies (2020)
 First state examination for the teaching degree Grundschule Didactics in Political and Social Studies (Primary School) (2020)
 First state examination for the teaching degree Sonderpädagogik Didactics in Political and Social Studies (Secondary School) (2020)
 First state examination for the teaching degree Mittelschule Didactics in Political and Social Studies (Secondary School) (2020)
 First state examination for the teaching degree Mittelschule Political and Social Studies (2020)
 First state examination for the teaching degree Gymnasium Political and Social Studies (2020)
 Bachelor's degree (1 major) Business Management and Economics (2021)
 exchange program Business Management and Economics (2022)
 Bachelor's degree (1 major) Business Management and Economics (2023)
 Bachelor's degree (1 major) Geography (2023)
 Bachelor's degree (1 major) Business Information Systems (2024)
 Bachelor's degree (1 major) Business Management and Economics (2024)
 Bachelor's degree (1 major) Digital Business & Data Science (2024)

Module title		Abbreviation
Advanced Programming		10-I-APR-172-m01
Module coordinator		Module offered by
holder of the Chair of Computer Science II		Institute of Computer Science
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	undergraduate	--
Contents		
<p>With the knowledge of basic programming, taught in introductory lectures, it is possible to realize simpler programs. If more complex problems are to be tackled, suboptimal results like long, incomprehensible functions and code duplicates occur. In this lecture, further knowledge is to be conveyed on how to give programs and code a sensible structure. Also, further topics in the areas of software security and parallel programming are discussed.</p>		
Intended learning outcomes		
<p>Students learn advanced programming paradigms especially suited for space applications. Different patterns are then implemented in multiple languages and their efficiency measured using standard metrics. In addition, parallel processing concepts are introduced culminating in the use of GPU architectures for extremely quick processing.</p>		
Courses (type, number of weekly contact hours, language — if other than German)		
V (2) + Ü (2)		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)		
<p>written examination (approx. 60 to 120 minutes). If announced by the lecturer at the beginning of the course, the written examination may be replaced by an oral examination of one candidate each (approx. 20 minutes) or an oral examination in groups of 2 candidates (approx. 15 minutes per candidate). Language of assessment: German and/or English creditable for bonus</p>		
Allocation of places		
--		
Additional information		
--		
Workload		
150 h		
Teaching cycle		
--		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
§ 22 II Nr. 3 b)		
Module appears in		
<p>Bachelor's degree (1 major) Computer Science (2017) Bachelor's degree (1 major) Computer Science (2019) Module studies (Bachelor) Computer Science (2019) Master's degree (1 major) Nanostructure Technology (2020) Master's degree (1 major) Physics (2020) Master's teaching degree Gymnasium MINT Teacher Education PLUS, Elite Network Bavaria (ENB) (2020) Supplementary course MINT Teacher Education PLUS, Elite Network Bavaria (ENB) (2020) Bachelor's degree (1 major) Business Information Systems (2020)</p>		
Bachelor's with 1 major Business Information Systems (2024)	JMU Würzburg • generated 18-Jun-2025 • exam. reg. data record Bachelor (180 ECTS) Wirtschaftsinformatik - 2024	page 69 / 369

Master's degree (1 major) Physics International (2020)
 Master's degree (1 major) Quantum Engineering (2020)
 Bachelor's degree (1 major) Computer Science and Sustainability (2021)
 Master's degree (1 major) Quantum Technology (2021)
 Bachelor's degree (1 major) Business Information Systems (2021)
 Bachelor's degree (1 major) Artificial Intelligence and Data Science (2022)
 Bachelor's degree (1 major) Artificial Intelligence and Data Science (2023)
 Bachelor's degree (1 major) Business Information Systems (2023)
 Master's degree (1 major) Quantum Engineering (2024)
 Master's degree (1 major) Physics International (2024)
 Bachelor's degree (1 major) Business Information Systems (2024)
 Bachelor's degree (1 major) Artificial Intelligence and Data Science (2024)
 Bachelor's degree (1 major) Digital Business & Data Science (2024)
 Master's teaching degree Gymnasium MINT Teacher Education PLUS, Elite Network Bavaria (ENB) (2025)
 Supplementary course MINT Teacher Education PLUS, Elite Network Bavaria (ENB) (2025)
 Bachelor's degree (1 major) Games Engineering (2025)
 Bachelor's degree (1 major) Computer Science (2025)
 First state examination for the teaching degree Realschule Computer Science (2025)
 First state examination for the teaching degree Gymnasium Computer Science (2025)
 Bachelor's degree (1 major) Computer Science and Sustainability (2025)

Module title		Abbreviation
Operating Systems		10-I-BS-242-m01
Module coordinator		Module offered by
holder of the Chair of Computer Science II		Institute of Computer Science
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	undergraduate	--
Contents		
Introduction to computer systems, development of operating systems, architecture principles, interrupt processing in operating systems, processes and threads, CPU scheduling, synchronisation and communication, memory management, device and file management, operating system virtualisation.		
Intended learning outcomes		
The students possess knowledge and practical skills in building and using essential parts of operating systems.		
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 can be chosen to earn a bonus)		
<p>written examination (approx. 60 to 120 minutes).</p> <p>If announced by the lecturer at the beginning of the course, the written examination may be replaced by an oral examination of one candidate each (approx. 20 minutes) or an oral examination in groups of 2 candidates (approx. 15 minutes per candidate).</p> <p>Language of assessment: German and/or English</p> <p>creditable for bonus</p>		
Allocation of places		
--		
Additional information		
--		
Workload		
150 h		
Teaching cycle		
--		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
§ 22 II Nr. 3 b), § 69 I Nr. 1 c)		
Module appears in		
<p>Bachelor's degree (1 major) Business Information Systems (2024)</p> <p>Bachelor's degree (1 major) Games Engineering (2025)</p> <p>Bachelor's degree (1 major) Aerospace Computer Science (2025)</p> <p>Bachelor's degree (1 major) Computer Science (2025)</p> <p>First state examination for the teaching degree Realschule Computer Science (2025)</p> <p>First state examination for the teaching degree Gymnasium Computer Science (2025)</p> <p>Bachelor's degree (1 major) Computer Science and Sustainability (2025)</p>		

Module title		Abbreviation
Databases		10-I-DB-152-m01
Module coordinator		Module offered by
Dean of Studies Informatik (Computer Science)		Institute of Computer Science
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	undergraduate	--
Contents		
Relational algebra and complex SQL statements; database planning and normal forms; transaction management.		
Intended learning outcomes		
The students possess knowledge about database modelling and queries in SQL as well as transactions.		
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 can be chosen to earn a bonus)		
written examination (approx. 60 to 120 minutes). If announced by the lecturer at the beginning of the course, the written examination may be replaced by an oral examination of one candidate each (approx. 20 minutes) or an oral examination in groups of 2 candidates (approx. 15 minutes per candidate). Language of assessment: German and/or English creditable for bonus		
Allocation of places		
--		
Additional information		
--		
Workload		
150 h		
Teaching cycle		
--		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
§ 49 I Nr. 1 b) § 69 I Nr. 1 b)		
Module appears in		
Bachelor's degree (1 major) Computer Science (2015) Bachelor's degree (1 major) Mathematics (2015) Bachelor's degree (1 major) Business Information Systems (2015) Bachelor's degree (1 major) Computational Mathematics (2015) Bachelor's degree (1 major) Aerospace Computer Science (2015) Bachelor's degree (1 major) Functional Materials (2015) First state examination for the teaching degree Realschule Computer Science (2015) First state examination for the teaching degree Gymnasium Computer Science (2015) Master's degree (1 major) Physics (2016) Bachelor's degree (1 major) Business Information Systems (2016) Bachelor's degree (1 major) Aerospace Computer Science (2017) Bachelor's degree (1 major) Computer Science (2017)		
Bachelor's with 1 major Business Information Systems (2024)	JMU Würzburg • generated 18-Jun-2025 • exam. reg. data record Bachelor (180 ECTS) Wirtschaftsinformatik - 2024	page 72 / 369

Bachelor's degree (1 major) Computer Science (2019)
 Bachelor's degree (1 major) Business Information Systems (2019)
 Bachelor's degree (1 major) Business Information Systems (2020)
 Bachelor's degree (1 major) Aerospace Computer Science (2020)
 Bachelor's degree (1 major) Functional Materials (2021)
 Bachelor's degree (1 major) Computer Science and Sustainability (2021)
 Bachelor's degree (1 major) Business Information Systems (2021)
 Bachelor's degree (1 major) Mathematical Data Science (2022)
 Bachelor's degree (1 major) Artificial Intelligence and Data Science (2022)
 Bachelor's degree (1 major) Artificial Intelligence and Data Science (2023)
 Bachelor's degree (1 major) Mathematics (2023)
 Bachelor's degree (1 major) Business Information Systems (2023)
 Bachelor's degree (1 major) Business Information Systems (2024)
 Bachelor's degree (1 major) Artificial Intelligence and Data Science (2024)
 Bachelor's degree (1 major) Functional Materials (2025)
 Bachelor's degree (1 major) Games Engineering (2025)
 Bachelor's degree (1 major) Aerospace Computer Science (2025)
 Bachelor's degree (1 major) Computer Science (2025)
 First state examination for the teaching degree Realschule Computer Science (2025)
 First state examination for the teaching degree Gymnasium Computer Science (2025)
 Bachelor's degree (1 major) Computer Science and Sustainability (2025)

Module title		Abbreviation
Data Science		10-I-DM-242-m01
Module coordinator		Module offered by
holder of the Chair of Computer Science VI		Institute of Computer Science
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	undergraduate	--
Contents		
Foundations in the following areas: definition of data mining and knowledge, discovery in databases, process model, relationship to data warehouse and OLAP, data preprocessing, data visualisation, unsupervised learning methods (cluster and association methods), supervised learning (e. g. Bayes classification, KNN, decision trees, SVM), learning methods for special data types, other learning paradigms.		
Intended learning outcomes		
The students possess a theoretical and practical knowledge of typical methods and algorithms in the area of data mining and machine learning. They are able to solve practical knowledge discovery problems with the help of the knowledge acquired in this course and by using the KDD process. They have acquired experience in the use or implementation of data mining algorithms.		
Courses (type, number of weekly contact hours, language — if other than German)		
V (2) + Ü (2)		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)		
written examination (approx. 60 to 120 minutes). If announced by the lecturer at the beginning of the course, the written examination may be replaced by an oral examination of one candidate each (approx. 20 minutes) or an oral examination in groups of 2 candidates (approx. 15 minutes per candidate). Language of assessment: German and/or English creditable for bonus		
Allocation of places		
--		
Additional information		
--		
Workload		
150 h		
Teaching cycle		
--		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
§ 22 II Nr. 3 b)		
Module appears in		
Bachelor's degree (1 major) Business Information Systems (2024) Bachelor's degree (1 major) Games Engineering (2025) Bachelor's degree (1 major) Aerospace Computer Science (2025) Bachelor's degree (1 major) Computer Science (2025)		

Module title			Abbreviation
Algorithms and Data Structures Level One Course			10-I-GADS-152-mo1
Module coordinator		Module offered by	
Dean of Studies Informatik (Computer Science)		Institute of Computer Science	
ECTS	Method of grading	Only after succ. compl. of module(s)	
10	numerical grade	--	
Duration	Module level	Other prerequisites	
1 semester	undergraduate	--	
Contents			
Design and analysis of algorithms, recursion vs. iteration, sort and search methods, data structures, abstract data types, lists, trees, graphs, basic graph algorithms, programming in Java.			
Intended learning outcomes			
The students are able to independently design algorithms as well as to precisely describe and analyse them. The students are familiar with the basic paradigms of the design of algorithms and are able to apply them in practical programs. The students are able to estimate the run-time behaviour of algorithms and to prove their correctness.			
Courses (type, number of weekly contact hours, language — if other than German)			
V (4) + Ü (3)			
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)			
a) written examination (approx. 60 to 120 minutes) or b) oral examination of one candidate each (approx. 20 minutes) or c) oral examination in groups of 2 candidates (approx. 15 minutes per candidate) creditable for bonus			
Allocation of places			
--			
Additional information			
--			
Workload			
300 h			
Teaching cycle			
--			
Referred to in LPO I (examination regulations for teaching-degree programmes)			
§ 49 I Nr. 1 a)			
Module appears in			
Bachelor's degree (1 major, 1 minor) Digital Humanities (Minor, 2015) Bachelor's degree (2 majors) Digital Humanities (2015) First state examination for the teaching degree Realschule Computer Science (2015) Bachelor's degree (1 major) Business Information Systems (2016) Bachelor's degree (1 major, 1 minor) Digital Humanities (2016) Bachelor's degree (1 major, 1 minor) Digital Humanities (2018) Bachelor's degree (1 major, 1 minor) Digital Humanities (Minor, 2018) Bachelor's degree (2 majors) Digital Humanities (2018) Bachelor's degree (1 major) Business Information Systems (2019) Bachelor's degree (1 major) Business Information Systems (2020) Bachelor's degree (1 major) Business Information Systems (2021) Bachelor's degree (1 major) Business Information Systems (2023) Bachelor's degree (1 major) Business Information Systems (2024)			
Bachelor's with 1 major Business Information Systems (2024)		JMU Würzburg • generated 18-Jun-2025 • exam. reg. data record Bachelor (180 ECTS) Wirtschaftsinformatik - 2024	
		page 75 / 369	

Bachelor's degree (1 major) Digital Business & Data Science (2024)
First state examination for the teaching degree Realschule Computer Science (2025)

Module title		Abbreviation
Fundamentals of Programming		10-I-GdP-172-m01
Module coordinator		Module offered by
holder of the Chair of Computer Science II		Institute of Computer Science
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	undergraduate	--
Contents		
Data types, control structures, foundations of procedural programming, selected topics of C, introduction to object orientation in Java, selected topics of C++, further Java concepts, digression: scripting languages.		
Intended learning outcomes		
The students possess a fundamental knowledge about programming languages (in particular Java, C and C++) and are able to independently develop average to high level Java programs.		
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 can be chosen to earn a bonus)		
written examination (approx. 60 to 120 minutes). If announced by the lecturer at the beginning of the course, the written examination may be replaced by an oral examination of one candidate each (approx. 20 minutes) or an oral examination in groups of 2 candidates (approx. 15 minutes per candidate). creditable for bonus		
Allocation of places		
--		
Additional information		
--		
Workload		
150 h		
Teaching cycle		
--		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
§ 49 I Nr. 1 b) § 69 I Nr. 1 b)		
Module appears in		
Bachelor's degree (1 major) Physics (2015) Bachelor's degree (1 major) Aerospace Computer Science (2017) Bachelor's degree (1 major) Computer Science (2017) Bachelor's degree (1 major) Computer Science (2019) Bachelor's degree (1 major) Business Information Systems (2020) Bachelor's degree (1 major) Physics (2020) Bachelor's degree (1 major) Aerospace Computer Science (2020) Bachelor's degree (1 major) Computer Science and Sustainability (2021) Bachelor's degree (1 major) Business Information Systems (2021) Bachelor's degree (1 major) Mathematical Data Science (2022) Bachelor's degree (1 major) Artificial Intelligence and Data Science (2022) Bachelor's degree (1 major) Artificial Intelligence and Data Science (2023)		

Bachelor's degree (1 major) Mathematics (2023)
 Bachelor's degree (1 major) Business Information Systems (2023)
 Bachelor's degree (1 major) Business Information Systems (2024)
 Bachelor's degree (1 major) Artificial Intelligence and Data Science (2024)
 Bachelor's degree (1 major) Economathematics (2025)
 Bachelor's degree (1 major) Aerospace Computer Science (2025)
 Bachelor's degree (1 major) Computer Science (2025)
 First state examination for the teaching degree Realschule Computer Science (2025)
 First state examination for the teaching degree Gymnasium Computer Science (2025)
 Bachelor's degree (1 major) Computer Science and Sustainability (2025)

Module title		Abbreviation
Introduction into Human-Computer Interaction		10-I-MCS-242-m01
Module coordinator		Module offered by
holder of the Chair of Computer Science IX		Institute of Computer Science
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	undergraduate	--
Contents		
Human-Computer Interaction studies the design, evaluation, and implementation of interactive computer systems. Special focus lies on fundamental psychological and physiological properties of the human users, the technical principals and models of modern computer systems, as well as on the derived boundary conditions of designing usable and human-oriented interactions with technical systems. The topics of this course cover the human perception and cognition, the human memory and attention, the design of interactive systems, popular evaluation methods, principles of computer systems, input processing techniques, human interfaces and typical means of interaction, from text-based input methods over graphical user interfaces to multi-modal interfaces. Accompanying practical tasks convey to the students typical methods of requirement analysis, prototyping and evaluation.		
Intended learning outcomes		
After successfully completing this course, students have a fundamental understanding of human-computer interface design principles. They understand the possibilities and limitations of technology and user and the applications of modern user interfaces. They know the necessary steps of user-centric design and typical design principles.		
Courses (type, number of weekly contact hours, language — if other than German)		
V (3) + Ü (1)		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)		
a) written examination (approx. 120 minutes) or b) presentation (30 to 60 minutes) or c) oral examination of one candidate each (30 to 60 minutes) Language of assessment: German and/or English creditable for bonus		
Allocation of places		
--		
Additional information		
--		
Workload		
150 h		
Teaching cycle		
--		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
§ 22 II Nr. 3 b)		
Module appears in		
Bachelor's degree (1 major) Business Information Systems (2024) Bachelor's degree (1 major) Artificial Intelligence and Data Science (2024) Bachelor's degree (1 major) Games Engineering (2025) Bachelor's degree (1 major) Computer Science (2025) First state examination for the teaching degree Gymnasium Computer Science (2025)		
Bachelor's with 1 major Business Information Systems (2024)	JMU Würzburg • generated 18-Jun-2025 • exam. reg. data record Bachelor (180 ECTS) Wirtschaftsinformatik - 2024	page 79 / 369

Bachelor's degree (1 major) Computer Science and Sustainability (2025)

Module title		Abbreviation
Practical Course in Programming for Business Informatics		10-I-PPWI-202-m01
Module coordinator		Module offered by
Dean of Studies Informatik (Computer Science)		Institute of Computer Science
ECTS	Method of grading	Only after succ. compl. of module(s)
5	(not) successfully completed	--
Duration	Module level	Other prerequisites
1 semester	--	--
Contents		
--		
Intended learning outcomes		
--		
Courses (type, number of weekly contact hours, language — if other than German)		
P (6)		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)		
practical examination (programming exercises, approx. 120 hours) and written examination (approx. 60 to 120 minutes) If announced by the lecturer at the beginning of the course, the written examination may be replaced by an oral examination of one candidate each (approx. 20 minutes) or an oral examination in groups of 2 candidates (approx. 15 minutes per candidate).		
Allocation of places		
--		
Additional information		
--		
Workload		
150 h		
Teaching cycle		
--		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
--		
Module appears in		
Bachelor's degree (1 major) Business Information Systems (2020) Bachelor's degree (1 major) Business Information Systems (2021) Bachelor's degree (1 major) Business Information Systems (2023) Bachelor's degree (1 major) Business Information Systems (2024)		

Module title		Abbreviation
Digital computer systems		10-I-RAL-152-m01
Module coordinator		Module offered by
Dean of Studies Informatik (Computer Science)		Institute of Computer Science
ECTS	Method of grading	Only after succ. compl. of module(s)
10	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	undergraduate	--
Contents		
Introduction to digital technologies, Boolean algebras, combinatory circuits, synchronous and asynchronous circuits, hardware description languages, structure of a simple processor, machine programming, memory hierarchy.		
Intended learning outcomes		
The students possess a knowledge of the fundamentals of digital technologies up to the design and programming of easy microprocessors as well as knowledge for the application of hardware description languages for the design of digital systems.		
Courses (type, number of weekly contact hours, language — if other than German)		
V (4) + Ü (2)		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)		
written examination (approx. 60 to 120 minutes). If announced by the lecturer at the beginning of the course, the written examination may be replaced by an oral examination of one candidate each (approx. 20 minutes) or an oral examination in groups of 2 candidates (approx. 15 minutes per candidate). creditable for bonus		
Allocation of places		
--		
Additional information		
--		
Workload		
300 h		
Teaching cycle		
--		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
--		
Module appears in		
Bachelor's degree (1 major) Computer Science (2015) Bachelor's degree (1 major) Mathematics (2015) Bachelor's degree (1 major) Computational Mathematics (2015) Bachelor's degree (1 major) Aerospace Computer Science (2015) Bachelor's degree (1 major) Aerospace Computer Science (2017) Bachelor's degree (1 major) Computer Science (2017) Bachelor's degree (1 major) Computer Science (2019) Module studies (Bachelor) Orientierungsstudien (2020) Master's teaching degree Gymnasium MINT Teacher Education PLUS, Elite Network Bavaria (ENB) (2020) Supplementary course MINT Teacher Education PLUS, Elite Network Bavaria (ENB) (2020) Bachelor's degree (1 major) Business Information Systems (2020)		
Bachelor's with 1 major Business Information Systems (2024)		page 82 / 369

Bachelor's degree (1 major) Aerospace Computer Science (2020)
 Bachelor's degree (1 major) Computer Science and Sustainability (2021)
 Bachelor's degree (1 major) Business Information Systems (2021)
 Bachelor's degree (1 major) Artificial Intelligence and Data Science (2022)
 Bachelor's degree (1 major) Artificial Intelligence and Data Science (2023)
 Bachelor's degree (1 major) Mathematics (2023)
 Bachelor's degree (1 major) Business Information Systems (2023)
 Bachelor's degree (1 major) Business Information Systems (2024)
 Bachelor's degree (1 major) Artificial Intelligence and Data Science (2024)
 Master's teaching degree Gymnasium MINT Teacher Education PLUS, Elite Network Bavaria (ENB) (2025)
 Supplementary course MINT Teacher Education PLUS, Elite Network Bavaria (ENB) (2025)

Module title		Abbreviation
Seminar - Selected Topics in Computer Science 1		10-I-SEM1-152-m01
Module coordinator		Module offered by
Dean of Studies Informatik (Computer Science)		Institute of Computer Science
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	undergraduate	--
Contents		
Independent review of a current topic in computer science on the basis of literature and, where applicable, software with written and oral presentation. The topics in modules 10-I-SEM1 and 10-I-SEM2 must come from different areas (this usually means that they are assigned by different lecturers).		
Intended learning outcomes		
The students are able to independently review a current topic in computer science, to summarise the main aspects in written form and to orally present these in an appropriate way.		
Courses (type, number of weekly contact hours, language — if other than German)		
S (2)		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)		
written elaboration (approx. 10 to 15 pages) and presentation (approx. 30 to 45 minutes) with subsequent discussion on a topic from the field of computer science Language of assessment: German and/or English		
Allocation of places		
--		
Additional information		
--		
Workload		
150 h		
Teaching cycle		
--		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
§ 22 II Nr. 3 b)		
Module appears in		
Bachelor's degree (1 major) Computer Science (2015) Bachelor's degree (1 major) Business Information Systems (2015) First state examination for the teaching degree Gymnasium Computer Science (2015) Bachelor's degree (1 major) Business Information Systems (2016) Master's teaching degree Gymnasium MINT Teacher Education PLUS, Elite Network Bavaria (ENB) (2016) Supplementary course MINT Teacher Education PLUS, Elite Network Bavaria (ENB) (2016) Bachelor's degree (1 major) Computer Science (2017) Bachelor's degree (1 major) Computer Science (2019) Module studies (Bachelor) Computer Science (2019) Bachelor's degree (1 major) Business Information Systems (2019) Master's teaching degree Gymnasium MINT Teacher Education PLUS, Elite Network Bavaria (ENB) (2020) Supplementary course MINT Teacher Education PLUS, Elite Network Bavaria (ENB) (2020) Bachelor's degree (1 major) Business Information Systems (2020) Bachelor's degree (1 major) Computer Science and Sustainability (2021)		
Bachelor's with 1 major Business Information Systems (2024)		JMU Würzburg • generated 18-Jun-2025 • exam. reg. data record Bachelor (180 ECTS) Wirtschaftsinformatik - 2024 page 84 / 369

Bachelor's degree (1 major) Business Information Systems (2021)
 Bachelor's degree (1 major) Business Information Systems (2023)
 Bachelor's degree (1 major) Business Information Systems (2024)
 Master's teaching degree Gymnasium MINT Teacher Education PLUS, Elite Network Bavaria (ENB) (2025)
 Supplementary course MINT Teacher Education PLUS, Elite Network Bavaria (ENB) (2025)
 Bachelor's degree (1 major) Computer Science (2025)
 First state examination for the teaching degree Gymnasium Computer Science (2025)
 Bachelor's degree (1 major) Computer Science and Sustainability (2025)

Module title		Abbreviation
Seminar - Selected Topics in Computer Science 2		10-I-SEM2-152-m01
Module coordinator		Module offered by
Dean of Studies Informatik (Computer Science)		Institute of Computer Science
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	undergraduate	--
Contents		
Independent review of a current topic in computer science on the basis of literature and, where applicable, software with written and oral presentation. The topics in modules 10-I-SEM1 and 10-I-SEM2 must come from different areas (this usually means that they are assigned by different lecturers).		
Intended learning outcomes		
The students are able to independently review a current topic in computer science, to summarise the main aspects in written form and to orally present these in an appropriate way.		
Courses (type, number of weekly contact hours, language — if other than German)		
S (2)		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)		
Wrap-up report on tutoring activities (5 to 10 pages) Language of assessment: German and/or English		
Allocation of places		
--		
Additional information		
--		
Workload		
150 h		
Teaching cycle		
--		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
--		
Module appears in		
Bachelor's degree (1 major) Computer Science (2015) Bachelor's degree (1 major) Business Information Systems (2015) Bachelor's degree (1 major) Business Information Systems (2016) Bachelor's degree (1 major) Computer Science (2017) Bachelor's degree (1 major) Computer Science (2019) Module studies (Bachelor) Computer Science (2019) Bachelor's degree (1 major) Business Information Systems (2019) Bachelor's degree (1 major) Business Information Systems (2020) Bachelor's degree (1 major) Business Information Systems (2021) Bachelor's degree (1 major) Business Information Systems (2023) Bachelor's degree (1 major) Business Information Systems (2024) Bachelor's degree (1 major) Computer Science (2025)		

Module title		Abbreviation
Software Technology		10-I-ST-152-m01
Module coordinator		Module offered by
Dean of Studies Informatik (Computer Science)		Institute of Computer Science
ECTS	Method of grading	Only after succ. compl. of module(s)
10	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	undergraduate	--
Contents		
Object-oriented software development with UML, development of graphical user interfaces, foundations of databases and object-relational mapping, foundations of web programming (HTML, XML), software development processes, unified process, agile software development, project management, quality assurance.		
Intended learning outcomes		
The students possess a fundamental theoretical and practical knowledge on the design and development of software systems.		
Courses (type, number of weekly contact hours, language — if other than German)		
V (4) + Ü (2)		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)		
written examination (approx. 60 to 120 minutes). If announced by the lecturer at the beginning of the course, the written examination may be replaced by an oral examination of one candidate each (approx. 20 minutes) or an oral examination in groups of 2 candidates (approx. 15 minutes per candidate). creditable for bonus		
Allocation of places		
--		
Additional information		
--		
Workload		
300 h		
Teaching cycle		
Teaching cycle: only in summer semester		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
§ 49 I Nr. 1 b) § 69 I Nr. 1 b)		
Module appears in		
Bachelor's degree (1 major) Computer Science (2015) Bachelor's degree (1 major) Mathematics (2015) Bachelor's degree (1 major) Economathematics (2015) Bachelor's degree (1 major) Human-Computer Systems (2015) Bachelor's degree (1 major) Computational Mathematics (2015) Bachelor's degree (1 major) Aerospace Computer Science (2015) First state examination for the teaching degree Realschule Computer Science (2015) First state examination for the teaching degree Gymnasium Computer Science (2015) Bachelor's degree (1 major) Business Information Systems (2016) Bachelor's degree (1 major) Aerospace Computer Science (2017) Bachelor's degree (1 major) Economathematics (2017)		

Bachelor's degree (1 major) Computer Science (2017)
 Bachelor's degree (1 major) Computer Science (2019)
 Bachelor's degree (1 major) Business Information Systems (2019)
 Module studies (Bachelor) Orientierungsstudien (2020)
 Bachelor's degree (1 major) Business Information Systems (2020)
 Bachelor's degree (1 major) Aerospace Computer Science (2020)
 Bachelor's degree (1 major) Computer Science and Sustainability (2021)
 Bachelor's degree (1 major) Business Information Systems (2021)
 Bachelor's degree (1 major) Economathematics (2021)
 Bachelor's degree (1 major) Economathematics (2022)
 Bachelor's degree (1 major) Mathematics (2023)
 Bachelor's degree (1 major) Business Information Systems (2023)
 Bachelor's degree (1 major) Economathematics (2023)
 Bachelor's degree (1 major) Business Information Systems (2024)
 Bachelor's degree (1 major) Economathematics (2024)
 Bachelor's degree (1 major) Digital Business & Data Science (2024)

Module title		Abbreviation
Practical Course in Software for Students in Business Information Systems		10-I-SWP-WI-152-m01
Module coordinator		Module offered by
Dean of Studies Informatik (Computer Science)		Institute of Computer Science
ECTS	Method of grading	Only after succ. compl. of module(s)
10	(not) successfully completed	--
Duration	Module level	Other prerequisites
1 semester	undergraduate	--
Contents		
Completion of a project assignment in groups, problem analysis, creation of requirements specifications, specification of solution components (e. g. UML) and milestones, user manual, programming documentation, presentation and delivery of the runnable software product in a colloquium.		
Intended learning outcomes		
The students possess the practical skills for the design, development and execution of a software project in small teams.		
Courses (type, number of weekly contact hours, language — if other than German)		
P (2)		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)		
project Completion of a larger software project in groups (approx. 300 hours per person) and final presentation (approx. 10 minutes per group)		
Allocation of places		
--		
Additional information		
--		
Workload		
300 h		
Teaching cycle		
--		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
--		
Module appears in		
Bachelor's degree (1 major) Business Information Systems (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 Information Systems (2020) Bachelor's degree (1 major) Business Information Systems (2021) Bachelor's degree (1 major) Business Information Systems (2023) Bachelor's degree (1 major) Business Information Systems (2024)		

Module title		Abbreviation
Knowledge-based Systems		10-I-WBS-152-m01
Module coordinator		Module offered by
holder of the Chair of Computer Science VI		Institute of Computer Science
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	undergraduate	--
Contents		
Foundations in the following areas: knowledge management systems, knowledge representation, solving methods, knowledge acquisition, learning, guidance dialogue, semantic web.		
Intended learning outcomes		
The students possess theoretical and practical knowledge for the understanding and design of knowledge-based systems including knowledge formalisation and have acquired experience in a small project.		
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 can be chosen to earn a bonus)		
written examination (approx. 60 to 120 minutes). If announced by the lecturer at the beginning of the course, the written examination may be replaced by an oral examination of one candidate each (approx. 20 minutes) or an oral examination in groups of 2 candidates (approx. 15 minutes per candidate). Language of assessment: German and/or English creditable for bonus		
Allocation of places		
--		
Additional information		
--		
Workload		
150 h		
Teaching cycle		
--		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
§ 22 II Nr. 3 b)		
Module appears in		
Bachelor's degree (1 major) Computer Science (2015) Bachelor's degree (1 major) Mathematics (2015) Bachelor's degree (1 major) Business Information Systems (2015) Bachelor's degree (1 major) Computational Mathematics (2015) Bachelor's degree (1 major) Aerospace Computer Science (2015) First state examination for the teaching degree Gymnasium Computer Science (2015) Bachelor's degree (1 major) Business Information Systems (2016) Master's teaching degree Gymnasium MINT Teacher Education PLUS, Elite Network Bavaria (ENB) (2016) Supplementary course MINT Teacher Education PLUS, Elite Network Bavaria (ENB) (2016) Bachelor's degree (1 major) Aerospace Computer Science (2017) Bachelor's degree (1 major) Computer Science (2017) Bachelor's degree (1 major) Computer Science (2019)		
Bachelor's with 1 major Business Information Systems (2024)	JMU Würzburg • generated 18-Jun-2025 • exam. reg. data record Bachelor (180 ECTS) Wirtschaftsinformatik - 2024	page 90 / 369

Bachelor's degree (1 major) Business Information Systems (2019)
 Master's teaching degree Gymnasium MINT Teacher Education PLUS, Elite Network Bavaria (ENB) (2020)
 Supplementary course MINT Teacher Education PLUS, Elite Network Bavaria (ENB) (2020)
 Bachelor's degree (1 major) Business Information Systems (2020)
 Bachelor's degree (1 major) Aerospace Computer Science (2020)
 Bachelor's degree (1 major) Computer Science and Sustainability (2021)
 Bachelor's degree (1 major) Business Information Systems (2021)
 Bachelor's degree (1 major) Artificial Intelligence and Data Science (2022)
 Bachelor's degree (1 major) Artificial Intelligence and Data Science (2023)
 Bachelor's degree (1 major) Mathematics (2023)
 Bachelor's degree (1 major) Business Information Systems (2023)
 Bachelor's degree (1 major) Business Information Systems (2024)
 Bachelor's degree (1 major) Artificial Intelligence and Data Science (2024)
 Master's teaching degree Gymnasium MINT Teacher Education PLUS, Elite Network Bavaria (ENB) (2025)
 Supplementary course MINT Teacher Education PLUS, Elite Network Bavaria (ENB) (2025)
 Bachelor's degree (1 major) Games Engineering (2025)

Module title		Abbreviation
Differential Calculus for Economics and Management		10-M-MWW1-242-m01
Module coordinator		Module offered by
Dean of Studies Mathematik (Mathematics)		Institute of Mathematics
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	undergraduate	--
Contents		
Theory of real-valued functions in one or two variables.		
Intended learning outcomes		
The student learns the basic mathematical tools in the field of analysis, and is able to apply these methods to simple problems in economical modelling.		
Courses (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 can be chosen to earn a bonus)		
written examination (approx. 60 to 120 minutes) creditable for bonus		
Allocation of places		
--		
Additional information		
--		
Workload		
150 h		
Teaching cycle		
--		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
--		
Module appears in		
Module studies (Bachelor) Business Management and Economics (2019) Bachelor's degree (1 major) Business Information Systems (2024) Bachelor's degree (1 major) Business Management and Economics (2024) Bachelor's degree (1 major) Digital Business & Data Science (2024)		

Module title		Abbreviation
Linear Algebra for Economics and Management		10-M-MWW2-242-m01
Module coordinator		Module offered by
Dean of Studies Mathematik (Mathematics)		Institute of Mathematics
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	undergraduate	--
Contents		
Theory of real-valued functions in several variables and basics in linear algebra.		
Intended learning outcomes		
The student deepens his/her knowledge in analysis and learns basic linear algebra. He/She is able to apply these methods to simple problems in economical modelling.		
Courses (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 can be chosen to earn a bonus)		
written examination (approx. 60 to 120 minutes) creditable for bonus		
Allocation of places		
--		
Additional information		
--		
Workload		
150 h		
Teaching cycle		
--		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
--		
Module appears in		
Module studies (Bachelor) Business Management and Economics (2019) Bachelor's degree (1 major) Business Information Systems (2024) Bachelor's degree (1 major) Business Management and Economics (2024) Bachelor's degree (1 major) Digital Business & Data Science (2024)		

Module title		Abbreviation
Labour Economics		12-A&S-F-242-m01
Module coordinator		Module offered by
holder of the Junior Professorship of Microeconomics, esp. Economics of Digitization		Faculty of Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	undergraduate	--
Contents		
<p>Description: This course offers an introduction to labour economics and social policy.</p> <p>Outline of syllabus:</p> <ol style="list-style-type: none"> 1. Worlds of welfare capitalism 2. Labour economics 3. Social policy <p>Basic reading:</p> <p>Sapir, A. (2005): Globalisation and the Reform of the European Social Models, Brussels. Franz, W. (2009): Arbeitsmarktökonomik, 7th edition. Wagner, T./Jahn, E.J. (2004): Neue Arbeitsmarkttheorien, 2nd edition. Ehrenberg, R.G./Smith, R.S. (1996): Modern Labor Economics, 6th edition. Breyer, F./Buchholz, W. (2009): Ökonomie des Sozialstaats, 2nd edition. Lampert, H./Althammer, J. (2004): Lehrbuch der Sozialpolitik, 7th edition.</p>		
Intended learning outcomes		
<p>The students analyze the function of the labor market and get an impression of relevant aspects in social policy. The students are able to illustrate the underlying theoretical models, can interpret them economically and apply to the current situation.</p>		
Courses (type, number of weekly contact hours, language — if other than German)		
<p>V (2) + Ü (2) Module taught in: German and/or English</p>		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a 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) or e) portfolio (approx. 20 hours) Language of assessment: German and/or English creditable for bonus</p>		
Allocation of places		
--		
Additional information		
--		
Workload		
150 h		
Teaching cycle		
Teaching cycle: winter semester		

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

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Module appears in

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)
 Master's degree (1 major) China Business and Economics (2025)

Module title		Abbreviation
Seminar: Managerial Accounting		12-AAC-242-m01
Module coordinator		Module offered by
holder of the Chair of Business Management, Controlling and Accounting		Faculty of Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	undergraduate	--
Contents		
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 field of the focuses of module "Entscheidungs- und Kontrollrechnung" ("Management Accounting: Decision Making and Control").		
Intended learning outcomes		
After completing the controlling bachelor seminar, students will be able to (i) understand and apply the fundamentals of scientific literature reviews; (ii) use elaborated content to write scientific papers; (iii) create presentations and lectures independently.		
Courses (type, number of weekly contact hours, language — if other than German)		
S (2) Module taught in: German and/or English		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)		
term paper (10 to 15 pages) and presentation (approx. 20 minutes); (weighted 2:1) Language of assessment: German and/or English Assessment offered: in the semester in which the course is offered creditable for bonus		
Allocation of places		
5 places. WB4: Should the number of applications exceed the number of available places, places will be allocated as follows: (1) Bachelor's students of Wirtschaftswissenschaft (Business Management and Economics) (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) A waiting list will be maintained and places re-allocated by lot as they become available.		
Additional information		
--		
Workload		
150 h		
Teaching cycle		
Teaching cycle: each semester		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
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Module appears in		
Bachelor's degree (1 major) Business Information Systems (2024) Bachelor's degree (1 major) Economathematics (2024) Bachelor's degree (1 major) Business Management and Economics (2024)		
Bachelor's with 1 major Business Information Systems (2024)	JMU Würzburg • generated 18-Jun-2025 • exam. reg. data record Bachelor (180 ECTS) Wirtschaftsinformatik - 2024	page 96 / 369

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)
Master's degree (1 major) China Business and Economics (2025)

Module title			Abbreviation
Selected Topics in Business Management 1			12-APB1-242-m01
Module coordinator		Module offered by	
Dean of the Faculty of Business Management and Economics		Faculty of Management and Economics	
ECTS	Method of grading	Only after succ. compl. of module(s)	
5	numerical grade	--	
Duration	Module level	Other prerequisites	
1 semester	undergraduate	--	
Contents			
<p>This module serves the purpose of transferring credits from</p> <ul style="list-style-type: none">• courses taken at other German or non-German universities• additional courses offered on a short-term basis• courses offered by new Chairs that are yet to be included in the FSB (subject-specific provisions) <p>The holders of the respective Chairs will ensure that the courses are eligible for credit transfer.</p>			
Intended learning outcomes			
As a result of accrediting multiple kinds of modules, a description of acquired skills cannot be given.			
Courses (type, number of weekly contact hours, language — if other than German)			
V (2) + Ü (2) Module taught in: German and/or English			
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)			
a) written examination (60 to 120 minutes) or b) term paper (approx. 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) or e) portfolio (approx. 20 hours) Language of assessment: German and/or English creditable for bonus			
Allocation of places			
--			
Additional information			
--			
Workload			
150 h			
Teaching cycle			
Teaching cycle: no courses offered			
Referred to in LPO I (examination regulations for teaching-degree programmes)			
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Module appears in			
Bachelor's degree (1 major) Business Information Systems (2024)			

Module title			Abbreviation
Selected Topics in Business Management 2			12-APB2-242-m01
Module coordinator		Module offered by	
Dean of the Faculty of Business Management and Economics		Faculty of Management and Economics	
ECTS	Method of grading	Only after succ. compl. of module(s)	
5	numerical grade	--	
Duration	Module level	Other prerequisites	
1 semester	undergraduate	--	
Contents			
<p>This module serves the purpose of transferring credits from</p> <ul style="list-style-type: none">• courses taken at other German or non-German universities• additional courses offered on a short-term basis• courses offered by new Chairs that are yet to be included in the FSB (subject-specific provisions) <p>The holders of the respective Chairs will ensure that the courses are eligible for credit transfer.</p>			
Intended learning outcomes			
As a result of accrediting multiple kinds of modules, a description of acquired skills cannot be given.			
Courses (type, number of weekly contact hours, language — if other than German)			
V (2) + Ü (2) Module taught in: German and/or English			
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)			
a) written examination (60 to 120 minutes) or b) term paper (approx. 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) or e) portfolio (approx. 20 hours) Language of assessment: German and/or English creditable for bonus			
Allocation of places			
--			
Additional information			
--			
Workload			
150 h			
Teaching cycle			
Teaching cycle: no courses offered			
Referred to in LPO I (examination regulations for teaching-degree programmes)			
--			
Module appears in			
Bachelor's degree (1 major) Business Information Systems (2024)			

Module title			Abbreviation
Selected Topics in Economics 1			12-APV1-242-m01
Module coordinator		Module offered by	
Dean of the Faculty of Business Management and Economics		Faculty of Management and Economics	
ECTS	Method of grading	Only after succ. compl. of module(s)	
5	numerical grade	--	
Duration	Module level	Other prerequisites	
1 semester	undergraduate	--	
Contents			
<p>This module serves the purpose of transferring credits from</p> <ul style="list-style-type: none">• courses taken at other German or non-German universities• additional courses offered on a short-term basis• courses offered by new Chairs that are yet to be included in the FSB (subject-specific provisions) <p>The holders of the respective Chairs will ensure that the courses are eligible for credit transfer.</p>			
Intended learning outcomes			
As a result of accrediting multiple kinds of modules, a description of acquired skills cannot be given.			
Courses (type, number of weekly contact hours, language — if other than German)			
V (2) + Ü (2) Module taught in: German and/or English			
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)			
a) written examination (60 to 120 minutes) or b) term paper (approx. 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) or e) portfolio (approx. 20 hours) Language of assessment: German and/or English creditable for bonus			
Allocation of places			
--			
Additional information			
--			
Workload			
150 h			
Teaching cycle			
Teaching cycle: no courses offered			
Referred to in LPO I (examination regulations for teaching-degree programmes)			
--			
Module appears in			
Bachelor's degree (1 major) Business Information Systems (2024)			

Module title			Abbreviation
Selected Topics in Economics 2			12-APV2-242-m01
Module coordinator		Module offered by	
Dean of the Faculty of Business Management and Economics		Faculty of Management and Economics	
ECTS	Method of grading	Only after succ. compl. of module(s)	
5	numerical grade	--	
Duration	Module level	Other prerequisites	
1 semester	undergraduate	--	
Contents			
<p>This module serves the purpose of transferring credits from</p> <ul style="list-style-type: none">• courses taken at other German or non-German universities• additional courses offered on a short-term basis• courses offered by new Chairs that are yet to be included in the FSB (subject-specific provisions) <p>The holders of the respective Chairs will ensure that the courses are eligible for credit transfer.</p>			
Intended learning outcomes			
As a result of accrediting multiple kinds of modules, a description of acquired skills cannot be given.			
Courses (type, number of weekly contact hours, language — if other than German)			
V (2) + Ü (2) Module taught in: German and/or English			
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)			
a) written examination (60 to 120 minutes) or b) term paper (approx. 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) or e) portfolio (approx. 20 hours) Language of assessment: German and/or English creditable for bonus			
Allocation of places			
--			
Additional information			
--			
Workload			
150 h			
Teaching cycle			
Teaching cycle: no courses offered			
Referred to in LPO I (examination regulations for teaching-degree programmes)			
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Module appears in			
Bachelor's degree (1 major) Business Information Systems (2024)			

Module title		Abbreviation
Web Engineering		12-AWE-242-m01
Module coordinator		Module offered by
holder of the Chair of Information Systems Engineering		Faculty of Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	undergraduate	--
Contents		
The module provides an introduction to the development of web-based applications based on current development systems, software components and frameworks.		
Intended learning outcomes		
<ul style="list-style-type: none"> • Understand the technological foundations of web applications • Designing the architecture and data model of an application system • Implementing with the help of SW components and frameworks 		
Courses (type, number of weekly contact hours, language — if other than German)		
V (2) + Ü (2) Module taught in: German and/or English		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)		
a) written examination (approx. 60 minutes) or b) oral examination in groups of up to 3 candidates (approx. 15 minutes per candidate) or c) portfolio (approx. 20 hours) Language of assessment: German and/or English creditable for bonus		
Allocation of places		
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Additional information		
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Workload		
150 h		
Teaching cycle		
Teaching cycle: summer semester		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
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Module appears in		
Bachelor's degree (1 major) Business Information Systems (2024) Bachelor's degree (1 major) Economathematics (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) Economathematics (2025)		

Module title		Abbreviation
Bachelor Thesis Business Information Systems		12-BA-Wiinf-242-m01
Module coordinator		Module offered by
Dean of the Faculty of Business Management and Economics		Faculty of Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
10	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	undergraduate	--
Contents		
Students will complete their degree with a Bachelor's thesis in which they will be required to research and write on a topic from the area of business information systems. This thesis may either take the form of an analysis and structured presentation of the existing literature on a certain topic or may, as is often the case, also include a presentation of the students' own original achievements, e. g. new algorithms developed by students, surveys, the prototypical demonstration of a concept they developed or the application and (further) development of a theoretical model. Check the websites of the chairs for further information.		
Intended learning outcomes		
The acquisition of specialized skills presupposes the reception of national and international (mainly english) literature. Students are able to understand relevant contributions to research and professional practice and to critically analyze and assess their relevance to their own specific questions. They can recognize and assess major lines of development and dynamics within the field of study.		
Courses (type, number of weekly contact hours, language — if other than German)		
No courses assigned to module		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)		
written thesis (approx. 40 pages) Registration on a continuous basis as agreed upon with supervisor. Language of assessment: German and/or English		
Allocation of places		
--		
Additional information		
Time to complete: 8 weeks		
Workload		
300 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 Information Systems (2024)		

Module title		Abbreviation
Behavioral and Experimental Economics		12-BEE-242-m01
Module coordinator		Module offered by
holder of the Junior Professorship of Microeconomics, esp. Economics of Digitization		Faculty of Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	undergraduate	--
Contents		
<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>		
Intended learning outcomes		
<p>In this module,</p> <ul style="list-style-type: none"> • students are introduced to the methodology of economic experiments. • students learn how to develop a research question and design an economic experiment to answer it. • students are familiarized with the analysis of experimental data and learn how to draw causal conclusions from it. 		
Courses (type, number of weekly contact hours, language — if other than German)		
V (2) + Ü (2) Module taught in: German and/or English		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a 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 creditable for bonus</p>		
Allocation of places		
--		
Additional information		
--		
Workload		
150 h		
Teaching cycle		
Teaching cycle: after announcement		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
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Module appears in		
<p>Bachelor's degree (1 major) Business Information Systems (2024) Bachelor's degree (1 major) Economathematics (2024)</p>		
Bachelor's with 1 major Business Information Systems (2024)	JMU Würzburg • generated 18-Jun-2025 • exam. reg. data record Bachelor (180 ECTS) Wirtschaftsinformatik - 2024	page 104 / 369

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)

Module title			Abbreviation
Behavioral Economics			12-BHE-242-mo1
Module coordinator		Module offered by	
--		Faculty of Management and Economics	
ECTS	Method of grading	Only after succ. compl. of module(s)	
5	numerical grade	--	
Duration	Module level	Other prerequisites	
1 semester	--	--	
Contents			
--			
Intended learning outcomes			
--			
Courses (type, number of weekly contact hours, language — if other than German)			
V (2) + Ü (2) Module taught in: German and/or English			
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a 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) Language of assessment: German and/or English creditable for bonus			
Allocation of places			
--			
Additional information			
--			
Workload			
150 h			
Teaching cycle			
--			
Referred to in LPO I (examination regulations for teaching-degree programmes)			
--			
Module appears in			
Bachelor's degree (1 major) Business Information Systems (2024) Bachelor's degree (1 major) Economathematics (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) Economathematics (2025)			

Module title		Abbreviation
Business Intelligence		12-BIF-242-m01
Module coordinator		Module offered by
holder of the Chair of Information Systems Engineering		Faculty of Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	undergraduate	--
Contents		
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.		
Intended learning outcomes		
<ul style="list-style-type: none"> • Understand the technological foundations of data warehouses and BI tools. • Analyse and design conceptual models for analytical information systems. • Apply real-world BI software products to analyse large structured data sets. 		
Courses (type, number of weekly contact hours, language — if other than German)		
V (2) + Ü (2) Module taught in: German and/or English		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a 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) portfolio (approx. 20 hours) Language of assessment: German and/or English creditable for bonus		
Allocation of places		
--		
Additional information		
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Workload		
150 h		
Teaching cycle		
Teaching cycle: every year, winter semester		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
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Module appears in		
Bachelor's degree (1 major) Biology (2011) Bachelor's degree (1 major) Chemistry (2010) Bachelor's degree (1 major) Psychology (2010) Bachelor's degree (1 major, 1 minor) Pedagogy (2013) Bachelor's degree (1 major, 1 minor) Political and Social Studies (2013) Bachelor's degree (1 major, 1 minor) Russian Language and Culture (2008) Bachelor's degree (2 majors) Special Education (2009) Magister Theologiae Catholic Theology (2013)		
Bachelor's with 1 major Business Information Systems (2024)	JMU Würzburg • generated 18-Jun-2025 • exam. reg. data record Bachelor (180 ECTS) Wirtschaftsinformatik - 2024	page 107 / 369

Bachelor's degree (2 majors) English and American Studies (2009)
 Bachelor's degree (2 majors) German Language and Literature (2013)
 Bachelor's degree (1 major) Chemistry (2015)
 Bachelor's degree (1 major) Geography (2015)
 Bachelor's degree (1 major) Mathematics (2015)
 Bachelor's degree (1 major) Musicology (2015)
 Bachelor's degree (1 major) Physics (2015)
 Bachelor's degree (1 major) Psychology (2015)
 Bachelor's degree (1 major) Nanostructure Technology (2015)
 Bachelor's degree (1 major) Music Education (2015)
 Bachelor's degree (1 major) Computational Mathematics (2015)
 Bachelor's degree (1 major) Political and Social Studies (2015)
 Bachelor's degree (1 major) Functional Materials (2015)
 Bachelor's degree (1 major) Academic Speech Therapy (2015)
 Bachelor's degree (1 major) Indology/South Asian Studies (2015)
 Bachelor's degree (1 major, 1 minor) Egyptology (2015)
 Bachelor's degree (1 major, 1 minor) Pedagogy (2015)
 Bachelor's degree (1 major, 1 minor) History (2015)
 Bachelor's degree (1 major, 1 minor) Musicology (2015)
 Bachelor's degree (1 major, 1 minor) Philosophy (2015)
 Bachelor's degree (1 major, 1 minor) Pre- and Protohistoric Archaeology (2015)
 Bachelor's degree (1 major, 1 minor) Ancient World (2015)
 Bachelor's degree (1 major, 1 minor) Philosophy and Religion (2015)
 Bachelor's degree (1 major, 1 minor) Theological Studies (2015)
 Bachelor's degree (1 major, 1 minor) Political and Social Studies (2015)
 Bachelor's degree (1 major, 1 minor) Russian Language and Culture (2015)
 Bachelor's degree (1 major, 1 minor) German Language and Literature (2015)
 Bachelor's degree (2 majors) Egyptology (2015)
 Bachelor's degree (2 majors) Pedagogy (2015)
 Bachelor's degree (2 majors) Protestant Theology (2015)
 Bachelor's degree (2 majors) Musicology (2015)
 Bachelor's degree (2 majors) Philosophy (2015)
 Bachelor's degree (2 majors) Special Education (2015)
 Bachelor's degree (2 majors) Pre- and Protohistoric Archaeology (2015)
 Bachelor's degree (2 majors) Latin Philology (2015)
 Bachelor's degree (2 majors) Music Education (2015)
 Bachelor's degree (2 majors) Philosophy and Religion (2015)
 Bachelor's degree (2 majors) Theological Studies (2015)
 Bachelor's degree (2 majors) Political and Social Studies (2015)
 Bachelor's degree (2 majors) Russian Language and Culture (2015)
 Bachelor's degree (2 majors) Greek Philology (2015)
 Bachelor's degree (2 majors) European Ethnology (2015)
 Bachelor's degree (2 majors) Indology/South Asian Studies (2015)
 Bachelor's degree (2 majors) Geography (2015)
 Bachelor's degree (2 majors) French Studies (2015)
 Bachelor's degree (2 majors) History (2015)
 Bachelor's degree (2 majors) Sport Science (Focus on health and Pedagogics in Movement) (2015)
 Bachelor's degree (2 majors) German Language and Literature (2015)
 Bachelor's degree (1 major) Mathematical Physics (2016)
 Bachelor's degree (1 major, 1 minor) French Studies (2016)
 Bachelor's degree (2 majors) French Studies (2016)
 Bachelor's degree (1 major, 1 minor) Italian Studies (2016)
 Bachelor's degree (2 majors) Italian Studies (2016)

Bachelor's degree (1 major, 1 minor) Spanish Studies (2016)
 Bachelor's degree (2 majors) Spanish Studies (2016)
 Bachelor's degree (1 major) Romanic Languages (French/Italian) (2016)
 Bachelor's degree (1 major) Romanic Languages (French/Spanish) (2016)
 Bachelor's degree (1 major) Romanic Languages (Italian/Spanish) (2016)
 Bachelor's degree (1 major) Games Engineering (2016)
 Bachelor's degree (1 major, 1 minor) English and American Studies (2016)
 Bachelor's degree (2 majors) English and American Studies (2016)
 Bachelor's degree (1 major) Media Communication (2016)
 Bachelor's degree (1 major) Food Chemistry (2016)
 Bachelor's degree (1 major, 1 minor) Digital Humanities (2016)
 Bachelor's degree (1 major) Biology (2017)
 Bachelor's degree (1 major, 1 minor) Geography (2017)
 Bachelor's degree (1 major, 1 minor) History of Medieval and Modern Art (2017)
 Bachelor's degree (2 majors) History of Medieval and Modern Art (2017)
 Bachelor's degree (2 majors) Comparative Indo-European Linguistics (2017)
 Bachelor's degree (1 major) Aerospace Computer Science (2017)
 Bachelor's degree (1 major) Biochemistry (2017)
 Bachelor's degree (1 major) Chemistry (2017)
 Bachelor's degree (1 major, 1 minor) Museology and material culture (2017)
 Bachelor's degree (1 major) Games Engineering (2017)
 Bachelor's degree (1 major) Computer Science (2017)
 Bachelor's degree (1 major) Media Communication (2018)
 Bachelor's degree (1 major) Biomedicine (2018)
 Bachelor's degree (1 major) Human-Computer Systems (2018)
 Bachelor's degree (2 majors) Classical Archaeology (2018)
 Bachelor's degree (1 major, 1 minor) Classical Archaeology (2018)
 Bachelor's degree (1 major, 1 minor) Digital Humanities (2018)
 Bachelor's degree (2 majors) Digital Humanities (2018)
 Bachelor's degree (1 major) Computer Science (2019)
 Bachelor's degree (1 major, 1 minor) English and American Studies (2019)
 Bachelor's degree (1 major) Indology/South Asian Studies (2019)
 Bachelor's degree (2 majors) Indology/South Asian Studies (2019)
 Bachelor's degree (1 major) Modern China (2019)
 Bachelor's degree (1 major) Biomedicine (2020)
 Bachelor's degree (1 major) Pedagogy (2020)
 Bachelor's degree (1 major) Political and Social Studies (2020)
 Bachelor's degree (1 major, 1 minor) Political and Social Studies (2020)
 Bachelor's degree (2 majors) European Ethnology (2020)
 Bachelor's degree (2 majors) Political and Social Studies (2020)
 Bachelor's degree (2 majors) Special Education (2020)
 Bachelor's degree (1 major) Physics (2020)
 Bachelor's degree (1 major) Nanostructure Technology (2020)
 Bachelor's degree (1 major) Mathematical Physics (2020)
 Bachelor's degree (1 major) Aerospace Computer Science (2020)
 Bachelor's degree (1 major, 1 minor) Museology and material culture (2020)
 Bachelor's degree (1 major, 1 minor) Pedagogy (2020)
 Bachelor's degree (2 majors) Pedagogy (2020)
 Bachelor's degree (1 major) Psychology (2020)
 Bachelor's degree (1 major) Biology (2021)
 Magister Theologiae Catholic Theology (2021)
 Bachelor's degree (2 majors) History (2021)
 Bachelor's degree (1 major, 1 minor) History (2021)

Bachelor's degree (1 major) Media Communication (2021)
 Bachelor's degree (2 majors) Theological Studies (2021)
 Bachelor's degree (1 major, 1 minor) Theological Studies (2021)
 Bachelor's degree (1 major, 1 minor) English and American Studies (2021)
 Bachelor's degree (2 majors) English and American Studies (2021)
 Bachelor's degree (1 major) Functional Materials (2021)
 Bachelor's degree (1 major) Computer Science and Sustainability (2021)
 Bachelor's degree (2 majors) Comparative Indo-European Linguistics (2021)
 Bachelor's degree (1 major) Food Chemistry (2021)
 Bachelor's degree (1 major) Quantum Technology (2021)
 Bachelor's degree (2 majors) Special Education (2021)
 Bachelor's degree (1 major) Human-Computer Systems (2022)
 Bachelor's degree (1 major, 1 minor) Museology and material culture (2022)
 Bachelor's degree (1 major) Biochemistry (2022)
 Bachelor's degree (1 major) Biology (2022)
 Bachelor's degree (1 major) Mathematical Data Science (2022)
 Bachelor's degree (1 major) Artificial Intelligence and Data Science (2022)
 Bachelor's degree (2 majors) Ancient Near Eastern Archaeology (2022)
 Bachelor's degree (1 major, 1 minor) Ancient World (2022)
 Bachelor's degree (2 majors) Ancient Near Eastern Studies (2022)
 Bachelor's degree (1 major) Franco-German studies: language, culture, digital competence (2022)
 Bachelor's degree (1 major) European Law (2023)
 Bachelor's degree (1 major, 1 minor) English and American Studies (2023)
 Bachelor's degree (2 majors) English and American Studies (2023)
 Bachelor's degree (1 major) Artificial Intelligence and Data Science (2023)
 Bachelor's degree (1 major) Mathematics (2023)
 Bachelor's degree (1 major, 1 minor) History of Medieval and Modern Art (2023)
 Bachelor's degree (2 majors) History of Medieval and Modern Art (2023)
 Bachelor's degree (2 majors) Special Education (2023)
 Bachelor's degree (1 major) Geography (2023)
 Bachelor's degree (2 majors) Geography (2023)
 Bachelor's degree (1 major, 1 minor) Geography (2023)
 Bachelor's degree (2 majors) European Ethnology/Empiric Cultural Studies (2023)
 Bachelor's degree (1 major) Mathematical Physics (2024)
 Bachelor's degree (2 majors) German Language and Literature (2024)
 Bachelor's degree (1 major, 1 minor) German Language and Literature (2024)
 Bachelor's degree (1 major) Music Education (2024)
 Bachelor's degree (2 majors) Music Education (2024)
 Bachelor's degree (1 major, 1 minor) Music Education (2024)
 Bachelor's degree (1 major) Indology/South Asian Studies (2024)
 Bachelor's degree (2 majors) Indology/South Asian Studies (2024)
 Bachelor's degree (1 major, 1 minor) Indology/South Asian Studies (2024)
 Bachelor's degree (1 major, 1 minor) Ancient World (2024)
 Bachelor's degree (2 majors) Digital Humanities (2024)
 Bachelor's degree (1 major, 1 minor) Digital Humanities (2024)
 Bachelor's degree (1 major) Midwifery (2024)
 Bachelor's degree (2 majors) Greek Philology (2024)
 Bachelor's degree (2 majors) Latin Philology (2024)
 Bachelor's degree (1 major) Business Information Systems (2024)
 Bachelor's degree (1 major) Economathematics (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) Artificial Intelligence and Data Science (2024)

Bachelor's degree (1 major) Human-Computer-Interaction (2024)
 Bachelor's degree (2 majors) Art Education (2024)
 Bachelor's degree (1 major) Digital Business & Data Science (2024)
 Bachelor's degree (1 major) Classics (2024)
 Bachelor's degree (1 major) Diversity, Ethics and Religions (2024)
 Bachelor's degree (1 major) Functional Materials (2025)
 Bachelor's degree (1 major) (2025)
 Bachelor's degree (1 major) Food Chemistry (2025)
 Bachelor's degree (1 major, 1 minor) European Ethnology/Empiric Cultural Studies (2025)
 Bachelor's degree (1 major) Pedagogy (2025)
 Bachelor's degree (2 majors) Pedagogy (2025)
 Bachelor's degree (1 major) Econometrics (2025)
 Bachelor's degree (1 major) Academic Speech Therapy (2025)
 Master's degree (1 major) China Business and Economics (2025)
 Bachelor's degree (1 major, 1 minor) Pedagogy (2025)
 Bachelor's degree (1 major) Games Engineering (2025)
 Bachelor's degree (2 majors) Sport Science (Focus on health and Pedagogics in Movement) (2025)
 Bachelor's degree (1 major) Aerospace Computer Science (2025)
 Bachelor's degree (1 major, 1 minor) German Language and Literature (2025)
 Bachelor's degree (1 major) Computer Science (2025)
 Bachelor's degree (2 majors) German Language and Literature (2025)
 Bachelor's degree (1 major) Computer Science and Sustainability (2025)

Module title		Abbreviation
Bachelor Orientation Tutorial		12-BOT-242-m01
Module coordinator		Module offered by
Dean of the Faculty of Business Management and Economics		Faculty of Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
2	(not) successfully completed	--
Duration	Module level	Other prerequisites
1 semester	undergraduate	--
Contents		
<p>When starting their programmes, many Bachelor's degree students feel overwhelmed by the new environment, new people and completely new learning conditions. This is why the Bachelor's orientation programme (BOT) was created. Topics covered in the orientation programme:</p> <ul style="list-style-type: none"> • Orientation at the Faculty and University • Structure, content and requirements of the degree programme • Planning your university education • Subject-specific learning and study techniques • Exam preparation including time management 		
Intended learning outcomes		
<p>Within the orientation program first-year student get information and assistance to both professionally, and socially to be guided through the faculty in several meetings. The aim is to deal with issues, questions and problems, which experience shows occur especially at the start of their studies, and prepare students optimally for the start of their individual studies.</p>		
Courses (type, number of weekly contact hours, language — if other than German)		
<p>T (2) Module taught in: German and/or English</p>		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)		
<p>a) written examination (approx. 30 minutes) or b) oral examination in groups (groups of up to 5 candidates, approx. 10 minutes per candidate) or c) presentation (approx. 10 minutes) or d) portfolio (approx. 5 hours) Language of assessment: German and/or English Assessment offered: Once a year, winter semester creditable for bonus</p>		
Allocation of places		
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Additional information		
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Workload		
60 h		
Teaching cycle		
Teaching cycle: winter semester		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
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Module appears in		
<p>Bachelor's degree (1 major) Business Information Systems (2024) Bachelor's degree (1 major) Business Management and Economics (2024)</p>		
Bachelor's with 1 major Business Information Systems (2024)	JMU Würzburg • generated 18-Jun-2025 • exam. reg. data record Bachelor (180 ECTS) Wirtschaftsinformatik - 2024	page 112 / 369

Bachelor's degree (1 major) Digital Business & Data Science (2024)

Module title		Abbreviation
Operations Management		12-BPL-G-242-m01
Module coordinator		Module offered by
holder of the Chair of Business Management and Industrial Management		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		
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.		
Intended learning outcomes		
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.		
Courses (type, number of weekly contact hours, language — if other than German)		
V (2) + T (2) Module taught in: German and/or English		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)		
a) written examination (approx. 60 minutes) or b) portfolio (approx. 20 hours) Language of assessment: German and/or English creditable for bonus		
Allocation of places		
--		
Additional information		
--		
Workload		
150 h		
Teaching cycle		
Teaching cycle: winter semester		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
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Module appears in		
Module studies (Bachelor) Business Management and Economics (2019) Bachelor's degree (1 major) Business Information Systems (2024) Bachelor's degree (1 major) Economathematics (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) Economathematics (2025) Master's degree (1 major) China Business and Economics (2025) Bachelor's degree (1 major) Computer Science (2025)		

Module title		Abbreviation
Seminar: Business Plan		12-BPS-242-m01
Module coordinator		Module offered by
holder of the Chair of Entrepreneurship and Strategy		Faculty of Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	undergraduate	--
Contents		
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.		
Intended learning outcomes		
<p><i>Educational aims</i></p> <ul style="list-style-type: none"> • Clarify the role of business models and business plans • Clarify theoretical concepts related to business models and business plans • Enable students to critically appraise alternative approaches to business modelling and business planning • Enable students to evaluate the boundaries and risks of business modelling and business planning <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"> • Assess the role of business models and business plans for startups and established companies • Make judgements about the design of business models and business plans • Create and evaluate concepts related to business models and business plans • Systematically choose between different routes of action 		
Courses (type, number of weekly contact hours, language — if other than German)		
S (2) Module taught in: German and/or English		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)		
term paper (10 to 15 pages) and presentation (in groups of up to 3 candidates, approx. 15 minutes per candidate) Language of assessment: German and/or English Assessment offered: in the semester in which the course is offered creditable for bonus		
Allocation of places		
<p>5 places. WB4: Should the number of applications exceed the number of available places, places will be allocated as follows:</p> <p>(1) Bachelor's students of Wirtschaftswissenschaft (Business Management and Economics) (BSc with 180 ECTS credits) will be given preferential consideration.</p> <p>(2) The remaining places will be allocated to students of other subjects.</p> <p>(3) When places are allocated in accordance with (1) and (2) and the number of applications exceeds the number of available places, places will be allocated by lot among applicants from this group.</p> <p>(4) A waiting list will be maintained and places re-allocated by lot as they become available.</p>		
Additional information		
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Workload		
150 h		

Teaching cycle
Teaching cycle: each semester
Referred to in LPO I (examination regulations for teaching-degree programmes)
--
Module appears in
Bachelor's degree (1 major) Business Information Systems (2024) Bachelor's degree (1 major) Economathematics (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) Economathematics (2025) Master's degree (1 major) China Business and Economics (2025)

Module title		Abbreviation
Business Strategy for Information and Network Industries		12-BSINI-242-m01
Module coordinator		Module offered by
holder of the Chair of Industrial Economics		Faculty of Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	undergraduate	--
Contents		
<p>Outline of syllabus:</p> <ol style="list-style-type: none"> Pricing of information goods <ul style="list-style-type: none"> market segmentation methods digital rights management and piracy alternative monetisation strategies Network effects <ul style="list-style-type: none"> consumer demand in markets with network effects, rational expectations monopoly pricing competition in markets with network effects compatibility and multi-homing: dynamic competition Competition in markets with switching costs Two (multi)-sided markets and platforms <ul style="list-style-type: none"> monopoly pricing in platform markets competition in platform markets: non-price strategies <p>The course will be taught in English.</p>		
Intended learning outcomes		
<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>		
Courses (type, number of weekly contact hours, language — if other than German)		
V (2) + Ü (2) Module taught in: German and/or English		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)		
a) written examination (approx. 60 to 120 minutes) or b) term paper (approx. 10 pages) and presentation (approx. 15 minutes); (weighted 2:1) Language of assessment: German and/or English creditable for bonus		
Allocation of places		
--		
Additional information		
--		
Workload		
150 h		
Teaching cycle		
Teaching cycle: summer semester		
Bachelor's with 1 major Business Information Systems (2024)	JMU Würzburg • generated 18-Jun-2025 • exam. reg. data record Bachelor (180 ECTS) Wirtschaftsinformatik - 2024	page 117 / 369

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

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Module appears in

Bachelor's degree (1 major) Business Information Systems (2024)
 Bachelor's degree (1 major) Economathematics (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) Economathematics (2025)

Module title		Abbreviation
Seminar: Business Simulation		12-BUS-242-m01
Module coordinator		Module offered by
holder of the Chair of Entrepreneurship and Strategy		Faculty of Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	undergraduate	--
Contents		
<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>		
Intended learning outcomes		
<p><i>Educational aims</i></p> <ul style="list-style-type: none"> • Raise students’ situational awareness in managerial decision making • Promote students’ ability to make informed managerial decisions in complex situation • Sensitize students for the need to anticipate competitive actions and reactions <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"> • Understand how management theories can be applied in ‘real-life’ decision making scenarios • Understand the interconnectivity of managerial decisions in different areas of a company, e.g., marketing, finance, and innovation • Make managerial group decisions based on anticipated competitor behavior 		
Courses (type, number of weekly contact hours, language — if other than German)		
<p>S (2)</p> <p>Module taught in: German and/or English</p>		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)		
<p>term paper (10 to 15 pages) and presentation (in groups of up to 3 candidates, approx. 15 minutes per candidate)</p> <p>Language of assessment: German and/or English</p> <p>Assessment offered: in the semester in which the course is offered</p> <p>creditable for bonus</p>		
Allocation of places		
<p>5 places. WB4: Should the number of applications exceed the number of available places, places will be allocated as follows:</p> <p>(1) Bachelor's students of Wirtschaftswissenschaft (Business Management and Economics) (BSc with 180 ECTS credits) will be given preferential consideration.</p> <p>(2) The remaining places will be allocated to students of other subjects.</p> <p>(3) When places are allocated in accordance with (1) and (2) and the number of applications exceeds the number of available places, places will be allocated by lot among applicants from this group.</p> <p>(4) A waiting list will be maintained and places re-allocated by lot as they become available.</p>		
Additional information		
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Workload		
150 h		

Teaching cycle
Teaching cycle: each semester
Referred to in LPO I (examination regulations for teaching-degree programmes)
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Module appears in
Bachelor's degree (1 major) Business Information Systems (2024) Bachelor's degree (1 major) Economathematics (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) Economathematics (2025) Master's degree (1 major) China Business and Economics (2025)

Module title		Abbreviation
Customer Analytics		12-CA-232-m01
Module coordinator		Module offered by
holder of the Junior Professorship of Marketing Analytics		Faculty of Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	undergraduate	--
Contents		
<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>		
Intended learning outcomes		
<ul style="list-style-type: none"> • Understand the importance of customer value and its impact on business success. • Learn key methods and analytical tools to effectively address customer heterogeneity in marketing strategies. • Develop practical data analysis skills for data-driven marketing decisions. 		
Courses (type, number of weekly contact hours, language — if other than German)		
V (2) + Ü (2) Module taught in: German and/or English		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)		
written examination (approx. 60 minutes) Language of assessment: German and/or English creditable for bonus		
Allocation of places		
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Additional information		
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Workload		
150 h		
Teaching cycle		
Teaching cycle: winter semester		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
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Module appears in

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)
 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)
 Bachelor's degree (1 major) Business Information Systems (2024)
 Bachelor's degree (1 major) Economathematics (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) Economathematics (2025)

Module title		Abbreviation
Challenges of China's Economic Rise		12-CCER-242-m01
Module coordinator		Module offered by
holder of the Chair of China Business and Economics		Faculty of Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	undergraduate	--
Contents		
<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>		
Intended learning outcomes		
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.		
Courses (type, number of weekly contact hours, language — if other than German)		
V (2) Module taught in: German and/or English		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)		
a) written examination (approx. 60 minutes) or b) term paper (15 to 20 pages) and presentation (10 to 15 minutes); (weighted 2:1) Language of assessment: German and/or English creditable for bonus		
Allocation of places		
20 places. WA1: (1) Should the number of applications exceed the number of available places, places will be allocated by lot among all applicants irrespective of their subjects. (2) Places on all courses of the module with a restricted number of places will be allocated in the same procedure. (3) A waiting list will be maintained and places re-allocated by lot as they become available.		
Additional information		
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Workload		
150 h		
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) Business Information Systems (2024) Bachelor's degree (1 major) Economathematics (2024)		
Bachelor's with 1 major Business Information Systems (2024)	JMU Würzburg • generated 18-Jun-2025 • exam. reg. data record Bachelor (180 ECTS) Wirtschaftsinformatik - 2024	page 123 / 369

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)

Module title			Abbreviation
Career planning and professional skills for students of Business and Economics			12-CC-KPBK-242-m01
Module coordinator		Module offered by	
Dean of the Faculty of Business Management and Economics		Faculty of Management and Economics	
ECTS	Method of grading	Only after succ. compl. of module(s)	
5	numerical grade	--	
Duration	Module level	Other prerequisites	
1 semester	undergraduate	--	
Contents			
<p>The module was designed in cooperation with the university's Career Centre specifically for students on Bachelor degree programs in the field of business and economics and is taught by lecturers from the Career Centre. In addition to teaching subject-related key skills, it offers support with career orientation and starting a career in the field of business and economics.</p> <p>As part of the module, students exchange ideas with people from different cultures on interesting topics in order to promote intercultural skills, get to know professional fields for graduates in business and economics and receive information on the various fields of activity. With the help of a strengths/weaknesses analysis, the participants' personal key competencies are analysed and potential for improvement is identified. Guidelines for the design of the CV and cover letter as well as an unsolicited application are covered and the preparation of professional application documents is learnt. Participants practise their presentation skills and how to deal with real job interviews using their individual strengths.</p>			
Intended learning outcomes			
<p>After completing the module, students will be familiar with career prospects, be able to create appealing application documents and be confident in job interviews. They are also prepared for intercultural encounters and have a feel for the different behaviours and approaches of people from different cultures. Students will have mastered the preparation of a comprehensive application portfolio and the special features of unsolicited applications. They are also familiar with argumentative principles for dealing with job interviews.</p> <p>Students can deal well with the general and specific requirements for graduates in the field of business and economics when finding and starting a career.</p>			
Courses (type, number of weekly contact hours, language — if other than German)			
S (4) Module taught in: German and/or English			
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)			
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) or d) oral examination in groups of up to 5 candidates (approx. 15 minutes per candidate) or e) portfolio (approx. 20 hours) Language of assessment: German and/or English creditable for bonus			
Allocation of places			
15 Plätze. WB5: Should the number of applications exceed the number of available places, places will be allocated as follows: (1) Places will be allocated according to the number of subject semesters independent of subject. Among applicants with the same number of subject semesters, places will be allocated by lot. (2) A waiting list will be maintained and places re-allocated as they become available.			

Additional information
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Workload
150 h
Teaching cycle
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 Information Systems (2024) Bachelor's degree (1 major) Economathematics (2024) Bachelor's degree (1 major) Business Management and Economics (2024) Bachelor's degree (1 major) Digital Business & Data Science (2024) Bachelor's degree (1 major) Economathematics (2025)

Module title		Abbreviation
Computational Economics		12-CE-242-m01
Module coordinator		Module offered by
holder of the Chair of Public Finance		Faculty of Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	undergraduate	--
Contents		
<p>This module introduces students to the numerical implementation of economic models. It consists of three main parts:</p> <ol style="list-style-type: none"> 1. The programming language FORTRAN 90 2. Numerical solution methods 3. Economic applications: <ul style="list-style-type: none"> - The static general equilibrium model - Topics in finance and risk management - Life cycle model - Overlapping generations model 		
Intended learning outcomes		
<p>After finishing this module students are able to</p> <ol style="list-style-type: none"> 1. implement simple economic models on the computer using Fortran 90 2. using MonteCarlo techniques to find optimal portfolio structures and option prices 3. quantify the risks of portfolios of banks and insurance companies 4. simulate simple reforms of the tax and transfer system 5. interpret the simulation results economically. 		
Courses (type, number of weekly contact hours, language — if other than German)		
<p>P (2) Module taught in: German and/or English</p>		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)		
<p>a) written examination (approx. 60 minutes) or b) written examination (approx. 60 minutes) and exercises (approx. 10 pages), (weighted 1:1) Language of assessment: German and/or English creditable for bonus</p>		
Allocation of places		
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Additional information		
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Workload		
150 h		
Teaching cycle		
Teaching cycle: winter semester		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
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Module appears in		
<p>Bachelor's degree (1 major) Business Information Systems (2024) Bachelor's degree (1 major) Economathematics (2024) Bachelor's degree (1 major) Business Management and Economics (2024)</p>		
Bachelor's with 1 major Business Information Systems (2024)	JMU Würzburg • generated 18-Jun-2025 • exam. reg. data record Bachelor (180 ECTS) Wirtschaftsinformatik - 2024	page 127 / 369

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)

Module title			Abbreviation
Selected Topics in Computer Information Systems 1			12-CIS1-242-m01
Module coordinator		Module offered by	
Dean of the Faculty of Business Management and Economics		Faculty of Management and Economics	
ECTS	Method of grading	Only after succ. compl. of module(s)	
5	numerical grade	--	
Duration	Module level	Other prerequisites	
1 semester	undergraduate	--	
Contents			
<p>This module serves the purpose of transferring credits from</p> <ul style="list-style-type: none">• courses taken at other German or non-German universities• additional courses offered on a short-term basis• courses offered by new Chairs that are yet to be included in the FSB (subject-specific provisions) <p>The holders of the respective Chairs will ensure that the courses are eligible for credit transfer.</p>			
Intended learning outcomes			
As a result of accrediting multiple kinds of modules, a description of acquired skills cannot be given.			
Courses (type, number of weekly contact hours, language — if other than German)			
V (2) + Ü (2) Module taught in: German and/or English			
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)			
a) written examination (60 to 120 minutes) or b) term paper (approx. 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) or e) portfolio (approx. 20 hours) Language of assessment: German and/or English creditable for bonus			
Allocation of places			
--			
Additional information			
--			
Workload			
150 h			
Teaching cycle			
Teaching cycle: no courses offered			
Referred to in LPO I (examination regulations for teaching-degree programmes)			
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Module appears in			
Bachelor's degree (1 major) Business Information Systems (2024)			

Module title		Abbreviation
Selected Topics in Computer Information Systems 2		12-CIS2-242-m01
Module coordinator		Module offered by
Dean of the Faculty of Business Management and Economics		Faculty of Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	undergraduate	--
Contents		
<p>This module serves the purpose of transferring credits from</p> <ul style="list-style-type: none"> • courses taken at other German or non-German universities • additional courses offered on a short-term basis • courses offered by new Chairs that are yet to be included in the FSB (subject-specific provisions) <p>The holders of the respective Chairs will ensure that the courses are eligible for credit transfer.</p>		
Intended learning outcomes		
As a result of accrediting multiple kinds of modules, a description of acquired skills cannot be given.		
Courses (type, number of weekly contact hours, language — if other than German)		
V (2) + Ü (2) Module taught in: German and/or English		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)		
<p>a) written examination (60 to 120 minutes) or b) term paper (approx. 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) or e) portfolio (approx. 20 hours) Language of assessment: German and/or English creditable for bonus</p>		
Allocation of places		
--		
Additional information		
--		
Workload		
150 h		
Teaching cycle		
Teaching cycle: no courses offered		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
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Module appears in		
Bachelor's degree (1 major) Business Information Systems (2024)		

Module title		Abbreviation
Computer Lab in Applied Econometrics		12-CQW-242-m01
Module coordinator		Module offered by
holder of the Chair of Econometrics		Faculty of Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	undergraduate	--
Contents		
<p>This module builds on the lectures "Grundlagen der Statistik" ("Descriptive Statistics and Introduction to Probability") and "Grundlagen der QWF" ("Introduction to Statistical Inference and Regression Analysis"). It introduces students to the simulation of different distributions and the application of linear regression analysis. In the first part of the course, different distributions are introduced, simulated with Excel and their theoretical moments are estimated. In the second part, linear regression analysis is introduced, different specifications are estimated and interpreted and potential pitfalls are pointed out.</p>		
Intended learning outcomes		
<p>After finishing this course students acquired several skills. They</p> <ul style="list-style-type: none"> (i) get an overview of several distributions; (ii) know how to simulate those distributions in MS Excel and are able to estimate and interpret the related theoretical moments; (iii) can perform smaller simulations in Excel; (iv) get to know a variety of different Excel commands which are important for statistical working; (v) are introduced to the linear regression analysis, can perform it in Excel and Gretl, and know how to interpret the results. 		
Courses (type, number of weekly contact hours, language — if other than German)		
<p>P (2) Module taught in: German and/or English</p>		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)		
<p>a) written examination (approx. 60 minutes) or b) term paper (approx. 10 pages) and presentation (approx. 20 minutes); (weighted 2:1) Language of assessment: German and/or English creditable for bonus</p>		
Allocation of places		
<p>20 places. WA1: (1) Should the number of applications exceed the number of available places, places will be allocated by lot among all applicants irrespective of their subjects. (2) Places on all courses of the module with a restricted number of places will be allocated in the same procedure. (3) A waiting list will be maintained and places re-allocated by lot as they become available.</p>		
Additional information		
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Workload		
150 h		
Teaching cycle		
Teaching cycle: each semester		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
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Module appears in

Bachelor's degree (1 major) Business Information Systems (2024)
 Bachelor's degree (1 major) Economathematics (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) Economathematics (2025)

Module title		Abbreviation
Crossmedia Storytelling in Business Communication		12-CWK-242-m01
Module coordinator		Module offered by
holder of the Professorship of Economic Journalism		Faculty of Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	undergraduate	--
Contents		
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.		
Intended learning outcomes		
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.		
Courses (type, number of weekly contact hours, language — if other than German)		
S (2) Module taught in: German and/or English		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)		
portfolio (approx. 20 hours) Language of assessment: German and/or English creditable for bonus		
Allocation of places		
20 places. WA1: (1) Should the number of applications exceed the number of available places, places will be allocated by lot among all applicants irrespective of their subjects. (2) Places on all courses of the module with a restricted number of places will be allocated in the same procedure. (3) A waiting list will be maintained and places re-allocated by lot as they become available.		
Additional information		
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Workload		
150 h		
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 Information Systems (2024) Bachelor's degree (1 major) Economathematics (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) Economathematics (2025)		
Bachelor's with 1 major Business Information Systems (2024)	JMU Würzburg • generated 18-Jun-2025 • exam. reg. data record Bachelor (180 ECTS) Wirtschaftsinformatik - 2024	page 133 / 369

Master's degree (1 major) China Business and Economics (2025)

Module title			Abbreviation
Data Science and Applied Econometrics in Business and Economics			12-DAS-242-m01
Module coordinator		Module offered by	
holder of the Chair of Data Science in Business and Economics		Faculty of Management and Economics	
ECTS	Method of grading	Only after succ. compl. of module(s)	
5	numerical grade	--	
Duration	Module level	Other prerequisites	
1 semester	undergraduate	--	
Contents			
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 & investments ... and many more			
Intended learning outcomes			
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.			
Courses (type, number of weekly contact hours, language — if other than German)			
V (2) + Ü (2) Module taught in: English			
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)			
written examination (approx. 60 minutes) Language of assessment: German and/or English creditable for bonus			
Allocation of places			
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Additional information			
--			
Workload			
150 h			
Teaching cycle			
Teaching cycle: winter semester			
Referred to in LPO I (examination regulations for teaching-degree programmes)			
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Module appears in			
Bachelor's degree (1 major) Business Information Systems (2024) Bachelor's degree (1 major) Economathematics (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) Economathematics (2025)			

Module title			Abbreviation
DATEV: Introduction to DATEV-Software for Tax Accounting			12-DAT-242-m01
Module coordinator		Module offered by	
holder of the Chair of Business Management and Business Taxation		Faculty of Management and Economics	
ECTS	Method of grading	Only after succ. compl. of module(s)	
5	numerical grade	--	
Duration	Module level	Other prerequisites	
1 semester	undergraduate	--	
Contents			
The module will introduce students to processes regarding accounting, taxation, financial statements and the audit of these using the DATEV software. DATEV is one of the standard systems used by tax consultants and accountants. Students will not only become familiar with the basics, they will also acquire insights into the processes and functionalities. In the theoretical part, students will acquire the necessary skills that will serve as a basis for the practical part. This practical part will present students with an opportunity to apply their newly acquired knowledge by working with a DATEV system on case studies on the model company Müller & Thurgau GmbH.			
Intended learning outcomes			
Students acquire practical knowledge in using the DATEV software package for daily book-keeping and for producing annual reports.			
Courses (type, number of weekly contact hours, language — if other than German)			
V (2) Module taught in: German and/or English			
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)			
written examination (approx. 120 minutes) Language of assessment: German and/or English creditable for bonus			
Allocation of places			
10 places. WA1: (1) Should the number of applications exceed the number of available places, places will be allocated by lot among all applicants irrespective of their subjects. (2) Places on all courses of the module with a restricted number of places will be allocated in the same procedure. (3) A waiting list will be maintained and places re-allocated by lot as they become available.			
Additional information			
--			
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 Information Systems (2024) Bachelor's degree (1 major) Economathematics (2024) Bachelor's degree (1 major) Business Management and Economics (2024) Bachelor's degree (1 major) Digital Business & Data Science (2024) Bachelor's degree (1 major) Economathematics (2025)			
Bachelor's with 1 major Business Information Systems (2024)		JMU Würzburg • generated 18-Jun-2025 • exam. reg. data record Bachelor (180 ECTS) Wirtschaftsinformatik - 2024	
		page 136 / 369	

Module title		Abbreviation
Data-Driven Decisions in Practice		12-DDD-242-m01
Module coordinator		Module offered by
holder of the Chair of Business Informatics and AI for Enterprise		Faculty of Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	undergraduate	--
Contents		
<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>		
Intended learning outcomes		
<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>		
Courses (type, number of weekly contact hours, language — if other than German)		
<p>V (2) + Ü (2) Module taught in: German and/or English</p>		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a 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 (approx. 20 hours) Language of assessment: German and/or English creditable for bonus</p>		
Allocation of places		
--		
Additional information		
--		
Workload		
150 h		
Teaching cycle		
Teaching cycle: summer semester		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
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Bachelor's with 1 major Business Information Systems (2024)		page 137 / 369

Module appears in

Bachelor's degree (1 major) Business Information Systems (2024)
 Bachelor's degree (1 major) Economathematics (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) Economathematics (2025)

Module title		Abbreviation
Data-Driven Supply Chain Management		12-DDSCM-242-m01
Module coordinator		Module offered by
holder of the Chair of Logistics and Quantitative Methods		Faculty of Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	undergraduate	--
Contents		
<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>		
Intended learning outcomes		
<ul style="list-style-type: none"> • Students understand the importance of data-driven decisions in SCM and the potential of machine learning. • After the course, participants will know key DSCM procedures and their applicability to planning problems. • Students learn to analyze corporate data and use machine learning to achieve better SCM planning results. • Through case studies, participants recognize the transferability of insights to other SCM areas and potential implementation problems. • Participants can describe real data descriptively using Python and implement DSCM procedures with machine learning after the course. 		
Courses (type, number of weekly contact hours, language — if other than German)		
V (2) + Ü (2)		
Module taught in: German and/or English		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a 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) or e) portfolio (approx. 20 hours) Language of assessment: German and/or English creditable for bonus		
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		

exchange program Business Management and Economics (2022)
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)

Module title		Abbreviation
Data Management and Analysis		12-DM-F-242-m01
Module coordinator		Module offered by
holder of the Chair of Business Analytics		Faculty of Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	undergraduate	--
Contents		
<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"> • Fundamentals and application of semantic data modelling • Fundamentals and application of the relational data model • Fundamentals and application of data query languages • Hypothesis-driven and model-building data analysis • Data analysis processes and their comparison • Supervised and unsupervised learning processes 		
Intended learning outcomes		
<p>Upon completion of the module students are able</p> <ul style="list-style-type: none"> • to design good conceptual and logical data models; • to transform conceptual data models into physical data schemas; • to formulate complex database queries; • to design different applications with databases • perform and interpret hypothesis testing on real data • understand the basics of supervised and unsupervised machine learning 		
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 can be chosen to earn a bonus)		
<p>a) written examination (approx. 60 minutes) or b) oral examination in groups of up to 3 candidates (approx. 15 minutes per candidate) or c) portfolio (approx. 20 hours) creditable for bonus</p>		
Allocation of places		
--		
Additional information		
--		
Workload		
150 h		
Teaching cycle		
Teaching cycle: summer semester		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
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Module appears in		
Module studies (Bachelor) Business Management and Economics (2019)		

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)
 Master's degree (1 major) China Business and Economics (2025)

Module title		Abbreviation
Decision-Making in Organizations and Teams		12-DMOT-242-m01
Module coordinator		Module offered by
holder of the Junior Professorship of Applied Microeconomics, esp. Human-Machine Interaction		Faculty of Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	undergraduate	--
Contents		
<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>		
Intended learning outcomes		
<p>With this course,</p> <ul style="list-style-type: none"> • students will be able to understand and reflect on modern microeconomic concepts and current organizational economics. • students will learn to master and apply quantitative microeconomic methods. • students will be enabled to classify and relate specialized knowledge from theoretical microeconomics, experimental and empirical microeconomics, business administration, and psychology. 		
Courses (type, number of weekly contact hours, language — if other than German)		
<p>V (2) + Ü (2) Module taught in: German and/or English</p>		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a 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 creditable for bonus</p>		
Allocation of places		
--		
Additional information		
--		
Workload		
150 h		
Teaching cycle		
Teaching cycle: summer semester		

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

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Module appears in

Bachelor's degree (1 major) Business Information Systems (2024)
 Bachelor's degree (1 major) Economathematics (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) Economathematics (2025)

Module title		Abbreviation
Seminar: Digitalization in Supply Chain Management		12-DSCM-242-m01
Module coordinator		Module offered by
holder of the Chair of Logistics and Quantitative Methods		Faculty of Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	undergraduate	--
Contents		
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").		
Intended learning outcomes		
<ul style="list-style-type: none"> Participants will develop the ability to analyze and evaluate digital developments in supply chain management from a business perspective. Students will learn to critically discuss the economic impact of new approaches in supply chain management. They will gain an understanding of how digital innovations can influence the performance and efficiency of supply chains. 		
Courses (type, number of weekly contact hours, language — if other than German)		
S (2) Module taught in: German and/or English		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)		
term paper (10 to 15 pages) and presentation (approx. 10 minutes); (weighted 2:1) Language of assessment: German and/or English Assessment offered: in the semester in which the course is offered creditable for bonus		
Allocation of places		
5 places. WB3 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) 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) Business Information Systems (2024)		
Bachelor's with 1 major Business Information Systems (2024)	JMU Würzburg • generated 18-Jun-2025 • exam. reg. data record Bachelor (180 ECTS) Wirtschaftsinformatik - 2024	page 145 / 369

Bachelor's degree (1 major) Economathematics (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) Economathematics (2025)

Module title			Abbreviation
Economics and Psychology			12-EAP-251-m01
Module coordinator		Module offered by	
--		Faculty of Management and Economics	
ECTS	Method of grading	Only after succ. compl. of module(s)	
5	numerical grade	--	
Duration	Module level	Other prerequisites	
1 semester	--	--	
Contents			
--			
Intended learning outcomes			
--			
Courses (type, number of weekly contact hours, language — if other than German)			
V (2) + Ü (2) Module taught in: English			
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)			
a) written examination (approx. 60 minutes) or b) term paper (10 to 15 pages) and presentation (approx. 15 minutes); (weighted 3:2) or c) portfolio (approx. 20 hours) Language of assessment: English Assessment offered: once a year, winter semester creditable for bonus			
Allocation of places			
--			
Additional information			
--			
Workload			
150 h			
Teaching cycle			
--			
Referred to in LPO I (examination regulations for teaching-degree programmes)			
--			
Module appears in			
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, 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) Business Management and Economics (2021) Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2021) Bachelor's degree (1 major) Business Information Systems (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 with 1 major Business Information Systems (2024)		JMU Würzburg • generated 18-Jun-2025 • exam. reg. data record Bachelor (180 ECTS) Wirtschaftsinformatik - 2024	
		page 147 / 369	

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)

Module title		Abbreviation
E-Business Project		12-EBP-242-m01
Module coordinator		Module offered by
holder of the Chair of Information Systems Engineering		Faculty of Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	undergraduate	--
Contents		
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.		
Intended learning outcomes		
<ul style="list-style-type: none"> • Understand challenges of real e-business organisations • Apply the acquired knowledge to solve a specific, real problem • Present the developed results 		
Courses (type, number of weekly contact hours, language — if other than German)		
V (2) + Ü (2) Module taught in: German and/or English		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a 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) portfolio (approx. 20 hours) Language of assessment: German and/or English creditable for bonus		
Allocation of places		
--		
Additional information		
--		
Workload		
150 h		
Teaching cycle		
Teaching cycle: winter semester		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
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Module appears in		
Bachelor's degree (1 major) Business Information Systems (2024) Bachelor's degree (1 major) Economathematics (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) Economathematics (2025) Master's degree (1 major) China Business and Economics (2025)		

Module title		Abbreviation
E-Business		12-Ebus-F-242-m01
Module coordinator		Module offered by
holder of the Chair of Information Systems Engineering		Faculty of Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	undergraduate	--
Contents		
E-business is a comprehensive, digital processing of business transactions between private and public enterprises as well as institutions and their clients on global public and private networks such as the internet. Precisely because euphoria for e-business has waned considerably in recent years, a lot of emphasis is now being placed on introducing such solutions in a user-oriented way. This lecture will first discuss the supporting economic theories and will then describe and analyse individual solutions such as e-procurement, e-shop, e-marketplace and e-community in detail.		
Intended learning outcomes		
The module provides students with knowledge about: (i) E-Procurement (ii) E-Shop (iii) E-Marketplace (iv) E-Community		
Courses (type, number of weekly contact hours, language — if other than German)		
V (2) + T (2) Module taught in: German and/or English		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)		
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 of up to 3 candidates (approx. 15 minutes per candidate) Language of assessment: German and/or English creditable for bonus		
Allocation of places		
--		
Additional information		
--		
Workload		
150 h		
Teaching cycle		
Teaching cycle: summer semester		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
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Module appears in		
Module studies (Bachelor) Business Management and Economics (2019) Module studies (Bachelor) Orientierungsstudien (2020) Bachelor's degree (1 major) Business Information Systems (2024) Bachelor's degree (1 major) Economathematics (2024) Bachelor's degree (1 major) Business Management and Economics (2024)		
Bachelor's with 1 major Business Information Systems (2024)	JMU Würzburg • generated 18-Jun-2025 • exam. reg. data record Bachelor (180 ECTS) Wirtschaftsinformatik - 2024	page 150 / 369

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)
 Master's degree (1 major) China Business and Economics (2025)
 Bachelor's degree (1 major) Computer Science (2025)

Module title		Abbreviation
Organization		12-EBWL-G-242-m01
Module coordinator		Module offered by
holder of the Chair for Human Resource Management and Organisation		Faculty of Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	undergraduate	--
Contents		
The lecture Organisation covers the basic methodological, empirical, and institutional concepts of management that are necessary for the further study of the subject. More specifically, it gives answers to the question why there are organisations. In addition, different goals, strategies, and structures of enterprises as well as their economic and societal environment are discussed. Finally, selected empirical findings from organisation research are presented together with the basic tool kit for empirical methods and approaches.		
Intended learning outcomes		
Students should be able to understand, discuss and apply basic theories, econometric techniques as well as empirical findings in organisation science.		
Courses (type, number of weekly contact hours, language — if other than German)		
V (2) + T (2)		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)		
written examination (approx. 60 minutes) creditable for bonus		
Allocation of places		
--		
Additional information		
--		
Workload		
150 h		
Teaching cycle		
Teaching cycle: winter semester		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
--		
Module appears in		
Module studies (Bachelor) Business Management and Economics (2019) 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) Master's degree (1 major) China Business and Economics (2025) Bachelor's degree (1 major) Computer Science (2025)		

Module title			Abbreviation
Economic Experiments			12-EcEx-251-m01
Module coordinator		Module offered by	
--		Faculty of Management and Economics	
ECTS	Method of grading	Only after succ. compl. of module(s)	
5	numerical grade	--	
Duration	Module level	Other prerequisites	
1 semester	--	--	
Contents			
--			
Intended learning outcomes			
--			
Courses (type, number of weekly contact hours, language — if other than German)			
V (2) + Ü (2) Module taught in: English			
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)			
a) written examination (approx. 60 minutes) or b) term paper (approx. 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) or e) portfolio (approx. 20 hours) Language of assessment: English creditable for bonus			
Allocation of places			
--			
Additional information			
--			
Workload			
150 h			
Teaching cycle			
--			
Referred to in LPO I (examination regulations for teaching-degree programmes)			
--			
Module appears in			
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, 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) Business Management and Economics (2021) Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2021) Bachelor's degree (1 major) Business Information Systems (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 with 1 major Business Information Systems (2024)		JMU Würzburg • generated 18-Jun-2025 • exam. reg. data record Bachelor (180 ECTS) Wirtschaftsinformatik - 2024	
		page 153 / 369	

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

Module title			Abbreviation
Cross-Cultural Management 1 - Introduction to Cross-Cultural Management			12-EinCCM-242-mo1
Module coordinator		Module offered by	
holder of the Chair of Business Management and Industrial Management		Faculty of Management and Economics	
ECTS	Method of grading	Only after succ. compl. of module(s)	
5	numerical grade	--	
Duration	Module level	Other prerequisites	
1 semester	undergraduate	--	
Contents			
<p>Description:</p> <p>This course provides students with the necessary background knowledge and an overall understanding of culture and prepares them for the course "Wenn Kulturen aufeinander treffen - Führen zwischen den Kulturen" ("When Cultures Collide -- Leading Across Cultures"). The series of courses is taught on the basis of the context of daily international business and is filled with many international business scenarios, simulations and case studies.</p> <p>Outline of syllabus:</p> <ol style="list-style-type: none">1. Culture and its origins - the roots and routes of culture2. How culture is influenced by climate and religion3. Cultural black holes4. Culture and globalisation5. Life after September 11th6. The categorisation of cultures			
Intended learning outcomes			
Students have gained a deeper understanding and background of what culture is and where culture comes from. They have learned about their culture in order to gain insight into their own individual cultural make-up.			
Courses (type, number of weekly contact hours, language — if other than German)			
S (2) Module taught in: German and/or English			
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)			
<p>a) written examination (approx. 60 minutes) or</p> <p>b) term paper (approx. 15 pages) and presentation (approx. 15 minutes), weighted 2:1 or</p> <p>c) presentation (approx. 45 minutes) and term paper (approx. 10 pages), weighted 1:1 or</p> <p>d) term paper (approx. 20 pages)</p> <p>Language of assessment: German and/or English</p> <p>creditable for bonus</p>			
Allocation of places			
<p>35 places. WA1:</p> <p>(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.</p> <p>(2) Places on all courses of the module with a restricted number of places will be allocated in the same procedure.</p> <p>(3) A waiting list will be maintained and places re-allocated by lot as they become available.</p>			
Additional information			
--			
Workload			
150 h			

Teaching cycle
Teaching cycle: each semester
Referred to in LPO I (examination regulations for teaching-degree programmes)
--
Module appears in
Bachelor's degree (1 major) Business Information Systems (2024) Bachelor's degree (1 major) Economathematics (2024) Bachelor's degree (1 major) Business Management and Economics (2024) Bachelor's degree (1 major) Digital Business & Data Science (2024) Bachelor's degree (1 major) Economathematics (2025)

Module title		Abbreviation
European Macroeconomics		12-EM-242-m01
Module coordinator		Module offered by
holder of the Senior Professorship for Economics, Money and International Economic Relations		Faculty of Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	undergraduate	--
Contents		
<p>This course 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>		
Intended learning outcomes		
<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>		
Courses (type, number of weekly contact hours, language — if other than German)		
<p>V (2) Module taught in: German and/or English</p>		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a 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 in groups of up to 3 candidates (approx. 15 minutes per candidate) Language of assessment: German and/or English Assessment offered: in the semester in which the course is offered creditable for bonus</p>		
Allocation of places		
--		
Additional information		
--		
Workload		
150 h		
Teaching cycle		
Teaching cycle: winter semester		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
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Module appears in		
<p>Bachelor's degree (1 major) Business Information Systems (2024) Bachelor's degree (1 major) Economathematics (2024) Bachelor's degree (1 major) Business Management and Economics (2024)</p>		
Bachelor's with 1 major Business Information Systems (2024)	JMU Würzburg • generated 18-Jun-2025 • exam. reg. data record Bachelor (180 ECTS) Wirtschaftsinformatik - 2024	page 157 / 369

Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2024)
Bachelor's degree (1 major) Economathematics (2025)
Master's degree (1 major) China Business and Economics (2025)

Module title		Abbreviation
Entrepreneurship		12-EPS-242-m01
Module coordinator		Module offered by
holder of the Chair of Entrepreneurship and Strategy		Faculty of Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	undergraduate	--
Contents		
<p>Description:</p> <p>The course introduces students to the basics of entrepreneurial self-employment. In addition to discussing theoretical concepts covering the definition, creation and performance of new ventures, the course will also discuss methods and instruments for a potential entrepreneurial career. Several content areas of start-up planning are being covered during the course of the lecture including team compilation, business model creation and financing.</p> <p>Contents of the course:</p> <ol style="list-style-type: none"> 1. Introduction to entrepreneurship 2. Human resources in start-ups 3. Opportunity analysis 4. Business modelling 5. Entrepreneurship in the digital industry 6. Business planning 7. Finance 8. Marketing in start-ups 		
Intended learning outcomes		
<p>After completing the module "Entrepreneurship", the students should be able to</p> <ol style="list-style-type: none"> (i) describe and problematize the concept of entrepreneurship and the entrepreneurial perspective; (ii) describe and analyze the entrepreneurial process, its drivers, characteristics and context; (iii) apply theories within the entrepreneurship field to real life situations; (iv) take initiatives and independently develop a business idea and use knowledge gained from earlier courses in business administration in order to develop this idea in a business plan sketch; (v) plan human resources and marketing in a start-up. 		
Courses (type, number of weekly contact hours, language — if other than German)		
<p>V (2) + Ü (2)</p> <p>Module taught in: German and/or English</p>		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)		
<p>a) written examination (approx. 60 minutes) or</p> <p>b) term paper (as individual or group work; approx. 10 pages each person) or</p> <p>c) oral examination in groups of up to 3 persons (approx. 15 minutes per candidate)</p> <p>Language of assessment: German and/or English</p> <p>creditable for bonus</p>		
Allocation of places		
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Additional information		
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Workload		
150 h		

Teaching cycle		
Teaching cycle: every year, winter semester		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
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Module appears in		
<p> Bachelor's degree (1 major) Biology (2011) Bachelor's degree (1 major) Chemistry (2010) Bachelor's degree (1 major) Psychology (2010) Bachelor's degree (1 major, 1 minor) Pedagogy (2013) Bachelor's degree (1 major, 1 minor) Political and Social Studies (2013) Bachelor's degree (1 major, 1 minor) Russian Language and Culture (2008) Bachelor's degree (2 majors) Special Education (2009) Magister Theologiae Catholic Theology (2013) Bachelor's degree (2 majors) English and American Studies (2009) Bachelor's degree (2 majors) German Language and Literature (2013) Bachelor's degree (1 major) Chemistry (2015) Bachelor's degree (1 major) Geography (2015) Bachelor's degree (1 major) Mathematics (2015) Bachelor's degree (1 major) Musicology (2015) Bachelor's degree (1 major) Physics (2015) Bachelor's degree (1 major) Psychology (2015) Bachelor's degree (1 major) Nanostructure Technology (2015) Bachelor's degree (1 major) Music Education (2015) Bachelor's degree (1 major) Computational Mathematics (2015) Bachelor's degree (1 major) Political and Social Studies (2015) Bachelor's degree (1 major) Functional Materials (2015) Bachelor's degree (1 major) Academic Speech Therapy (2015) Bachelor's degree (1 major) Indology/South Asian Studies (2015) Bachelor's degree (1 major, 1 minor) Egyptology (2015) Bachelor's degree (1 major, 1 minor) Pedagogy (2015) Bachelor's degree (1 major, 1 minor) History (2015) Bachelor's degree (1 major, 1 minor) Musicology (2015) Bachelor's degree (1 major, 1 minor) Philosophy (2015) Bachelor's degree (1 major, 1 minor) Pre- and Protohistoric Archaeology (2015) Bachelor's degree (1 major, 1 minor) Ancient World (2015) Bachelor's degree (1 major, 1 minor) Philosophy and Religion (2015) Bachelor's degree (1 major, 1 minor) Theological Studies (2015) Bachelor's degree (1 major, 1 minor) Political and Social Studies (2015) Bachelor's degree (1 major, 1 minor) Russian Language and Culture (2015) Bachelor's degree (1 major, 1 minor) German Language and Literature (2015) Bachelor's degree (2 majors) Egyptology (2015) Bachelor's degree (2 majors) Pedagogy (2015) Bachelor's degree (2 majors) Protestant Theology (2015) Bachelor's degree (2 majors) Musicology (2015) Bachelor's degree (2 majors) Philosophy (2015) Bachelor's degree (2 majors) Special Education (2015) Bachelor's degree (2 majors) Pre- and Protohistoric Archaeology (2015) Bachelor's degree (2 majors) Latin Philology (2015) Bachelor's degree (2 majors) Music Education (2015) Bachelor's degree (2 majors) Philosophy and Religion (2015) Bachelor's degree (2 majors) Theological Studies (2015) </p>		
Bachelor's with 1 major Business Information Systems (2024)	JMU Würzburg • generated 18-Jun-2025 • exam. reg. data record Bachelor (180 ECTS) Wirtschaftsinformatik - 2024	page 160 / 369

Bachelor's degree (2 majors) Political and Social Studies (2015)
 Bachelor's degree (2 majors) Russian Language and Culture (2015)
 Bachelor's degree (2 majors) Greek Philology (2015)
 Bachelor's degree (2 majors) European Ethnology (2015)
 Bachelor's degree (2 majors) Indology/South Asian Studies (2015)
 Bachelor's degree (2 majors) Geography (2015)
 Bachelor's degree (2 majors) French Studies (2015)
 Bachelor's degree (2 majors) History (2015)
 Bachelor's degree (2 majors) Sport Science (Focus on health and Pedagogics in Movement) (2015)
 Bachelor's degree (2 majors) German Language and Literature (2015)
 Bachelor's degree (1 major) Mathematical Physics (2016)
 Bachelor's degree (1 major, 1 minor) French Studies (2016)
 Bachelor's degree (2 majors) French Studies (2016)
 Bachelor's degree (1 major, 1 minor) Italian Studies (2016)
 Bachelor's degree (2 majors) Italian Studies (2016)
 Bachelor's degree (1 major, 1 minor) Spanish Studies (2016)
 Bachelor's degree (2 majors) Spanish Studies (2016)
 Bachelor's degree (1 major) Romanic Languages (French/Italian) (2016)
 Bachelor's degree (1 major) Romanic Languages (French/Spanish) (2016)
 Bachelor's degree (1 major) Romanic Languages (Italian/Spanish) (2016)
 Bachelor's degree (1 major) Games Engineering (2016)
 Bachelor's degree (1 major, 1 minor) English and American Studies (2016)
 Bachelor's degree (2 majors) English and American Studies (2016)
 Bachelor's degree (1 major) Media Communication (2016)
 Bachelor's degree (1 major) Food Chemistry (2016)
 Bachelor's degree (1 major, 1 minor) Digital Humanities (2016)
 Bachelor's degree (1 major) Biology (2017)
 Bachelor's degree (1 major, 1 minor) Geography (2017)
 Bachelor's degree (1 major, 1 minor) History of Medieval and Modern Art (2017)
 Bachelor's degree (2 majors) History of Medieval and Modern Art (2017)
 Bachelor's degree (2 majors) Comparative Indo-European Linguistics (2017)
 Bachelor's degree (1 major) Aerospace Computer Science (2017)
 Bachelor's degree (1 major) Biochemistry (2017)
 Bachelor's degree (1 major) Chemistry (2017)
 Bachelor's degree (1 major, 1 minor) Museology and material culture (2017)
 Bachelor's degree (1 major) Games Engineering (2017)
 Bachelor's degree (1 major) Computer Science (2017)
 Bachelor's degree (1 major) Media Communication (2018)
 Bachelor's degree (1 major) Biomedicine (2018)
 Bachelor's degree (1 major) Human-Computer Systems (2018)
 Bachelor's degree (2 majors) Classical Archaeology (2018)
 Bachelor's degree (1 major, 1 minor) Classical Archaeology (2018)
 Bachelor's degree (1 major, 1 minor) Digital Humanities (2018)
 Bachelor's degree (2 majors) Digital Humanities (2018)
 Bachelor's degree (1 major) Computer Science (2019)
 Bachelor's degree (1 major, 1 minor) English and American Studies (2019)
 Module studies (Bachelor) Business Management and Economics (2019)
 Bachelor's degree (1 major) Indology/South Asian Studies (2019)
 Bachelor's degree (2 majors) Indology/South Asian Studies (2019)
 Bachelor's degree (1 major) Modern China (2019)
 Bachelor's degree (1 major) Biomedicine (2020)
 Bachelor's degree (1 major) Pedagogy (2020)
 Bachelor's degree (1 major) Political and Social Studies (2020)

Bachelor's degree (1 major, 1 minor) Political and Social Studies (2020)
 Bachelor's degree (2 majors) European Ethnology (2020)
 Bachelor's degree (2 majors) Political and Social Studies (2020)
 Bachelor's degree (2 majors) Special Education (2020)
 Bachelor's degree (1 major) Physics (2020)
 Bachelor's degree (1 major) Nanostructure Technology (2020)
 Bachelor's degree (1 major) Mathematical Physics (2020)
 Bachelor's degree (1 major) Aerospace Computer Science (2020)
 Bachelor's degree (1 major, 1 minor) Museology and material culture (2020)
 Bachelor's degree (1 major, 1 minor) Pedagogy (2020)
 Bachelor's degree (2 majors) Pedagogy (2020)
 Bachelor's degree (1 major) Psychology (2020)
 Bachelor's degree (1 major) Biology (2021)
 Magister Theologiae Catholic Theology (2021)
 Bachelor's degree (2 majors) History (2021)
 Bachelor's degree (1 major, 1 minor) History (2021)
 Bachelor's degree (1 major) Media Communication (2021)
 Bachelor's degree (2 majors) Theological Studies (2021)
 Bachelor's degree (1 major, 1 minor) Theological Studies (2021)
 Bachelor's degree (1 major, 1 minor) English and American Studies (2021)
 Bachelor's degree (2 majors) English and American Studies (2021)
 Bachelor's degree (1 major) Functional Materials (2021)
 Bachelor's degree (1 major) Computer Science and Sustainability (2021)
 Bachelor's degree (2 majors) Comparative Indo-European Linguistics (2021)
 Bachelor's degree (1 major) Food Chemistry (2021)
 Bachelor's degree (1 major) Quantum Technology (2021)
 Bachelor's degree (2 majors) Special Education (2021)
 Bachelor's degree (1 major) Human-Computer Systems (2022)
 Bachelor's degree (1 major, 1 minor) Museology and material culture (2022)
 Bachelor's degree (1 major) Biochemistry (2022)
 Bachelor's degree (1 major) Biology (2022)
 Bachelor's degree (1 major) Mathematical Data Science (2022)
 Bachelor's degree (1 major) Artificial Intelligence and Data Science (2022)
 Bachelor's degree (2 majors) Ancient Near Eastern Archaeology (2022)
 Bachelor's degree (1 major, 1 minor) Ancient World (2022)
 Bachelor's degree (2 majors) Ancient Near Eastern Studies (2022)
 Bachelor's degree (1 major) Franco-German studies: language, culture, digital competence (2022)
 Bachelor's degree (1 major) European Law (2023)
 Bachelor's degree (1 major, 1 minor) English and American Studies (2023)
 Bachelor's degree (2 majors) English and American Studies (2023)
 Bachelor's degree (1 major) Artificial Intelligence and Data Science (2023)
 Bachelor's degree (1 major) Mathematics (2023)
 Bachelor's degree (1 major, 1 minor) History of Medieval and Modern Art (2023)
 Bachelor's degree (2 majors) History of Medieval and Modern Art (2023)
 Bachelor's degree (2 majors) Special Education (2023)
 Bachelor's degree (1 major) Geography (2023)
 Bachelor's degree (2 majors) Geography (2023)
 Bachelor's degree (1 major, 1 minor) Geography (2023)
 Bachelor's degree (2 majors) European Ethnology/Empiric Cultural Studies (2023)
 Bachelor's degree (1 major) Mathematical Physics (2024)
 Bachelor's degree (2 majors) German Language and Literature (2024)
 Bachelor's degree (1 major, 1 minor) German Language and Literature (2024)
 Bachelor's degree (1 major) Music Education (2024)

Bachelor's degree (2 majors) Music Education (2024)
 Bachelor's degree (1 major, 1 minor) Music Education (2024)
 Bachelor's degree (1 major) Indology/South Asian Studies (2024)
 Bachelor's degree (2 majors) Indology/South Asian Studies (2024)
 Bachelor's degree (1 major, 1 minor) Indology/South Asian Studies (2024)
 Bachelor's degree (1 major, 1 minor) Ancient World (2024)
 Bachelor's degree (2 majors) Digital Humanities (2024)
 Bachelor's degree (1 major, 1 minor) Digital Humanities (2024)
 Bachelor's degree (1 major) Midwifery (2024)
 Bachelor's degree (2 majors) Greek Philology (2024)
 Bachelor's degree (2 majors) Latin Philology (2024)
 Bachelor's degree (1 major) Business Information Systems (2024)
 Bachelor's degree (1 major) Economathematics (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) Artificial Intelligence and Data Science (2024)
 Bachelor's degree (1 major) Human-Computer-Interaction (2024)
 Bachelor's degree (2 majors) Art Education (2024)
 Bachelor's degree (1 major) Digital Business & Data Science (2024)
 Bachelor's degree (1 major) Classics (2024)
 Bachelor's degree (1 major) Diversity, Ethics and Religions (2024)
 Bachelor's degree (1 major) Functional Materials (2025)
 Bachelor's degree (1 major) (2025)
 Bachelor's degree (1 major) Food Chemistry (2025)
 Bachelor's degree (1 major, 1 minor) European Ethnology/Empiric Cultural Studies (2025)
 Bachelor's degree (1 major) Pedagogy (2025)
 Bachelor's degree (2 majors) Pedagogy (2025)
 Bachelor's degree (1 major) Economathematics (2025)
 Bachelor's degree (1 major) Academic Speech Therapy (2025)
 Master's degree (1 major) China Business and Economics (2025)
 Bachelor's degree (1 major, 1 minor) Pedagogy (2025)
 Bachelor's degree (1 major) Games Engineering (2025)
 Bachelor's degree (2 majors) Sport Science (Focus on health and Pedagogics in Movement) (2025)
 Bachelor's degree (1 major) Aerospace Computer Science (2025)
 Bachelor's degree (1 major, 1 minor) German Language and Literature (2025)
 Bachelor's degree (1 major) Computer Science (2025)
 Bachelor's degree (2 majors) German Language and Literature (2025)
 Bachelor's degree (1 major) Computer Science and Sustainability (2025)

Module title			Abbreviation
Introduction to Risk Management			12-ERM-242-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>			

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)

Module taught in: German and/or English

Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)

written examination (approx. 60 minutes)

Language of assessment: German and/or English

creditable for bonus

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 Information Systems (2024)

Bachelor's degree (1 major) Economathematics (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) Economathematics (2025)

Module title		Abbreviation
Monetary Policy and Financial Markets		12-EuGP-F-242-mo1
Module coordinator		Module offered by
holder of the Senior Professorship for Economics, Money and International Economic Relations		Faculty of Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	undergraduate	--
Contents		
<p>The course discusses the following questions:</p> <ol style="list-style-type: none"> 1. Why is price stability the main objective of the ECB? 2. How can the ECB control interest rates and the creation of credit? Why did the financial crisis happen? 3. How does interest rate policy influence macroeconomic objectives (price stability and full employment)? 4. Why is it important for monetary policy to be independent? 5. How does the ECB know, how to set interest rates? (strategies of monetary policy) 6. Why did central banks engage in unconventional monetary policy during the last years? 		
Intended learning outcomes		
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.		
Courses (type, number of weekly contact hours, language — if other than German)		
V (2) + Ü (2) Module taught in: German and/or English		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)		
written examination (approx. 60 minutes) Language of assessment: German and/or English creditable for bonus		
Allocation of places		
--		
Additional information		
--		
Workload		
150 h		
Teaching cycle		
Teaching cycle: every year, winter semester		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
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Module appears in		
<p>Bachelor's degree (1 major) Business Information Systems (2024) Bachelor's degree (1 major) Economathematics (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) Economathematics (2025) Master's degree (1 major) China Business and Economics (2025)</p>		

Module title		Abbreviation
Seminar: Empirical and Experimental Psychology and Economics		12-EV-242-m01
Module coordinator		Module offered by
holder of the Chair of Data Science in Business and Economics		Faculty of Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	undergraduate	--
Contents		
<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>		
Intended learning outcomes		
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.		
Courses (type, number of weekly contact hours, language — if other than German)		
S (2) Module taught in: German and/or English		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)		
term paper (10 to 15 pages) and presentation (approx. 20 minutes); (weighted 2:1) Language of assessment: German and/or English Assessment offered: in the semester in which the course is offered creditable for bonus		
Allocation of places		
<p>5 places. WB4: Should the number of applications exceed the number of available places, places will be allocated as follows:</p> <p>(1) Bachelor's students of Wirtschaftswissenschaft (Business Management and Economics) (BSc with 180 ECTS credits) will be given preferential consideration.</p> <p>(2) The remaining places will be allocated to students of other subjects.</p> <p>(3) When places are allocated in accordance with (1) and (2) and the number of applications exceeds the number of available places, places will be allocated by lot among applicants from this group.</p> <p>(4) A waiting list will be maintained and places re-allocated by lot as they become available.</p>		
Additional information		
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Workload		
150 h		
Teaching cycle		
Teaching cycle: each semester		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
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Module appears in

Bachelor's degree (1 major) Business Information Systems (2024)
 Bachelor's degree (1 major) Economathematics (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) Economathematics (2025)

Module title			Abbreviation
Business Informatics			12-EWiinf-G-242-m01
Module coordinator		Module offered by	
holder of the Chair of Business Management and Business Information Systems		Faculty of Management and Economics	
ECTS	Method of grading	Only after succ. compl. of module(s)	
5	numerical grade	--	
Duration	Module level	Other prerequisites	
1 semester	undergraduate	--	
Contents			
<p>This course provides a comprehensive overview of the theoretical and practical aspects of information systems. The content ranges from the history of information systems and business software to business models, technical requirements and process modelling. In addition to the lectures, tutorials with practical exercises in HTML, CSS, process mining and BPMN support a deeper understanding and application of the knowledge learnt.</p> <p>Outline of syllabus:</p> <ol style="list-style-type: none">1. overview and technological basics of WI2. hardware, computer networks and the internet3. databases and blockchain4. business models, company structure and organisation5. connection between business administration and information systems6. business software and process mining7. software development8. future technologies and current research <p>Reading:</p> <p>Thome: Grundzüge der Wirtschaftsinformatik.</p>			
Intended learning outcomes			
<p>The "Business Informatics" module aims to achieve the following learning outcomes:</p> <ol style="list-style-type: none">1. Apply fundamentals: after completing the module, students will have an understanding of the basic concepts and terms of information systems and will be able to explain lecture elements addressed, such as hardware components, various database types or blockchain technology. Thanks to the practical exercises, they are able to implement simple applications and apply what they have learnt in practice. The students were also able to gain an overview of the various fields of business informatics.2. Analysing business processes and system landscapes: After completing the module, students will be able to analyse business models and process modelling and demonstrate their skills by creating BPMN diagrams in practical exercises. They know the basics of software development and are familiar with ERP systems.3. Conception of business solutions: Students are able to use learned knowledge about business software, structural and process organisation and new technologies to develop realistic solution strategies and business models for operational challenges. They have knowledge of the integration of information systems into operational processes.4. Evaluating technology trends: Participants will be able to critically evaluate current and future trends in business informatics, including artificial intelligence and Industry 4.0, and contribute their assessments to discussions.			
Courses (type, number of weekly contact hours, language — if other than German)			
V (2) + T (2) Module taught in: German and/or English			
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)			
written examination (approx. 60 minutes) Language of assessment: German and/or English creditable for bonus			

Bachelor's with 1 major Business Information Systems (2024)

JMU Würzburg • generated 18-Jun-2025 • exam. reg. data record Bachelor (180 ECTS) Wirtschaftsinformatik - 2024

page 169 / 369

Allocation of places
--
Additional information
--
Workload
150 h
Teaching cycle
Teaching cycle: winter semester
Referred to in LPO I (examination regulations for teaching-degree programmes)
--
Module appears in
<p>Module studies (Bachelor) Business Management and Economics (2019)</p> <p>Bachelor's degree (1 major) Business Information Systems (2024)</p> <p>Bachelor's degree (1 major) Business Management and Economics (2024)</p> <p>Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2024)</p> <p>Master's degree (1 major) China Business and Economics (2025)</p>

Module title		Abbreviation
Introduction to Business Journalism		12-EWJ-242-m01
Module coordinator		Module offered by
holder of the Professorship of Economic Journalism		Faculty of Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	undergraduate	--
Contents		
<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>		
Intended learning outcomes		
<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>		
Courses (type, number of weekly contact hours, language — if other than German)		
<p>V (2) + Ü (2) Module taught in: German and/or English</p>		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)		
<p>a) written examination (approx. 60 minutes) or b) portfolio (approx. 20 hours) Language of assessment: German and/or English creditable for bonus</p>		
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)		
--		
Module appears in		
<p>Bachelor's degree (1 major) Business Information Systems (2024) Bachelor's degree (1 major) Economathematics (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) Supplementary course Supplementary course Entrepreneurship into Action (ZENTRIA) (2025) Bachelor's degree (1 major) Economathematics (2025) Master's degree (1 major) China Business and Economics (2025)</p>		
Bachelor's with 1 major Business Information Systems (2024)	JMU Würzburg • generated 18-Jun-2025 • exam. reg. data record Bachelor (180 ECTS) Wirtschaftsinformatik - 2024	page 171 / 369

Module title		Abbreviation
Accounting		12-ExtUR-G-242-m01
Module coordinator		Module offered by
holder of the Chair of Business Management and Business Taxation		Faculty of Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	undergraduate	--
Contents		
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.		
Intended learning outcomes		
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.		
Courses (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 can be chosen to earn a bonus)		
written examination (approx. 60 minutes) creditable for bonus		
Allocation of places		
--		
Additional information		
--		
Workload		
150 h		
Teaching cycle		
Teaching cycle: winter semester		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
--		
Module appears in		
Module studies (Bachelor) Business Management and Economics (2019) Bachelor's degree (1 major) Business Information Systems (2024) Bachelor's degree (1 major) Economathematics (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) Economathematics (2025) Master's degree (1 major) China Business and Economics (2025) Bachelor's degree (1 major) Computer Science (2025)		

Module title		Abbreviation
Finance		12-Fi-242-m01
Module coordinator		Module offered by
--		Faculty of Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	--	--
Contents		
--		
Intended learning outcomes		
--		
Courses (type, number of weekly contact hours, language — if other than German)		
V (2) + Ü (2) Module taught in: German and/or English		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)		
a) written examination (approx. 60 minutes) or b) term paper (approx. 10 pages) Language of assessment: German and/or English creditable for bonus		
Allocation of places		
--		
Additional information		
--		
Workload		
150 h		
Teaching cycle		
--		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
--		
Module appears in		
Bachelor's degree (1 major) Business Information Systems (2024) Bachelor's degree (1 major) Economathematics (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) Economathematics (2025)		

Module title		Abbreviation
Seminar: Public Finance		12-Fiwi-FS-242-m01
Module coordinator		Module offered by
holder of the Chair of Public Finance		Faculty of Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	undergraduate	--
Contents		
In this course, students will acquire an in-depth understanding of specific problems discussed in "Makroökonomik II" ("Macroeconomics II") and "Mikroökonomik III" ("Microeconomics III"). The course will use scientific economic journal articles in German and English language.		
Intended learning outcomes		
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.		
Courses (type, number of weekly contact hours, language — if other than German)		
S (2) Module taught in: German and/or English		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)		
term paper (approx. 15 pages) and presentation (approx. 25 minutes); (weighted 2:1) Language of assessment: German and/or English Assessment offered: in the semester in which the course is offered creditable for bonus		
Allocation of places		
5 places. WB4: Should the number of applications exceed the number of available places, places will be allocated as follows: (1) Bachelor's students of Wirtschaftswissenschaft (Business Management and Economics) (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) A waiting list will be maintained and places re-allocated by lot as they become available.		
Additional information		
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Workload		
150 h		
Teaching cycle		
Teaching cycle: each semester		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
--		
Module appears in		
Bachelor's degree (1 major) Business Information Systems (2024) Bachelor's degree (1 major) Economathematics (2024) Bachelor's degree (1 major) Business Management and Economics (2024)		
Bachelor's with 1 major Business Information Systems (2024)	JMU Würzburg • generated 18-Jun-2025 • exam. reg. data record Bachelor (180 ECTS) Wirtschaftsinformatik - 2024	page 174 / 369

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)
Master's degree (1 major) China Business and Economics (2025)

Module title			Abbreviation
Financial Markets Fundamentals			12-FMF-251-m01
Module coordinator		Module offered by	
--		Faculty of Management and Economics	
ECTS	Method of grading	Only after succ. compl. of module(s)	
5	numerical grade	--	
Duration	Module level	Other prerequisites	
1 semester	--	--	
Contents			
--			
Intended learning outcomes			
--			
Courses (type, number of weekly contact hours, language — if other than German)			
V (2) + Ü (2)			
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)			
a) written examination (approx. 60 minutes) or b) portfolio (approx. 20 hours) Language of assessment: German and/or English Assessment offered: once a year, winter semester creditable for bonus			
Allocation of places			
--			
Additional information			
--			
Workload			
150 h			
Teaching cycle			
--			
Referred to in LPO I (examination regulations for teaching-degree programmes)			
--			
Module appears in			
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, 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) Business Management and Economics (2021) Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2021) Bachelor's degree (1 major) Business Information Systems (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) Business Management and Economics (2024) Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2024)			
Bachelor's with 1 major Business Information Systems (2024)		JMU Würzburg • generated 18-Jun-2025 • exam. reg. data record Bachelor (180 ECTS) Wirtschaftsinformatik - 2024	
		page 176 / 369	

Bachelor's degree (1 major) Digital Business & Data Science (2024)

Module title			Abbreviation
Forward and Reverse Business Engineering			12-FRBE-F-242-m01
Module coordinator		Module offered by	
holder of the Chair of Business Management and Business Information Systems		Faculty of Management and Economics	
ECTS	Method of grading	Only after succ. compl. of module(s)	
5	numerical grade	--	
Duration	Module level	Other prerequisites	
1 semester	undergraduate	--	
Contents			
<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>			
Intended learning outcomes			
<p>The "Forward und Reverse Business Engineering" module aims to achieve the following learning outcomes:</p> <ol style="list-style-type: none">1. Students acquire profound expertise in the process of adapting business software libraries and learn how to apply this knowledge to practical scenarios.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.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			
Courses (type, number of weekly contact hours, language — if other than German)			
V (2) + Ü (2) Module taught in: German and/or English			
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a 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 Assessment offered: in the semester in which the course is offered creditable for bonus</p>			
Allocation of places			
<p>45 places. WB3 Should the number of applications exceed the number of available places, places will be allocated as follows:</p> <p>(1) Bachelor's students of Wirtschaftsinformatik (Business Information Systems) (BSc with 180 ECTS credits) will be given preferential consideration.</p> <p>(2) The remaining places will be allocated to students of other subjects.</p> <p>(3) When places are allocated in accordance with (1) and (2) and the number of applications exceeds the number of available places, places will be allocated by lot among applicants from this group.</p> <p>(4) A waiting list will be maintained and places re-allocated by lot as they become available.</p>			

Additional information
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Workload
150 h
Teaching cycle
Teaching cycle: winter semester
Referred to in LPO I (examination regulations for teaching-degree programmes)
--
Module appears in
Bachelor's degree (1 major) Business Information Systems (2024) Bachelor's degree (1 major) Economathematics (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) Economathematics (2025)

Module title		Abbreviation
Globalization and the Environment		12-GAE-242-m01
Module coordinator		Module offered by
holder of the Junior Professorship of Quantitative International and Environmental Economics		Faculty of Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	undergraduate	--
Contents		
<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>		
Intended learning outcomes		
<ul style="list-style-type: none"> • knowledge of key concepts in the trade & environment nexus • ability to translate economic concepts into formal models • comparative statics analysis • descriptive analysis of key variables on the trade & environment relationship using statistical software 		
Courses (type, number of weekly contact hours, language — if other than German)		
V (2) + Ü (2) Module taught in: German and/or English		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a 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 (approx. 20 hours) Language of assessment: German and/or English creditable for bonus</p>		
Allocation of places		
--		
Additional information		
--		
Workload		
150 h		
Teaching cycle		
Teaching cycle: winter semester		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
--		
Module appears in		
<p>Bachelor's degree (1 major) Business Information Systems (2024) Bachelor's degree (1 major) Economathematics (2024)</p>		
Bachelor's with 1 major Business Information Systems (2024)	JMU Würzburg • generated 18-Jun-2025 • exam. reg. data record Bachelor (180 ECTS) Wirtschaftsinformatik - 2024	page 180 / 369

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)

Module title			Abbreviation
Geospatial Data Analytics & Smart Cities			12-GDA-242-m01
Module coordinator		Module offered by	
holder of the Chair of Business Informatics and AI for Enterprise		Faculty of Management and Economics	
ECTS	Method of grading	Only after succ. compl. of module(s)	
5	numerical grade	--	
Duration	Module level	Other prerequisites	
1 semester	undergraduate	--	
Contents			
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?			
Intended learning outcomes			
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.			
Courses (type, number of weekly contact hours, language — if other than German)			
V (2) + Ü (2) Module taught in: German and/or English			
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a 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 (approx. 20 hours) Language of assessment: German and/or English creditable for bonus			
Allocation of places			
--			
Additional information			
--			
Workload			
150 h			
Teaching cycle			
Teaching cycle: after announcement			
Referred to in LPO I (examination regulations for teaching-degree programmes)			
--			
Module appears in			
Bachelor's degree (1 major) Business Information Systems (2024) Bachelor's degree (1 major) Economathematics (2024) Bachelor's degree (1 major) Business Management and Economics (2024)			
Bachelor's with 1 major Business Information Systems (2024)		JMU Würzburg • generated 18-Jun-2025 • exam. reg. data record Bachelor (180 ECTS) Wirtschaftsinformatik - 2024	
		page 182 / 369	

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)

Module title			Abbreviation
Selected Topics in General Management 1			12-GM1-242-m01
Module coordinator		Module offered by	
Dean of the Faculty of Business Management and Economics		Faculty of Management and Economics	
ECTS	Method of grading	Only after succ. compl. of module(s)	
5	numerical grade	--	
Duration	Module level	Other prerequisites	
1 semester	undergraduate	--	
Contents			
<p>This module serves the purpose of transferring credits from</p> <ul style="list-style-type: none">• courses taken at other German or non-German universities• additional courses offered on a short-term basis• courses offered by new Chairs that are yet to be included in the FSB (subject-specific provisions) <p>The holders of the respective Chairs will ensure that the courses are eligible for credit transfer.</p>			
Intended learning outcomes			
As a result of accrediting multiple kinds of modules, a description of acquired skills cannot be given.			
Courses (type, number of weekly contact hours, language — if other than German)			
V (2) + Ü (2) Module taught in: German and/or English			
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)			
a) written examination (60 to 120 minutes) or b) term paper (approx. 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) or e) portfolio (approx. 20 hours) Language of assessment: German and/or English creditable for bonus			
Allocation of places			
--			
Additional information			
--			
Workload			
150 h			
Teaching cycle			
Teaching cycle: no courses offered			
Referred to in LPO I (examination regulations for teaching-degree programmes)			
--			
Module appears in			
Bachelor's degree (1 major) Business Information Systems (2024) Bachelor's degree (1 major) Economathematics (2024) Bachelor's degree (1 major) Business Management and Economics (2024) Bachelor's degree (1 major) Digital Business & Data Science (2024) Bachelor's degree (1 major) Economathematics (2025)			

Module title			Abbreviation
Selected Topics in General Management 2			12-GM2-242-m01
Module coordinator		Module offered by	
Dean of the Faculty of Business Management and Economics		Faculty of Management and Economics	
ECTS	Method of grading	Only after succ. compl. of module(s)	
5	(not) successfully completed	--	
Duration	Module level	Other prerequisites	
1 semester	undergraduate	--	
Contents			
<p>This module serves the purpose of transferring credits from</p> <ul style="list-style-type: none">• courses taken at other German or non-German universities• additional courses offered on a short-term basis• courses offered by new Chairs that are yet to be included in the FSB (subject-specific provisions) <p>The holders of the respective Chairs will ensure that the courses are eligible for credit transfer.</p>			
Intended learning outcomes			
As a result of accrediting multiple kinds of modules, a description of acquired skills cannot be given.			
Courses (type, number of weekly contact hours, language — if other than German)			
V (2) + Ü (2) Module taught in: German and/or English			
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)			
a) written examination (60 to 120 minutes) or b) term paper (approx. 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) or e) portfolio (approx. 20 hours) Language of assessment: German and/or English creditable for bonus			
Allocation of places			
--			
Additional information			
--			
Workload			
150 h			
Teaching cycle			
Teaching cycle: no courses offered			
Referred to in LPO I (examination regulations for teaching-degree programmes)			
--			
Module appears in			
Bachelor's degree (1 major) Business Information Systems (2024) Bachelor's degree (1 major) Economathematics (2024) Bachelor's degree (1 major) Business Management and Economics (2024) Bachelor's degree (1 major) Digital Business & Data Science (2024) Bachelor's degree (1 major) Economathematics (2025)			

Module title			Abbreviation
Selected Topics in General Management 3			12-GM3-242-m01
Module coordinator		Module offered by	
Dean of the Faculty of Business Management and Economics		Faculty of Management and Economics	
ECTS	Method of grading	Only after succ. compl. of module(s)	
3	numerical grade	--	
Duration	Module level	Other prerequisites	
1 semester	undergraduate	--	
Contents			
<p>This module serves the purpose of transferring credits from</p> <ul style="list-style-type: none">• courses taken at other German or non-German universities• additional courses offered on a short-term basis• courses offered by new Chairs that are yet to be included in the FSB (subject-specific provisions) <p>The holders of the respective Chairs will ensure that the courses are eligible for credit transfer.</p>			
Intended learning outcomes			
As a result of accrediting multiple kinds of modules, a description of acquired skills cannot be given.			
Courses (type, number of weekly contact hours, language — if other than German)			
V (2) + Ü (2) Module taught in: German and/or English			
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)			
<p>a) written examination (60 to 120 minutes) or b) term paper (approx. 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) or e) portfolio (approx. 20 hours) Language of assessment: German and/or English creditable for bonus</p>			
Allocation of places			
--			
Additional information			
--			
Workload			
90 h			
Teaching cycle			
Teaching cycle: no courses offered			
Referred to in LPO I (examination regulations for teaching-degree programmes)			
--			
Module appears in			
<p>Bachelor's degree (1 major) Business Information Systems (2024) Bachelor's degree (1 major) Economathematics (2024) Bachelor's degree (1 major) Business Management and Economics (2024) Bachelor's degree (1 major) Digital Business & Data Science (2024) Bachelor's degree (1 major) Economathematics (2025)</p>			

Module title			Abbreviation
Selected Topics in General Management 4			12-GM4-242-m01
Module coordinator		Module offered by	
Dean of the Faculty of Business Management and Economics		Faculty of Management and Economics	
ECTS	Method of grading	Only after succ. compl. of module(s)	
3	(not) successfully completed	--	
Duration	Module level	Other prerequisites	
1 semester	undergraduate	--	
Contents			
This module serves the purpose of transferring credits from <ul style="list-style-type: none">• courses taken at other German or non-German universities• additional courses offered on a short-term basis• courses offered by new Chairs that are yet to be included in the FSB (subject-specific provisions) The holders of the respective Chairs will ensure that the courses are eligible for credit transfer.			
Intended learning outcomes			
As a result of accrediting multiple kinds of modules, a description of acquired skills cannot be given.			
Courses (type, number of weekly contact hours, language — if other than German)			
V (2) + Ü (2) Module taught in: German and/or English			
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)			
a) written examination (60 to 120 minutes) or b) term paper (approx. 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) or e) portfolio (approx. 20 hours) Language of assessment: German and/or English creditable for bonus			
Allocation of places			
--			
Additional information			
--			
Workload			
90 h			
Teaching cycle			
Teaching cycle: no courses offered			
Referred to in LPO I (examination regulations for teaching-degree programmes)			
--			
Module appears in			
Bachelor's degree (1 major) Business Information Systems (2024) Bachelor's degree (1 major) Economathematics (2024) Bachelor's degree (1 major) Business Management and Economics (2024) Bachelor's degree (1 major) Digital Business & Data Science (2024) Bachelor's degree (1 major) Economathematics (2025)			

Module title			Abbreviation
Integrated Business Processes			12-GP-G-242-m01
Module coordinator		Module offered by	
holder of the Chair of Business Management and Business Information Systems		Faculty of Management and Economics	
ECTS	Method of grading	Only after succ. compl. of module(s)	
5	numerical grade	--	
Duration	Module level	Other prerequisites	
1 semester	undergraduate	--	
Contents			
<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>			
Intended learning outcomes			
<p>After completing the course, the students will be able to</p> <ol style="list-style-type: none">1. reflect technical principles and operational models of ERP systems,2. understand the functionality of ERP systems and3. perform and understand business processes within the ERP system SAP Business ByDesign.			
Courses (type, number of weekly contact hours, language — if other than German)			
<p>V (2) + Ü (2)</p> <p>Module taught in: German and/or English</p>			
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)			
<p>a) written examination (approx. 60 minutes) or</p> <p>b) term paper (approx. 15 pages) or</p> <p>c) term paper (10 to 15 pages) and presentation (approx. 10 minutes); (weighted 2:1)</p> <p>Language of assessment: German and/or English</p> <p>creditable for bonus</p>			
Allocation of places			
--			
Additional information			
--			
Workload			
150 h			
Teaching cycle			
Teaching cycle: summer semester			
Referred to in LPO I (examination regulations for teaching-degree programmes)			
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Module appears in			
<p>Module studies (Bachelor) Business Management and Economics (2019)</p> <p>Bachelor's degree (1 major) Business Information Systems (2024)</p>			
Bachelor's with 1 major Business Information Systems (2024)		JMU Würzburg • generated 18-Jun-2025 • exam. reg. data record Bachelor (180 ECTS) Wirtschaftsinformatik - 2024	page 188 / 369

Bachelor's degree (1 major) Economathematics (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) Economathematics (2025)
 Master's degree (1 major) China Business and Economics (2025)

Module title		Abbreviation
Humanitarian Supply Chain Management		12-HSCM-211-m01
Module coordinator		Module offered by
holder of the Chair of Business Management and Industrial Management		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>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>		
Intended learning outcomes		
<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>		
Courses (type, number of weekly contact hours, language — if other than German)		
<p>V (2) + Ü (2) Module taught in: English</p>		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)		
<p>a) written examination (approx. 60 minutes) or b) term paper (approx. 15 pages) Language of assessment: German and/or English</p>		
Allocation of places		
--		
Additional information		
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Workload		
150 h		
Teaching cycle		
Teaching cycle: each semester		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
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Module appears in		
<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)</p>		
Bachelor's with 1 major Business Information Systems (2024)	JMU Würzburg • generated 18-Jun-2025 • exam. reg. data record Bachelor (180 ECTS) Wirtschaftsinformatik - 2024	page 190 / 369

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
Decision Theory		12-I&F-F-242-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>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 $\mu - \#$ theory.</p> <p>Syllabus:</p> <p>Part 1: Decisions under certainty</p> <ol style="list-style-type: none"> 1. Fisher mode 2. Revealed preferences 3. Preference relations <p>Part 2: Decisions under uncertainty: Expected Utility Theory</p> <ol style="list-style-type: none"> 1. The basic model 2. Risk preferences 3. Intensity of risk aversion 4. Stochastic dominance 5. Prospect Theory <p>Part 3: Decisions under uncertainty: $\mu - \#$ principle</p> <ol style="list-style-type: none"> 1. Introduction 2. Relation to expected utility theory 3. Application in Portfolio Theory & Tobin-Separation 4. Properties 		
Intended learning outcomes		
The students acquire knowledge about how to describe appropriate decision situations and how to solve them based on the learned concepts.		
Courses (type, number of weekly contact hours, language — if other than German)		
V (2) + Ü (2) Module taught in: German and/or English		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)		
written examination (approx. 60 minutes) Language of assessment: German and/or English creditable for bonus		
Allocation of places		
--		
Additional information		
--		
Workload		
150 h		

Teaching cycle
Teaching cycle: summer semester
Referred to in LPO I (examination regulations for teaching-degree programmes)
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Module appears in
Bachelor's degree (1 major) Business Information Systems (2024) Bachelor's degree (1 major) Economathematics (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) Economathematics (2025) Master's degree (1 major) China Business and Economics (2025)

Module title		Abbreviation
Seminar: Investment and Finance		12-I&F-FS-242-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		
This seminar deals with current topics of investments and finance. Students will be required to independently analyse a selected topic and to write a term paper. This term paper may be largely literature based or empirical or may be based on independent work with formal models. In addition, students will be required to deliver a talk on the topic.		
Intended learning outcomes		
After completing the seminar "Investments and Finance", the students acquired detailed knowledge of important fields of investments and finance. They are also able to process their research findings in a written assignment and to present their findings.		
Courses (type, number of weekly contact hours, language — if other than German)		
S (2) Module taught in: German and/or English		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)		
term paper (10 to 15 pages) and presentation (approx. 20 minutes); (weighted 2:1) Language of assessment: German and/or English Assessment offered: in the semester in which the course is offered creditable for bonus		
Allocation of places		
5 places. WB4: Should the number of applications exceed the number of available places, places will be allocated as follows: (1) Bachelor's students of Wirtschaftswissenschaft (Business Management and Economics) (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) A waiting list will be maintained and places re-allocated by lot as they become available.		
Additional information		
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Workload		
150 h		
Teaching cycle		
Teaching cycle: each semester		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
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Module appears in		
Bachelor's degree (1 major) Business Information Systems (2024) Bachelor's degree (1 major) Economathematics (2024) Bachelor's degree (1 major) Business Management and Economics (2024)		
Bachelor's with 1 major Business Information Systems (2024)	JMU Würzburg • generated 18-Jun-2025 • exam. reg. data record Bachelor (180 ECTS) Wirtschaftsinformatik - 2024	page 194 / 369

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)
Master's degree (1 major) China Business and Economics (2025)

Module title		Abbreviation
Investment and Finance		12-I&F-G-242-m01
Module coordinator		Module offered by
holder of the Chair of Business Management and Corporate Finance		Faculty of Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	undergraduate	--
Contents		
<p>Content:</p> <p>This course offers an introduction to principles of financial mathematics, several methods of capital budgeting and principles of financial economics.</p> <p>Outline of syllabus:</p> <ol style="list-style-type: none"> 1. Principles of financial mathematics 2. Fundamental concepts 3. Problems of investment and finance in one commodity world under certainty 4. Problems of investment and finance in one commodity world under uncertainty 5. Problems of investment and finance in many commodities world under uncertainty 6. Capital market and corporate financing in Germany 		
Intended learning outcomes		
<p>After completing the course "Principles of Investments and Finance", the students will be able</p> <p>(i) to understand the fundamentals in financial mathematics and solve several problems, e.g. via the PV approach;</p> <p>(ii) to address the central problems in intertemporal allocation given different capital market scenarios;</p> <p>(iii) to budget and calculate the optimal useful life given static and dynamic investment approaches under the consideration of several other investment opportunities and the capital market scenario, especially the influence of taxes.</p>		
Courses (type, number of weekly contact hours, language — if other than German)		
V (2) + T (2)		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)		
<p>written examination (approx. 60 minutes)</p> <p>creditable for bonus</p>		
Allocation of places		
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Additional information		
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Workload		
150 h		
Teaching cycle		
Teaching cycle: winter semester		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
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Module appears in		
<p>Bachelor's degree (1 major) Business Information Systems (2024)</p> <p>Bachelor's degree (1 major) Economathematics (2024)</p>		
Bachelor's with 1 major Business Information Systems (2024)	JMU Würzburg • generated 18-Jun-2025 • exam. reg. data record Bachelor (180 ECTS) Wirtschaftsinformatik - 2024	page 196 / 369

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)
 Master's degree (1 major) China Business and Economics (2025)
 Bachelor's degree (1 major) Computer Science (2025)

Module title			Abbreviation
Integrated Assessment Models of Climate Change			12-IAM-251-m01
Module coordinator		Module offered by	
--		Faculty of Management and Economics	
ECTS	Method of grading	Only after succ. compl. of module(s)	
5	numerical grade	--	
Duration	Module level	Other prerequisites	
1 semester	--	--	
Contents			
--			
Intended learning outcomes			
--			
Courses (type, number of weekly contact hours, language — if other than German)			
V (2) + Ü (2) Module taught in: English			
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)			
a) written examination (approx. 60 minutes) or b) term paper (approx. 20 pages) or c) term paper (10 to 15 pages) and presentation (approx. 20 minutes); (weighted 2:1) Language of assessment: English creditable for bonus			
Allocation of places			
20 places. WA1: (1) Should the number of applications exceed the number of available places, places will be allocated by lot among all applicants irrespective of their subjects. (2) Places on all courses of the module with a restricted number of places will be allocated in the same procedure. (3) A waiting list will be maintained and places re-allocated by lot as they become available.			
Additional information			
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Workload			
150 h			
Teaching cycle			
--			
Referred to in LPO I (examination regulations for teaching-degree programmes)			
--			
Module appears in			
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, 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) Business Management and Economics (2021) Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2021)			
Bachelor's with 1 major Business Information Systems (2024)		JMU Würzburg • generated 18-Jun-2025 • exam. reg. data record Bachelor (180 ECTS) Wirtschaftsinformatik - 2024	
		page 198 / 369	

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

Module title		Abbreviation
Seminar: Decision Making and Incentive Design		12-IAO-242-m01
Module coordinator		Module offered by
holder of the Chair for Economics, Contract Theory and Information Economics		Faculty of Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	undergraduate	--
Contents		
<p>This seminar covers the following special topics in organisational economics:</p> <ul style="list-style-type: none"> • Hidden costs of control - theory and evidence • Reciprocity and incentives - experimental evidence • Task meaning, respect, and performance effects - experimental evidence • Leadership - theory and evidence 		
Intended learning outcomes		
<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>		
Courses (type, number of weekly contact hours, language — if other than German)		
<p>S (2) Module taught in: German and/or English</p>		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)		
<p>term paper (approx. 10 pages) and presentation (approx. 20 minutes); (weighted 2:1) Language of assessment: German and/or English Assessment offered: in the semester in which the course is offered creditable for bonus</p>		
Allocation of places		
<p>5 places. WB4: Should the number of applications exceed the number of available places, places will be allocated as follows:</p> <ol style="list-style-type: none"> (1) Bachelor's students of Wirtschaftswissenschaft (Business Management and Economics) (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) A waiting list will be maintained and places re-allocated by lot as they become available. 		
Additional information		
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Workload		
150 h		
Teaching cycle		
Teaching cycle: each semester		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
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Module appears in		
Bachelor's degree (1 major) Business Information Systems (2024)		
Bachelor's with 1 major Business Information Systems (2024)	JMU Würzburg • generated 18-Jun-2025 • exam. reg. data record Bachelor (180 ECTS) Wirtschaftsinformatik - 2024	page 200 / 369

Bachelor's degree (1 major) Economathematics (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) Economathematics (2025)
 Master's degree (1 major) China Business and Economics (2025)

Module title		Abbreviation
China: Business location and trading partner		12-IBL-SG-242-m01
Module coordinator		Module offered by
holder of the Chair of Business Management and Industrial Management		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		
This module will discuss reasons as well as implications of the globalisation of our society, both from the point of view of private persons and from the point of view of companies. Current examples from the media will be used to illustrate the impact of globalisation on everyday life.		
Intended learning outcomes		
The students will know how globalization influences both, the private life of people as well as the conditions under which companies can perform their businesses. Accordingly, they will be able to discuss the issue of globalization based on advanced knowledge.		
Courses (type, number of weekly contact hours, language — if other than German)		
S (2) Module taught in: German and/or English		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)		
a) written examination (approx. 60 minutes) or b) term paper (approx. 15 pages) and presentation (approx. 15 minutes), weighted 2:1 or c) presentation (approx. 45 minutes) and term paper (approx. 10 pages), weighted 1:1 or d) term paper (approx. 20 pages) Language of assessment: German and/or English creditable for bonus		
Allocation of places		
30 places. WA1: (1) Should the number of applications exceed the number of available places, places will be allocated by lot among all applicants irrespective of their subjects. (2) Places on all courses of the module with a restricted number of places will be allocated in the same procedure. (3) A waiting list will be maintained and places re-allocated by lot as they become available.		
Additional information		
--		
Workload		
150 h		
Teaching cycle		
Teaching cycle: each semester		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
--		
Module appears in		
Bachelor's degree (1 major) Business Information Systems (2024) Bachelor's degree (1 major) Economathematics (2024) Bachelor's degree (1 major) Business Management and Economics (2024) Bachelor's degree (1 major) Digital Business & Data Science (2024)		
Bachelor's with 1 major Business Information Systems (2024)	JMU Würzburg • generated 18-Jun-2025 • exam. reg. data record Bachelor (180 ECTS) Wirtschaftsinformatik - 2024	page 202 / 369

Bachelor's degree (1 major) Economathematics (2025)

Module title		Abbreviation
International Money & Finance		12-IFM-242-m01
Module coordinator		Module offered by
holder of the Senior Professorship for Economics, Money and International Economic Relations		Faculty of Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	undergraduate	--
Contents		
The 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.		
Intended learning outcomes		
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.		
Courses (type, number of weekly contact hours, language — if other than German)		
V (2) + Ü (2) Module taught in: German and/or English		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)		
written examination (approx. 60 minutes) Language of assessment: German and/or English creditable for bonus		
Allocation of places		
--		
Additional information		
--		
Workload		
150 h		
Teaching cycle		
Teaching cycle: after announcement		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
--		
Module appears in		
Bachelor's degree (1 major) Business Information Systems (2024) Bachelor's degree (1 major) Economathematics (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) Economathematics (2025) Master's degree (1 major) China Business and Economics (2025)		

Module title		Abbreviation
Industrial Organization		12-IIO-242-m01
Module coordinator		Module offered by
holder of the Chair of Industrial Economics		Faculty of Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	undergraduate	--
Contents		
<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"> 1. Games and strategy 2. Oligopoly 3. Product differentiation 4. Dynamic and repeated games 5. Collusion 6. Market structure, entry and exit 7. Mergers 8. Vertical relations 9. Strategic behaviour by incumbent firms <p>This course will be taught in English.</p>		
Intended learning outcomes		
<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>		
Courses (type, number of weekly contact hours, language — if other than German)		
<p>V (2) + Ü (2)</p> <p>Module taught in: German and/or English</p>		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)		
<p>a) written examination (approx. 60 to 120 minutes) or</p> <p>b) term paper (approx. 10 pages) and presentation (approx. 15 minutes); (weighted 2:1)</p> <p>Language of assessment: German and/or English</p> <p>creditable for bonus</p>		
Allocation of places		
--		
Additional information		
--		

Workload
150 h
Teaching cycle
Teaching cycle: winter semester
Referred to in LPO I (examination regulations for teaching-degree programmes)
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Module appears in
Bachelor's degree (1 major) Business Information Systems (2024) Bachelor's degree (1 major) Economathematics (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) Economathematics (2025)

Module title			Abbreviation
Training of Intercultural Competences			12-IK-242-m01
Module coordinator		Module offered by	
Dean of the Faculty of Business Management and Economics		Faculty of Management and Economics	
ECTS	Method of grading	Only after succ. compl. of module(s)	
5	numerical grade	--	
Duration	Module level	Other prerequisites	
1 semester	undergraduate	--	
Contents			
The module "Intercultural Skills Training" offers a holistic view of the skills required for successful interaction and cooperation in intercultural contexts. Content typically includes cultural diversity awareness, intercultural communication, conflict resolution in intercultural situations, cultural value systems and their impact on behavior and decision making, and strategies to promote intercultural teamwork and leadership. In addition, case studies, role plays and practical exercises are often used to actively involve participants in the learning process and strengthen their skills in dealing with cultural diversity.			
Intended learning outcomes			
The module aims to develop participants' understanding, empathy and flexibility to operate effectively in global work environments and multicultural societies. After the course, participants will have the skills and understanding to navigate successfully in an increasingly interconnected and diverse world and to build and maintain positive relationships in intercultural contexts.			
Courses (type, number of weekly contact hours, language — if other than German)			
S (2) Module taught in: German and/or English			
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)			
a) term paper (5 to 10 pages) and presentation (15 to 30 minutes) or b) term paper (10 to 15 pages) or c) written examination (approx. 60 minutes) or d) portfolio (approx. 30 hours) or e) oral examination in groups of up to 3 candidates (approx. 30 minutes per candidate) Language of assessment: German and/or English creditable for bonus			
Allocation of places			
--			
Additional information			
--			
Workload			
150 h			
Teaching cycle			
Teaching cycle: after announcement			
Referred to in LPO I (examination regulations for teaching-degree programmes)			
--			
Module appears in			
Bachelor's degree (1 major) Business Information Systems (2024) Bachelor's degree (1 major) Economathematics (2024) Bachelor's degree (1 major) Business Management and Economics (2024) Bachelor's degree (1 major) Digital Business & Data Science (2024)			
Bachelor's with 1 major Business Information Systems (2024)		JMU Würzburg • generated 18-Jun-2025 • exam. reg. data record Bachelor (180 ECTS) Wirtschaftsinformatik - 2024	
		page 207 / 369	

Bachelor's degree (1 major) Economathematics (2025)

Module title			Abbreviation
Intercultural Business Competence			12-IKG-242-m01
Module coordinator		Module offered by	
holder of the Chair of Business Management and Industrial Management		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			
This lecture discusses challenges of globalisation from an economic point of view. Based on a basic overview of leadership in a global world, the topic of multiculturality in a business context is discussed in detail. Simulations, case studies and exercises are used to illustrate relevant issues.			
Intended learning outcomes			
Students have gained a comprehensive understanding of relevant topics regarding globalization in the business context. In addition, students have learned how to interact with colleagues and business partners in a cross-cultural environment.			
Courses (type, number of weekly contact hours, language — if other than German)			
S (2) Module taught in: German and/or English			
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)			
a) written examination (approx. 60 minutes) or b) term paper (approx. 15 pages) and presentation (approx. 15 minutes), weighted 2:1 or c) presentation (approx. 45 minutes) and term paper (approx. 10 pages), weighted 1:1 or d) term paper (approx. 20 pages) Language of assessment: German and/or English creditable for bonus			
Allocation of places			
30 places. WA1: (1) Should the number of applications exceed the number of available places, places will be allocated by lot among all applicants irrespective of their subjects. (2) Places on all courses of the module with a restricted number of places will be allocated in the same procedure. (3) A waiting list will be maintained and places re-allocated by lot as they become available.			
Additional information			
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Workload			
150 h			
Teaching cycle			
Teaching cycle: after announcement			
Referred to in LPO I (examination regulations for teaching-degree programmes)			
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Module appears in			
Bachelor's degree (1 major) Business Information Systems (2024) Bachelor's degree (1 major) Economathematics (2024) Bachelor's degree (1 major) Business Management and Economics (2024) Bachelor's degree (1 major) Digital Business & Data Science (2024)			
Bachelor's with 1 major Business Information Systems (2024)		JMU Würzburg • generated 18-Jun-2025 • exam. reg. data record Bachelor (180 ECTS) Wirtschaftsinformatik - 2024	
		page 209 / 369	

Bachelor's degree (1 major) Economathematics (2025)

Module title		Abbreviation
Intercultural Management 1		12-IM1-242-m01
Module coordinator		Module offered by
holder of the Chair of Business Management and Industrial Management		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 offers an introduction to intercultural management. It will sensitise students to the international world of business, in which an awareness of cultural differences is essential, and will thus prepare them for entering an international labour market. Having discussed globalisation as a context of justification and having put intercultural management in the context of international management, the course will introduce students to different concepts of culture and will investigate how international operations affect corporate culture. In addition, the course will discuss special forms of international cooperation, such as sending employees abroad. The course will not only equip students with the theoretical basics of intercultural management but will also provide them with an opportunity to apply the theories in practice, working on case studies and team exercises.</p> <p>Outline of syllabus:</p> <ol style="list-style-type: none"> 1. Multiculturalism: a phenomenon in a global(ised) economy 2. The phenomenon of culture 3. Cultural dimensions 4. Corporate culture 5. Typical application situations 		
Intended learning outcomes		
<p>Students are able to evaluate key concepts, theories and models in intercultural management and have developed an in-depth understanding of their own cultural backgrounds as well as the cultural backgrounds of others. They understand how culture influences perception, both on an individual and on a collective level, and thus also impacts processes of perception in the world of work. The course places particular emphasis on enhancing the students' intercultural skills.</p>		
Courses (type, number of weekly contact hours, language — if other than German)		
<p>S (2) Module taught in: German and/or English</p>		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)		
<p>a) written examination (approx. 60 minutes) or b) term paper (approx. 15 pages) and presentation (approx. 15 minutes), weighted 2:1 or c) presentation (approx. 45 minutes) and term paper (approx. 10 pages), weighted 1:1 or d) term paper (approx. 20 pages) Language of assessment: German and/or English creditable for bonus</p>		
Allocation of places		
<p>30 places. WA1: (1) Should the number of applications exceed the number of available places, places will be allocated by lot among all applicants irrespective of their subjects. (2) Places on all courses of the module with a restricted number of places will be allocated in the same procedure. (3) A waiting list will be maintained and places re-allocated by lot as they become available.</p>		
Additional information		
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Workload
150 h
Teaching cycle
Teaching cycle: after announcement
Referred to in LPO I (examination regulations for teaching-degree programmes)
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Module appears in
Bachelor's degree (1 major) Business Information Systems (2024) Bachelor's degree (1 major) Economathematics (2024) Bachelor's degree (1 major) Business Management and Economics (2024) Bachelor's degree (1 major) Digital Business & Data Science (2024) Bachelor's degree (1 major) Economathematics (2025)

Module title		Abbreviation
Strategic and Innovation Management		12-IM-242-m01
Module coordinator		Module offered by
holder of the Chair of Entrepreneurship and Strategy		Faculty of Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	undergraduate	--
Contents		
<p>The course will provide students with an overview of essential topics of innovation management. Particular emphasis will be on the application of theoretical concepts to practical examples and cases. The course will develop the innovation process starting with the idea and ending with the market entry of an innovation. The course will consist of two core elements: 1. "Creating Value": how can companies create something new? and 2. "Profiting from Value": how can companies profit from innovations? The course will use practical examples from numerous industries such as world-class restaurants, music, consumer goods, electricity or the software industry.</p>		
Intended learning outcomes		
<p>At the end of the module students are able to understand:</p> <ul style="list-style-type: none"> • The importance of innovations • The sources of innovations • The New Product Development process • The roles in the innovation process • The importance of intellectual property rights • How innovations diffuse in the market 		
Courses (type, number of weekly contact hours, language — if other than German)		
<p>V (2) + Ü (2) Module taught in: German and/or English</p>		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)		
<p>a) written examination (approx. 60 minutes) or b) term paper (as individual or group work; approx. 10 pages each person) or c) oral examination in groups of up to 3 candidates (approx. 15 minutes each candidate) Language of assessment: German and/or English creditable for bonus</p>		
Allocation of places		
--		
Additional information		
--		
Workload		
150 h		
Teaching cycle		
Teaching cycle: summer semester		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
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Module appears in		
<p>Bachelor's degree (1 major) Business Information Systems (2024) Bachelor's degree (1 major) Economathematics (2024) Bachelor's degree (1 major) Business Management and Economics (2024) Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2024)</p>		
Bachelor's with 1 major Business Information Systems (2024)	JMU Würzburg • generated 18-Jun-2025 • exam. reg. data record Bachelor (180 ECTS) Wirtschaftsinformatik - 2024	page 213 / 369

Bachelor's degree (1 major) Digital Business & Data Science (2024)
Supplementary course Supplementary course Entrepreneurship into Action (ZENTRIA) (2025)
Bachelor's degree (1 major) Economathematics (2025)

Module title		Abbreviation
International Economics		12-IntÖk-242-m01
Module coordinator		Module offered by
holder of the Chair of International Economics		Faculty of Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	undergraduate	--
Contents		
<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>		
Intended learning outcomes		
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.		
Courses (type, number of weekly contact hours, language — if other than German)		
V (2) + Ü (2) Module taught in: German and/or English		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)		
written examination (approx. 60 minutes) Language of assessment: German and/or English creditable for bonus		
Allocation of places		
--		
Additional information		
--		
Workload		
150 h		
Bachelor's with 1 major Business Information Systems (2024)	JMU Würzburg • generated 18-Jun-2025 • exam. reg. data record Bachelor (180 ECTS) Wirtschaftsinformatik - 2024	page 215 / 369

Teaching cycle
Teaching cycle: summer semester
Referred to in LPO I (examination regulations for teaching-degree programmes)
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Module appears in
<p>Module studies (Bachelor) Business Management and Economics (2019)</p> <p>Module studies (Bachelor) Orientierungsstudien (2020)</p> <p>Bachelor's degree (1 major) Business Information Systems (2024)</p> <p>Bachelor's degree (1 major) Economathematics (2024)</p> <p>Bachelor's degree (1 major) Business Management and Economics (2024)</p> <p>Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2024)</p> <p>Bachelor's degree (1 major) Digital Business & Data Science (2024)</p> <p>Bachelor's degree (1 major) Economathematics (2025)</p> <p>Master's degree (1 major) China Business and Economics (2025)</p>

Module title		Abbreviation
Seminar: International Economics		12-IntÖk-FS-242-mo1
Module coordinator		Module offered by
holder of the Chair of International Economics		Faculty of Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	undergraduate	--
Contents		
<p><u>Content</u></p> <p>Current topics in international economics and economic geography [e.g. Urbanization and Inequality; Tasks, Trade, and Cities; Outsourcing, Offshoring and Multinational Firms; Competition of Locations, Jurisdictions and Systems; Globalization and the Environment; Trade, Multinational Firms and Labor Markets; Triumph of the City]</p> <p><u>Literature</u></p> <p>Peer-reviewed articles and/or monographs.</p>		
Intended learning outcomes		
Drawing on current cutting-edge research, students are enabled to analyze current research questions and to learn and apply research methods. The seminar style of the course teaches them to present their own seminar papers and research both in written and in oral form. Students are enabled to critically analyze and discuss the work of their peers.		
Courses (type, number of weekly contact hours, language — if other than German)		
S (2) Module taught in: German and/or English		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)		
term paper (approx. 15 pages) and presentation (approx. 30 minutes), weighted 3:1 Language of assessment: German and/or English Assessment offered: in the semester in which the course is offered creditable for bonus		
Allocation of places		
5 places. WB4: Should the number of applications exceed the number of available places, places will be allocated as follows: (1) Bachelor's students of Wirtschaftswissenschaft (Business Management and Economics) (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) A waiting list will be maintained and places re-allocated by lot as they become available.		
Additional information		
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Workload		
150 h		
Teaching cycle		
Teaching cycle: each semester		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
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Module appears in		
Bachelor's with 1 major Business Information Systems (2024)	JMU Würzburg • generated 18-Jun-2025 • exam. reg. data record Bachelor (180 ECTS) Wirtschaftsinformatik - 2024	page 217 / 369

Bachelor's degree (1 major) Business Information Systems (2024)
 Bachelor's degree (1 major) Economathematics (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) Economathematics (2025)
 Master's degree (1 major) China Business and Economics (2025)

Module title		Abbreviation
Managerial Accounting		12-IntUR-G-242-m01
Module coordinator		Module offered by
holder of the Chair of Business Management, Controlling and Accounting		Faculty of Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	undergraduate	--
Contents		
<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"> 1. Managerial accounting and financial accounting 2. Managerial accounting: basic terms 3. Different types of costs 4. Cost centre accounting based on total costs 5. Job costing based on total costs 6. Cost centre accounting and job costing based on direct/variable costs 7. Budgeting and cost-variance analysis 8. Cost-volume-profit analysis 9. Cost information and operating decisions <p>Reading: Coenenberg/Fischer/Günther: Kostenrechnung und Kostenanalyse, Stuttgart. Friedl/Hofmann/Pedell: Kostenrechnung. Eine entscheidungsorientierte Einführung. (most recent editions)</p>		
Intended learning outcomes		
<p>After completing the course "Management Accounting and Control", the students will be able to</p> <ul style="list-style-type: none"> (i) set out the responsibilities of the company's internal accounting and control; (ii) define the central concepts of internal enterprise computing restriction and control and assign case studies the terms; (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. 		
Courses (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 can be chosen to earn a bonus)		
written examination (approx. 60 minutes) creditable for bonus		
Allocation of places		
--		
Additional information		
--		
Workload		
150 h		

Teaching cycle
Teaching cycle: summer semester
Referred to in LPO I (examination regulations for teaching-degree programmes)
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Module appears in
<p>Module studies (Bachelor) Business Management and Economics (2019)</p> <p>Module studies (Bachelor) Orientierungsstudien (2020)</p> <p>exchange program Business Management and Economics (2022)</p> <p>Bachelor's degree (1 major) Business Information Systems (2024)</p> <p>Bachelor's degree (1 major) Economathematics (2024)</p> <p>Bachelor's degree (1 major) Business Management and Economics (2024)</p> <p>Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2024)</p> <p>Bachelor's degree (1 major) Digital Business & Data Science (2024)</p> <p>Bachelor's degree (1 major) Economathematics (2025)</p> <p>Master's degree (1 major) China Business and Economics (2025)</p> <p>Bachelor's degree (1 major) Computer Science (2025)</p>

Module title		Abbreviation
Economics of Information		12-IO-242-m01
Module coordinator		Module offered by
holder of the Chair for Economics, Contract Theory and Information Economics		Faculty of Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	undergraduate	--
Contents		
<p>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"> • Laffont und Martimort (2002): "The Theory of Incentives" 		
Intended learning outcomes		
<p>After completing the course students will be able to</p> <ul style="list-style-type: none"> • explain essential findings of contract theory, • apply the involved methods to given stylized examples on their own, • interpret the properties of real-life contracts as the outcome of the interaction between two or more contracting parties in the presence of asymmetric information, • evaluate government interventions with regard to their effect on the efficiency properties of the interaction between the contracting parties. 		
Courses (type, number of weekly contact hours, language — if other than German)		
V (2) + Ü (2)		
Module taught in: German and/or English		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)		
written examination (approx. 60 minutes)		
Language of assessment: German and/or English		
creditable for bonus		
Allocation of places		
--		
Additional information		
--		

Workload
150 h
Teaching cycle
Teaching cycle: winter semester
Referred to in LPO I (examination regulations for teaching-degree programmes)
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Module appears in
Bachelor's degree (1 major) Business Information Systems (2024) Bachelor's degree (1 major) Economathematics (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) Economathematics (2025) Master's degree (1 major) China Business and Economics (2025)

Module title			Abbreviation
Data Privacy and IT-Law			12-ITRW-242-m01
Module coordinator		Module offered by	
holder of the Chair of Business Management and Business Information Systems		Faculty of Management and Economics	
ECTS	Method of grading	Only after succ. compl. of module(s)	
5	numerical grade	--	
Duration	Module level	Other prerequisites	
1 semester	undergraduate	--	
Contents			
Data protection law: The course provides a systematic overview of key aspects of German and European data protection laws specifically in relation to IT and internet issues. The course will use numerous practical examples and exercises from the areas of IT and internet to illustrate the respective contents. Outline of syllabus: <ul style="list-style-type: none">• Principles and historical development of data protection law• Legal goals of data protection law• Statutory powers for data use• Privacy policy regarding IT and internet issues• Privacy regarding IT outsourcing• Privacy and marketing• Consequences of data breaches• Rights of the person concerned• Employee data protection• Outlook on the forthcoming EU Data Protection Regulation			
Media law: The course will first address the classification of the two areas of law in the legal system. In the section on media law, the course will focus on the basic principles of the right to report (press freedom, moral rights) and internet law. In addition, the course will discuss the basic principles of copyright with its manifestations in IT law. The section on trademark law will include a comprehensive overview of the law of intellectual property (patents, design rights, competition law aspects). This section will focus on the core area of trademark law: registration of trademarks, delineation of brands and trademarks, protection of trade marks, infringement of trademarks and law enforcement. The course will mainly work with cases.			
Intended learning outcomes			
Data Protection Law: After completing the course, the students will be able to 1. provide an overview of key aspects of the german and european data protection lay with practical examples.			
Media Law: After completing the course, the students will be able to 1. classify the two areas of law in the legal system, 2. reflect the principles of the law of reporting (press freedom, moral rights) and Internet Law, 3. constitute the basics of copyright and its manifestations in IT Law and 4. give an overall view of the law of intellectual property (patents, design rights, competition law aspects).			
Courses (type, number of weekly contact hours, language — if other than German)			
V (2)			

Bachelor's with 1 major Business Information Systems (2024)	JMU Würzburg • generated 18-Jun-2025 • exam. reg. data record Bachelor (180 ECTS) Wirtschaftsinformatik - 2024	page 223 / 369
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Module taught in: German and/or English
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)
written examination (approx. 60 minutes) Language of assessment: German and/or English Assessment offered: In the semester in which the course is offered creditable for bonus
Allocation of places
--
Additional information
--
Workload
150 h
Teaching cycle
Teaching cycle: winter semester
Referred to in LPO I (examination regulations for teaching-degree programmes)
--
Module appears in
Bachelor's degree (1 major) Business Information Systems (2024) Bachelor's degree (1 major) Business Management and Economics (2024) Bachelor's degree (1 major) Digital Business & Data Science (2024)

Module title		Abbreviation
Business Cycle Analysis		12-Konj1-F-242-m01
Module coordinator		Module offered by
head of the Work Group of Empirical Economics		Faculty of Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	undergraduate	--
Contents		
<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.</p>		
Intended learning outcomes		
<p>The course offers an introduction into a vast array of analytical tools. Students</p> <ul style="list-style-type: none"> (i) are exposed to 1st and 2nd order difference equations and learn how to solve them; (ii) learn how business cycle indicator are constructed; (iii) are supplied with up to date knowledge on the interaction of business cycles, asset markets and economic policy which enables them to critically access contemporaneous policy. 		
Courses (type, number of weekly contact hours, language — if other than German)		
<p>V (2) + Ü (2) Module taught in: German and/or English</p>		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)		
<p>a) written examination (approx. 60 minutes) or b) term paper (as individual or group work; approx. 10 pages each person) or c) 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>		
Allocation of places		
--		
Additional information		
--		
Workload		
150 h		
Teaching cycle		
Teaching cycle: winter semester		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
--		
Module appears in		
<p>Bachelor's degree (1 major) Business Information Systems (2024) Bachelor's degree (1 major) Economathematics (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)</p>		
Bachelor's with 1 major Business Information Systems (2024)	JMU Würzburg • generated 18-Jun-2025 • exam. reg. data record Bachelor (180 ECTS) Wirtschaftsinformatik - 2024	page 225 / 369

Bachelor's degree (1 major) Economathematics (2025)
Master's degree (1 major) China Business and Economics (2025)

Module title			Abbreviation
Controlling			12-KR-242-m01
Module coordinator		Module offered by	
holder of the Chair of Business Management, Controlling and Accounting		Faculty of Management and Economics	
ECTS	Method of grading	Only after succ. compl. of module(s)	
5	numerical grade	--	
Duration	Module level	Other prerequisites	
1 semester	undergraduate	--	
Contents			
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).			
Intended learning outcomes			
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.			
Courses (type, number of weekly contact hours, language — if other than German)			
V (2) + Ü (2) Module taught in: German and/or English			
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)			
written examination (approx. 60 minutes) Language of assessment: German and/or English creditable for bonus			
Allocation of places			
--			
Additional information			
--			
Workload			
150 h			
Teaching cycle			
Teaching cycle: winter semester			
Referred to in LPO I (examination regulations for teaching-degree programmes)			
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Module appears in			
Bachelor's degree (1 major) Business Information Systems (2024) Bachelor's degree (1 major) Economathematics (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) Economathematics (2025) Master's degree (1 major) China Business and Economics (2025)			

Module title		Abbreviation
Seminar: Business cycles, corporate finance and asset markets		12-KUV-242-m01
Module coordinator		Module offered by
head of the Work Group of Empirical Economics		Faculty of Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	undergraduate	--
Contents		
<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 between financing conditions and the business cycle“. From a methodological point of view the course targets to built on existing methodological toolkits acquired during the bachelor studies. Students are guided to deepen their understanding on those toolkits to analyze data and to generate results.</p>		
Intended learning outcomes		
<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 students.</p>		
Courses (type, number of weekly contact hours, language — if other than German)		
<p>S (2) Module taught in: German and/or English</p>		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)		
<p>term paper (approx. 15 pages) and presentation (approx. 25 minutes); (weighted 2:1) Language of assessment: German and/or English Assessment offered: in the semester in which the course is offered creditable for bonus</p>		
Allocation of places		
<p>5 places. WB4: Should the number of applications exceed the number of available places, places will be allocated as follows: (1) Bachelor's students of Wirtschaftswissenschaft (Business Management and Economics) (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) A waiting list will be maintained and places re-allocated by lot as they become available.</p>		
Additional information		
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Workload		
150 h		
Teaching cycle		
Teaching cycle: each semester		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
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Module appears in		
Bachelor's degree (1 major) Business Information Systems (2024)		
Bachelor's with 1 major Business Information Systems (2024)	JMU Würzburg • generated 18-Jun-2025 • exam. reg. data record Bachelor (180 ECTS) Wirtschaftsinformatik - 2024	page 228 / 369

Bachelor's degree (1 major) Economathematics (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) Economathematics (2025)
 Master's degree (1 major) China Business and Economics (2025)

Module title		Abbreviation
Seminar: Labour Economics		12-LES-242-m01
Module coordinator		Module offered by
holder of the Chair of Labour Economics		Faculty of Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	undergraduate	--
Contents		
<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"> 1. Labor supply 2. Labor demand 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> <p>II. Wage formation</p> <ol style="list-style-type: none"> 4. Human capital formation 5. Compensating wage differentials 6. Discrimination 7. 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> <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>		
Intended learning outcomes		
<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>		
Courses (type, number of weekly contact hours, language — if other than German)		
<p>S (2)</p> <p>Module taught in: German and/or English</p>		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)		
<p>term paper (approx. 15 pages) and presentation (approx. 15 minutes), weighted 3:2</p> <p>Language of assessment: German and/or English</p> <p>Assessment offered: in the semester in which the course is offered</p> <p>creditable for bonus</p>		
Allocation of places		
<p>5 places. WB4: Should the number of applications exceed the number of available places, places will be allocated as follows:</p>		

- (1) Bachelor's students of Wirtschaftswissenschaft (Business Management and Economics) (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) A waiting list will be maintained and places re-allocated by lot as they become available.

Additional information

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Workload

150 h

Teaching cycle

Teaching cycle: after announcement

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

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Module appears in

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)
 Master's degree (1 major) China Business and Economics (2025)

Module title		Abbreviation
Macroeconomics: Supply and Demand		12-Mak1-G-242-m01
Module coordinator		Module offered by
holder of the Chair of International Economics		Faculty of Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	undergraduate	--
Contents		
<p>Description:</p> <p>This module covers basic macroeconomic relationships, the declaration of employment, production, interest, current and capital account, nominal and real exchange rate, prices and inflation - in the long run (with flexible wages and prices) and in the short term (with fixed wages and prices). The course will familiarise students with concepts which are of central importance in a globalised environment (e. g. interest rate arbitrage, foreign exchange risk, purchasing power parity). The explanations will be applied to current issues (e. g. current account balances in the global economy; questions related to the European monetary union and the global financial crisis).</p> <p>Outline of syllabus:</p> <ol style="list-style-type: none"> Macroeconomic issues and characteristics <ul style="list-style-type: none"> Issues of macroeconomics The measurement of economic activity Long-term relationships <ul style="list-style-type: none"> The classic long-term model of the closed economy Money and Inflation The classic long-term model of a small open economy Unemployment Short and medium-term relationships <ul style="list-style-type: none"> Fluctuations of economic activity: an introduction The IS-LM model of a closed economy The IS-LM model of an open economy Aggregate supply and Phillips curve Conclusion and outlook <p>Reading:</p> <p>The latest editions of the following textbooks: N. Gregory Mankiw: Macroeconomics [students are recommended to read the original English edition; they may also read the German translation] Olivier Blanchard and David H. Johnson, Macroeconomics Prentice Hall; [a German-language edition of the book by Oliver Blanchard and Gerhard Illing is available from Pearson Studium]. Michael Burda and Charles Wyplosz: Macroeconomics. A European text. To illustrate the lecture, case studies in particular will be developed in which more current sources are used.</p>		
Intended learning outcomes		
This expertise enables the students to penetrate economically-intuitively and analytically macroeconomic interactions and problems in the course of advancing globalization and to deal with these arguments. Students learn to interpret on a scientific basis the impact of macroeconomic developments in individual economic actors (businesses, households, the state).		
Courses (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 can be chosen to earn a bonus)		
written examination (approx. 60 minutes)		

creditable for bonus
Allocation of places
--
Additional information
--
Workload
150 h
Teaching cycle
Teaching cycle: winter semester
Referred to in LPO I (examination regulations for teaching-degree programmes)
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Module appears in
<p>Module studies (Bachelor) Business Management and Economics (2019)</p> <p>Bachelor's degree (1 major) Business Information Systems (2024)</p> <p>Bachelor's degree (1 major) Economathematics (2024)</p> <p>Bachelor's degree (1 major) Business Management and Economics (2024)</p> <p>Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2024)</p> <p>Bachelor's degree (1 major) Digital Business & Data Science (2024)</p> <p>Bachelor's degree (1 major) Economathematics (2025)</p> <p>Master's degree (1 major) China Business and Economics (2025)</p>

Module title		Abbreviation
Macroeconomics: Growth and National Budget		12-Mak2-G-242-m01
Module coordinator		Module offered by
holder of the Chair of Public Finance		Faculty of Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	undergraduate	--
Contents		
<p>Description:</p> <p>The lecture provides an introduction to long run or dynamic issues of macroeconomic theory and policy.</p> <p>Contents:</p> <ol style="list-style-type: none"> 1. Phillips curve and dynamic model 2. Growth theory and policy 3. Microeconomic foundations of macroeconomics 4. Macroeconomic policy <p>Lecture notes to be provided by Chair.</p>		
Intended learning outcomes		
<p>After completing the course "Makroökonomie 2" students are familiar with the most important concepts of growth theory, they know the microeconomic foundations of modern macroeconomic theory and understand the intertemporal budget constraint of the government. Therefore they are able to discuss the growth and distributional consequences of policy reforms by applying simple economic models.</p>		
Courses (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 can be chosen to earn a bonus)		
<p>written examination (approx. 60 minutes)</p> <p>creditable for bonus</p>		
Allocation of places		
--		
Additional information		
--		
Workload		
150 h		
Teaching cycle		
Teaching cycle: summer semester		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
--		
Module appears in		
<p>Bachelor's degree (1 major) Business Information Systems (2024)</p> <p>Bachelor's degree (1 major) Economathematics (2024)</p> <p>Bachelor's degree (1 major) Business Management and Economics (2024)</p> <p>Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2024)</p> <p>Bachelor's degree (1 major) Digital Business & Data Science (2024)</p> <p>Bachelor's degree (1 major) Economathematics (2025)</p> <p>Master's degree (1 major) China Business and Economics (2025)</p>		
Bachelor's with 1 major Business Information Systems (2024)	JMU Würzburg • generated 18-Jun-2025 • exam. reg. data record Bachelor (180 ECTS) Wirtschaftsinformatik - 2024	page 234 / 369

Module title			Abbreviation
Marketing			12-Mark-G-242-mo1
Module coordinator		Module offered by	
holder of the Chair of Business Administration and Marketing		Faculty of Management and Economics	
ECTS	Method of grading	Only after succ. compl. of module(s)	
5	numerical grade	--	
Duration	Module level	Other prerequisites	
1 semester	undergraduate	--	
Contents			
Description In this module, students will acquire the theoretical foundations of market-oriented management.			
Content: 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.			
Outline of syllabus: 1. Marketing, entrepreneurship and business management 2. Explanations of consumer behaviour 3. Fundamentals of market research 4. Strategic marketing; marketing tools 5. Corporate social responsibility versus creating shared value			
Reading: Foscht, T. / Swoboda, B.: Käuferverhalten: Grundlagen -- Perspektiven -- Anwendungen, 4th revised and exp. ed., Wiesbaden 2011. Homburg, Ch.: Grundlagen des Marketingmanagements: Einführung in Strategie, Instrumente, Umsetzung und Unternehmensführung, 4th revised and exp. ed., Wiesbaden 2012. Homburg, Ch.: Grundlagen des Marketingmanagements: Einführung in Strategie, Instrumente, Umsetzung und Unternehmensführung, 3rd ed., Wiesbaden, 2012a. Kroeber-Riel, W. / Weinberg, P.: Konsumentenverhalten, 9th ed., Munich 2009. Meffert, H. / Burman, Ch / Kirchgeorg, M.: Marketing -- Grundlagen marktorientierter Unternehmensführung: Konzepte -- Instrumente -- Praxisbeispiele, 11th revised and exp. ed., Wiesbaden 2012. Meffert, H. / Burman, Ch / Becker, Ch.: Internationales Marketing-Management -- Ein markenorientierter Ansatz, 4th ed., Stuttgart 2010. Meyer, M.: Ökonomische Organisation der Industrie: Netzwerkarrangements zwischen Markt und Unternehmung, Wiesbaden 1995. Porter, M. E.: Wettbewerbsvorteile -- Spitzenleistungen erreichen und behaupten, 8th ed., Campus Frankfurt / New York 2014. (Original: Porter, M.: Competitive Advantage, New York 1985.) Simon, H. / Fassnacht, M.: Preismanagement, Strategie -- Analyse -- Entscheidung -- Umsetzung, 3rd ed., Wiesbaden 2009.			
Intended learning outcomes			
The students have a basic understanding of business management and are able to classify the knowledge systematically. In addition, they can use the acquired knowledge solve and identify the conventional problem fields of business management.			
Courses (type, number of weekly contact hours, language — if other than German)			
V (2) + T (2) Module taught in: German and/or English			

Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)
written examination (approx. 60 minutes) Language of assessment: German and/or English creditable for bonus
Allocation of places
--
Additional information
--
Workload
150 h
Teaching cycle
Teaching cycle: summer semester
Referred to in LPO I (examination regulations for teaching-degree programmes)
--
Module appears in
Module studies (Bachelor) Business Management and Economics (2019) Module studies (Bachelor) Orientierungsstudien (2020) Bachelor's degree (1 major) Business Information Systems (2024) Bachelor's degree (1 major) Economathematics (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) Supplementary course Supplementary course Entrepreneurship into Action (ZENTRIA) (2025) Bachelor's degree (1 major) Economathematics (2025) Master's degree (1 major) China Business and Economics (2025) Bachelor's degree (1 major) Computer Science (2025)

Module title		Abbreviation
Management & Digital Transformation		12-MDT-242-m01
Module coordinator		Module offered by
holder of the Junior Professorship of Applied Microeconomics, esp. Human-Machine Interaction		Faculty of Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	undergraduate	--
Contents		
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.		
Intended learning outcomes		
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.		
Courses (type, number of weekly contact hours, language — if other than German)		
V (2) + Ü (2) Module taught in: German and/or English		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a 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) Language of assessment: German and/or English creditable for bonus		
Allocation of places		
--		
Additional information		
--		
Workload		
150 h		
Teaching cycle		
Teaching cycle: every year, winter semester		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
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Module appears in		
Module studies (Bachelor) Business Management and Economics (2019) Bachelor's degree (1 major) Business Information Systems (2024) Bachelor's degree (1 major) Economathematics (2024) Bachelor's degree (1 major) Business Management and Economics (2024)		
Bachelor's with 1 major Business Information Systems (2024)	JMU Würzburg • generated 18-Jun-2025 • exam. reg. data record Bachelor (180 ECTS) Wirtschaftsinformatik - 2024	page 237 / 369

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)
 Bachelor's degree (1 major) Computer Science (2025)

Module title			Abbreviation
Microeconomics: Preferences and Decisions			12-Mik1-G-242-m01
Module coordinator		Module offered by	
holder of the Chair for Economics, Contract Theory and Information Economics		Faculty of Management and Economics	
ECTS	Method of grading	Only after succ. compl. of module(s)	
5	numerical grade	--	
Duration	Module level	Other prerequisites	
1 semester	undergraduate	--	
Contents			
The lecture covers the following topics			
Theory of the household:			
1. Utility maximisation under constraints			
2. Comparative statics			
3. Income and substitution effects			
4. Labour supply			
5. Intertemporal consumption / savings decisions			
Theory of the firm:			
6. Production functions (technology)			
7. Profit maximisation			
8. Long run versus short run cost minimisation			
9. Supply of goods			
Intended learning outcomes			
Students are systematically trained in microeconomic methods relevant in household and firm theory. Accordingly, they will know how to solve optimization problems under constraints. These scientific methods will serve as useful in many fields of specialization in economics and business administration. In particular, students know analytically how to analyze the impact of changes in the economic environment, e.g., wages, interest rates, income on individual decision making.			
Courses (type, number of weekly contact hours, language — if other than German)			
V (2) + T (2)			
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)			
written examination (approx. 60 minutes)			
creditable for bonus			
Allocation of places			
--			
Additional information			
--			
Workload			
150 h			
Teaching cycle			
Teaching cycle: summer semester			
Referred to in LPO I (examination regulations for teaching-degree programmes)			
--			
Module appears in			
Module studies (Bachelor) Business Management and Economics (2019)			

Bachelor's with 1 major Business Information Systems (2024)	JMU Würzburg • generated 18-Jun-2025 • exam. reg. data record Bachelor (180 ECTS) Wirtschaftsinformatik - 2024	page 239 / 369
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Module studies (Bachelor) Orientierungsstudien (2020)
 Bachelor's degree (1 major) Business Information Systems (2024)
 Bachelor's degree (1 major) Economathematics (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) Economathematics (2025)
 Master's degree (1 major) China Business and Economics (2025)

Module title		Abbreviation
Microeconomics: Markets and Competition		12-Mik2-G-242-m01
Module coordinator		Module offered by
holder of the Chair of Industrial Economics		Faculty of Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	undergraduate	--
Contents		
<p>Outline of syllabus:</p> <ol style="list-style-type: none"> 1. Cost minimisation 2. Profit maximisation and the supply function 3. Short-run market equilibrium 4. Long-run market equilibrium 5. Government interventions 6. Monopoly 7. Pricing strategies with market power 8. Introduction to game theory 9. Strategic interaction and oligopoly 		
Intended learning outcomes		
<p>The aim of the course is to understand how markets work. We will investigate the behavior of a company in different market structures; namely perfectly competitive markets, monopoly markets and all forms in between, the so-called oligopoly markets. Ultimately, we are interested in whether the market results from a social point of view is desirable. Using our models, we will also try to analyze the consequences of different government interventions. The knowledge that students gain in this course will be in their future course of studies of benefits to them. In almost all business and economics lectures markets play a role. It also discussed in detail how economic actors make their decisions. Students will thus learn the important building blocks of economic thought. This knowledge will also be useful in the workplace and even in their private lives.</p>		
Courses (type, number of weekly contact hours, language — if other than German)		
<p>V (2) + T (2) Module taught in: German and/or English</p>		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)		
<p>written examination (approx. 60 minutes) Language of assessment: German and/or English creditable for bonus</p>		
Allocation of places		
--		
Additional information		
--		
Workload		
150 h		
Teaching cycle		
Teaching cycle: winter semester		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
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Module appears in		
Bachelor's degree (1 major) Business Information Systems (2024)		
Bachelor's with 1 major Business Information Systems (2024)	JMU Würzburg • generated 18-Jun-2025 • exam. reg. data record Bachelor (180 ECTS) Wirtschaftsinformatik - 2024	page 241 / 369

Bachelor's degree (1 major) Economathematics (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) Economathematics (2025)
 Master's degree (1 major) China Business and Economics (2025)
 Bachelor's degree (1 major) Computer Science (2025)

Module title		Abbreviation
Managerial Problem Solving		12-MPS-242-m01
Module coordinator		Module offered by
holder of the Chair of Business Analytics		Faculty of Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	undergraduate	--
Contents		
The course provides an introduction to data-based methods for modeling and solving quantitative business problems. In particular, Microsoft Excel is used to manage, visualize, and analyze data. In addition, mathematical optimization problems are solved using Excel Solver and the fundamentals of programming with VBA are discussed.		
Intended learning outcomes		
<ol style="list-style-type: none"> 1. Prepare, visualize and analyze data sets using Excel 2. Select and forecast different time series problems 3. Understand simple, multiple and dummy regressions 4. Implement and solve linear optimization problems using the Excel Solver 5. Fundamentals of Excel VBA programming 		
Courses (type, number of weekly contact hours, language — if other than German)		
V (2) + Ü (2) Module taught in: English		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)		
<ol style="list-style-type: none"> a) written examination (approx. 60 minutes) or b) oral examination in groups of up to 5 candidates (approx. 15 minutes per candidate) or c) portfolio (approx. 20 hours) Language of assessment: English creditable for bonus		
Allocation of places		
40 places. WA1: (1) Should the number of applications exceed the number of available places, places will be allocated by lot among all applicants irrespective of their subjects. (2) Places on all courses of the module with a restricted number of places will be allocated in the same procedure. (3) A waiting list will be maintained and places re-allocated by lot as they become available.		
Additional information		
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Workload		
150 h		
Teaching cycle		
Teaching cycle: 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) Biology (2011) Bachelor's degree (1 major) Chemistry (2010) Bachelor's degree (1 major) Psychology (2010)		
Bachelor's with 1 major Business Information Systems (2024)	JMU Würzburg • generated 18-Jun-2025 • exam. reg. data record Bachelor (180 ECTS) Wirtschaftsinformatik - 2024	page 243 / 369

Bachelor's degree (1 major, 1 minor) Pedagogy (2013)
 Bachelor's degree (1 major, 1 minor) Political and Social Studies (2013)
 Bachelor's degree (1 major, 1 minor) Russian Language and Culture (2008)
 Bachelor's degree (2 majors) Special Education (2009)
 Magister Theologiae Catholic Theology (2013)
 Bachelor's degree (2 majors) English and American Studies (2009)
 Bachelor's degree (2 majors) German Language and Literature (2013)
 Bachelor's degree (1 major) Chemistry (2015)
 Bachelor's degree (1 major) Geography (2015)
 Bachelor's degree (1 major) Mathematics (2015)
 Bachelor's degree (1 major) Musicology (2015)
 Bachelor's degree (1 major) Physics (2015)
 Bachelor's degree (1 major) Psychology (2015)
 Bachelor's degree (1 major) Nanostructure Technology (2015)
 Bachelor's degree (1 major) Music Education (2015)
 Bachelor's degree (1 major) Computational Mathematics (2015)
 Bachelor's degree (1 major) Political and Social Studies (2015)
 Bachelor's degree (1 major) Functional Materials (2015)
 Bachelor's degree (1 major) Academic Speech Therapy (2015)
 Bachelor's degree (1 major) Indology/South Asian Studies (2015)
 Bachelor's degree (1 major, 1 minor) Egyptology (2015)
 Bachelor's degree (1 major, 1 minor) Pedagogy (2015)
 Bachelor's degree (1 major, 1 minor) History (2015)
 Bachelor's degree (1 major, 1 minor) Musicology (2015)
 Bachelor's degree (1 major, 1 minor) Philosophy (2015)
 Bachelor's degree (1 major, 1 minor) Pre- and Protohistoric Archaeology (2015)
 Bachelor's degree (1 major, 1 minor) Ancient World (2015)
 Bachelor's degree (1 major, 1 minor) Philosophy and Religion (2015)
 Bachelor's degree (1 major, 1 minor) Theological Studies (2015)
 Bachelor's degree (1 major, 1 minor) Political and Social Studies (2015)
 Bachelor's degree (1 major, 1 minor) Russian Language and Culture (2015)
 Bachelor's degree (1 major, 1 minor) German Language and Literature (2015)
 Bachelor's degree (2 majors) Egyptology (2015)
 Bachelor's degree (2 majors) Pedagogy (2015)
 Bachelor's degree (2 majors) Protestant Theology (2015)
 Bachelor's degree (2 majors) Musicology (2015)
 Bachelor's degree (2 majors) Philosophy (2015)
 Bachelor's degree (2 majors) Special Education (2015)
 Bachelor's degree (2 majors) Pre- and Protohistoric Archaeology (2015)
 Bachelor's degree (2 majors) Latin Philology (2015)
 Bachelor's degree (2 majors) Music Education (2015)
 Bachelor's degree (2 majors) Philosophy and Religion (2015)
 Bachelor's degree (2 majors) Theological Studies (2015)
 Bachelor's degree (2 majors) Political and Social Studies (2015)
 Bachelor's degree (2 majors) Russian Language and Culture (2015)
 Bachelor's degree (2 majors) Greek Philology (2015)
 Bachelor's degree (2 majors) European Ethnology (2015)
 Bachelor's degree (2 majors) Indology/South Asian Studies (2015)
 Bachelor's degree (2 majors) Geography (2015)
 Bachelor's degree (2 majors) French Studies (2015)
 Bachelor's degree (2 majors) History (2015)
 Bachelor's degree (2 majors) Sport Science (Focus on health and Pedagogics in Movement) (2015)
 Bachelor's degree (2 majors) German Language and Literature (2015)

Bachelor's degree (1 major) Mathematical Physics (2016)
 Bachelor's degree (1 major, 1 minor) French Studies (2016)
 Bachelor's degree (2 majors) French Studies (2016)
 Bachelor's degree (1 major, 1 minor) Italian Studies (2016)
 Bachelor's degree (2 majors) Italian Studies (2016)
 Bachelor's degree (1 major, 1 minor) Spanish Studies (2016)
 Bachelor's degree (2 majors) Spanish Studies (2016)
 Bachelor's degree (1 major) Romanic Languages (French/Italian) (2016)
 Bachelor's degree (1 major) Romanic Languages (French/Spanish) (2016)
 Bachelor's degree (1 major) Romanic Languages (Italian/Spanish) (2016)
 Bachelor's degree (1 major) Games Engineering (2016)
 Bachelor's degree (1 major, 1 minor) English and American Studies (2016)
 Bachelor's degree (2 majors) English and American Studies (2016)
 Bachelor's degree (1 major) Media Communication (2016)
 Bachelor's degree (1 major) Food Chemistry (2016)
 Bachelor's degree (1 major, 1 minor) Digital Humanities (2016)
 Bachelor's degree (1 major) Biology (2017)
 Bachelor's degree (1 major, 1 minor) Geography (2017)
 Bachelor's degree (1 major, 1 minor) History of Medieval and Modern Art (2017)
 Bachelor's degree (2 majors) History of Medieval and Modern Art (2017)
 Bachelor's degree (2 majors) Comparative Indo-European Linguistics (2017)
 Bachelor's degree (1 major) Aerospace Computer Science (2017)
 Bachelor's degree (1 major) Biochemistry (2017)
 Bachelor's degree (1 major) Chemistry (2017)
 Bachelor's degree (1 major, 1 minor) Museology and material culture (2017)
 Bachelor's degree (1 major) Games Engineering (2017)
 Bachelor's degree (1 major) Computer Science (2017)
 Bachelor's degree (1 major) Media Communication (2018)
 Bachelor's degree (1 major) Biomedicine (2018)
 Bachelor's degree (1 major) Human-Computer Systems (2018)
 Bachelor's degree (2 majors) Classical Archaeology (2018)
 Bachelor's degree (1 major, 1 minor) Classical Archaeology (2018)
 Bachelor's degree (1 major, 1 minor) Digital Humanities (2018)
 Bachelor's degree (2 majors) Digital Humanities (2018)
 Bachelor's degree (1 major) Computer Science (2019)
 Bachelor's degree (1 major, 1 minor) English and American Studies (2019)
 Bachelor's degree (1 major) Indology/South Asian Studies (2019)
 Bachelor's degree (2 majors) Indology/South Asian Studies (2019)
 Bachelor's degree (1 major) Modern China (2019)
 Bachelor's degree (1 major) Biomedicine (2020)
 Bachelor's degree (1 major) Pedagogy (2020)
 Bachelor's degree (1 major) Political and Social Studies (2020)
 Bachelor's degree (1 major, 1 minor) Political and Social Studies (2020)
 Bachelor's degree (2 majors) European Ethnology (2020)
 Bachelor's degree (2 majors) Political and Social Studies (2020)
 Bachelor's degree (2 majors) Special Education (2020)
 Bachelor's degree (1 major) Physics (2020)
 Bachelor's degree (1 major) Nanostructure Technology (2020)
 Bachelor's degree (1 major) Mathematical Physics (2020)
 Bachelor's degree (1 major) Aerospace Computer Science (2020)
 Bachelor's degree (1 major, 1 minor) Museology and material culture (2020)
 Bachelor's degree (1 major, 1 minor) Pedagogy (2020)
 Bachelor's degree (2 majors) Pedagogy (2020)

Bachelor's degree (1 major) Psychology (2020)
 Bachelor's degree (1 major) Biology (2021)
 Magister Theologiae Catholic Theology (2021)
 Bachelor's degree (2 majors) History (2021)
 Bachelor's degree (1 major, 1 minor) History (2021)
 Bachelor's degree (1 major) Media Communication (2021)
 Bachelor's degree (2 majors) Theological Studies (2021)
 Bachelor's degree (1 major, 1 minor) Theological Studies (2021)
 Bachelor's degree (1 major, 1 minor) English and American Studies (2021)
 Bachelor's degree (2 majors) English and American Studies (2021)
 Bachelor's degree (1 major) Functional Materials (2021)
 Bachelor's degree (1 major) Computer Science and Sustainability (2021)
 Bachelor's degree (2 majors) Comparative Indo-European Linguistics (2021)
 Bachelor's degree (1 major) Food Chemistry (2021)
 Bachelor's degree (1 major) Quantum Technology (2021)
 Bachelor's degree (2 majors) Special Education (2021)
 Bachelor's degree (1 major) Human-Computer Systems (2022)
 Bachelor's degree (1 major, 1 minor) Museology and material culture (2022)
 Bachelor's degree (1 major) Biochemistry (2022)
 Bachelor's degree (1 major) Biology (2022)
 Bachelor's degree (1 major) Mathematical Data Science (2022)
 Bachelor's degree (1 major) Artificial Intelligence and Data Science (2022)
 Bachelor's degree (2 majors) Ancient Near Eastern Archaeology (2022)
 Bachelor's degree (1 major, 1 minor) Ancient World (2022)
 Bachelor's degree (2 majors) Ancient Near Eastern Studies (2022)
 Bachelor's degree (1 major) Franco-German studies: language, culture, digital competence (2022)
 Bachelor's degree (1 major) European Law (2023)
 Bachelor's degree (1 major, 1 minor) English and American Studies (2023)
 Bachelor's degree (2 majors) English and American Studies (2023)
 Bachelor's degree (1 major) Artificial Intelligence and Data Science (2023)
 Bachelor's degree (1 major) Mathematics (2023)
 Bachelor's degree (1 major, 1 minor) History of Medieval and Modern Art (2023)
 Bachelor's degree (2 majors) History of Medieval and Modern Art (2023)
 Bachelor's degree (2 majors) Special Education (2023)
 Bachelor's degree (1 major) Geography (2023)
 Bachelor's degree (2 majors) Geography (2023)
 Bachelor's degree (1 major, 1 minor) Geography (2023)
 Bachelor's degree (2 majors) European Ethnology/Empiric Cultural Studies (2023)
 Bachelor's degree (1 major) Mathematical Physics (2024)
 Bachelor's degree (2 majors) German Language and Literature (2024)
 Bachelor's degree (1 major, 1 minor) German Language and Literature (2024)
 Bachelor's degree (1 major) Music Education (2024)
 Bachelor's degree (2 majors) Music Education (2024)
 Bachelor's degree (1 major, 1 minor) Music Education (2024)
 Bachelor's degree (1 major) Indology/South Asian Studies (2024)
 Bachelor's degree (2 majors) Indology/South Asian Studies (2024)
 Bachelor's degree (1 major, 1 minor) Indology/South Asian Studies (2024)
 Bachelor's degree (1 major, 1 minor) Ancient World (2024)
 Bachelor's degree (2 majors) Digital Humanities (2024)
 Bachelor's degree (1 major, 1 minor) Digital Humanities (2024)
 Bachelor's degree (1 major) Midwifery (2024)
 Bachelor's degree (2 majors) Greek Philology (2024)
 Bachelor's degree (2 majors) Latin Philology (2024)

Bachelor's degree (1 major) Business Information Systems (2024)
 Bachelor's degree (1 major) Economathematics (2024)
 Bachelor's degree (1 major) Business Management and Economics (2024)
 Bachelor's degree (1 major) Artificial Intelligence and Data Science (2024)
 Bachelor's degree (1 major) Human-Computer-Interaction (2024)
 Bachelor's degree (2 majors) Art Education (2024)
 Bachelor's degree (1 major) Digital Business & Data Science (2024)
 Bachelor's degree (1 major) Classics (2024)
 Bachelor's degree (1 major) Diversity, Ethics and Religions (2024)
 Bachelor's degree (1 major) Functional Materials (2025)
 Bachelor's degree (1 major) (2025)
 Bachelor's degree (1 major) Food Chemistry (2025)
 Bachelor's degree (1 major, 1 minor) European Ethnology/Empiric Cultural Studies (2025)
 Bachelor's degree (1 major) Pedagogy (2025)
 Bachelor's degree (2 majors) Pedagogy (2025)
 Bachelor's degree (1 major) Economathematics (2025)
 Bachelor's degree (1 major) Academic Speech Therapy (2025)
 Bachelor's degree (1 major, 1 minor) Pedagogy (2025)
 Bachelor's degree (1 major) Games Engineering (2025)
 Bachelor's degree (2 majors) Sport Science (Focus on health and Pedagogics in Movement) (2025)
 Bachelor's degree (1 major) Aerospace Computer Science (2025)
 Bachelor's degree (1 major, 1 minor) German Language and Literature (2025)
 Bachelor's degree (1 major) Computer Science (2025)
 Bachelor's degree (2 majors) German Language and Literature (2025)
 Bachelor's degree (1 major) Computer Science and Sustainability (2025)

Module title			Abbreviation
Marketing für Start-Ups			12-MSU-251-m01
Module coordinator		Module offered by	
--		Faculty of Management and Economics	
ECTS	Method of grading	Only after succ. compl. of module(s)	
5	numerical grade	--	
Duration	Module level	Other prerequisites	
1 semester	--	--	
Contents			
--			
Intended learning outcomes			
--			
Courses (type, number of weekly contact hours, language — if other than German)			
V (2) + Ü (2) Module taught in: German and/or English			
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)			
a) written examination (approx. 60 minutes) or b) term paper (10 to 15 pages) or c) oral examination in groups of up to 3 candidates (approx. 15 minutes per candidate) or d) portfolio (approx. 45 minutes) Language of assessment: German and/or English creditable for bonus			
Allocation of places			
--			
Additional information			
--			
Workload			
150 h			
Teaching cycle			
--			
Referred to in LPO I (examination regulations for teaching-degree programmes)			
--			
Module appears in			
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, 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) Business Management and Economics (2021) Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2021) Bachelor's degree (1 major) Business Information Systems (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 with 1 major Business Information Systems (2024)		JMU Würzburg • generated 18-Jun-2025 • exam. reg. data record Bachelor (180 ECTS) Wirtschaftsinformatik - 2024	
		page 248 / 369	

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)

Module title		Abbreviation
Human Resource Management		12-P&O-F-242-m01
Module coordinator		Module offered by
holder of the Chair for Human Resource Management and Organisation		Faculty of Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	undergraduate	--
Contents		
The lecture Personnel Management covers basic methodological, empirical, and institutional concepts of the subject. More specifically, on the basis of the principal-agent model answers are given on how the basic dilemma of the relationship between employer and employee can be solved. Mainly financial incentives on the individual and team level are presented and discussed. In addition, possibilities to reduce information asymmetries are presented.		
Intended learning outcomes		
Students should be able to understand, discuss and apply basic theories, econometric techniques as well as empirical findings in personnel management.		
Courses (type, number of weekly contact hours, language — if other than German)		
V (2) + Ü (2) Module taught in: German and/or English		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)		
written examination (approx. 60 minutes) creditable for bonus		
Allocation of places		
--		
Additional information		
--		
Workload		
150 h		
Teaching cycle		
Teaching cycle: summer semester		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
--		
Module appears in		
Bachelor's degree (1 major) Biology (2011) Bachelor's degree (1 major) Chemistry (2010) Bachelor's degree (1 major) Psychology (2010) Bachelor's degree (1 major, 1 minor) Pedagogy (2013) Bachelor's degree (1 major, 1 minor) Political and Social Studies (2013) Bachelor's degree (1 major, 1 minor) Russian Language and Culture (2008) Bachelor's degree (2 majors) Special Education (2009) Magister Theologiae Catholic Theology (2013) Bachelor's degree (2 majors) English and American Studies (2009) Bachelor's degree (2 majors) German Language and Literature (2013) Bachelor's degree (1 major) Chemistry (2015)		

Bachelor's degree (1 major) Geography (2015)
 Bachelor's degree (1 major) Mathematics (2015)
 Bachelor's degree (1 major) Musicology (2015)
 Bachelor's degree (1 major) Physics (2015)
 Bachelor's degree (1 major) Psychology (2015)
 Bachelor's degree (1 major) Nanostructure Technology (2015)
 Bachelor's degree (1 major) Music Education (2015)
 Bachelor's degree (1 major) Computational Mathematics (2015)
 Bachelor's degree (1 major) Political and Social Studies (2015)
 Bachelor's degree (1 major) Functional Materials (2015)
 Bachelor's degree (1 major) Academic Speech Therapy (2015)
 Bachelor's degree (1 major) Indology/South Asian Studies (2015)
 Bachelor's degree (1 major, 1 minor) Egyptology (2015)
 Bachelor's degree (1 major, 1 minor) Pedagogy (2015)
 Bachelor's degree (1 major, 1 minor) History (2015)
 Bachelor's degree (1 major, 1 minor) Musicology (2015)
 Bachelor's degree (1 major, 1 minor) Philosophy (2015)
 Bachelor's degree (1 major, 1 minor) Pre- and Protohistoric Archaeology (2015)
 Bachelor's degree (1 major, 1 minor) Ancient World (2015)
 Bachelor's degree (1 major, 1 minor) Philosophy and Religion (2015)
 Bachelor's degree (1 major, 1 minor) Theological Studies (2015)
 Bachelor's degree (1 major, 1 minor) Political and Social Studies (2015)
 Bachelor's degree (1 major, 1 minor) Russian Language and Culture (2015)
 Bachelor's degree (1 major, 1 minor) German Language and Literature (2015)
 Bachelor's degree (2 majors) Egyptology (2015)
 Bachelor's degree (2 majors) Pedagogy (2015)
 Bachelor's degree (2 majors) Protestant Theology (2015)
 Bachelor's degree (2 majors) Musicology (2015)
 Bachelor's degree (2 majors) Philosophy (2015)
 Bachelor's degree (2 majors) Special Education (2015)
 Bachelor's degree (2 majors) Pre- and Protohistoric Archaeology (2015)
 Bachelor's degree (2 majors) Latin Philology (2015)
 Bachelor's degree (2 majors) Music Education (2015)
 Bachelor's degree (2 majors) Philosophy and Religion (2015)
 Bachelor's degree (2 majors) Theological Studies (2015)
 Bachelor's degree (2 majors) Political and Social Studies (2015)
 Bachelor's degree (2 majors) Russian Language and Culture (2015)
 Bachelor's degree (2 majors) Greek Philology (2015)
 Bachelor's degree (2 majors) European Ethnology (2015)
 Bachelor's degree (2 majors) Indology/South Asian Studies (2015)
 Bachelor's degree (2 majors) Geography (2015)
 Bachelor's degree (2 majors) French Studies (2015)
 Bachelor's degree (2 majors) History (2015)
 Bachelor's degree (2 majors) Sport Science (Focus on health and Pedagogics in Movement) (2015)
 Bachelor's degree (2 majors) German Language and Literature (2015)
 Bachelor's degree (1 major) Mathematical Physics (2016)
 Bachelor's degree (1 major, 1 minor) French Studies (2016)
 Bachelor's degree (2 majors) French Studies (2016)
 Bachelor's degree (1 major, 1 minor) Italian Studies (2016)
 Bachelor's degree (2 majors) Italian Studies (2016)
 Bachelor's degree (1 major, 1 minor) Spanish Studies (2016)
 Bachelor's degree (2 majors) Spanish Studies (2016)
 Bachelor's degree (1 major) Romanic Languages (French/Italian) (2016)

Bachelor's degree (1 major) Romanic Languages (French/Spanish) (2016)
 Bachelor's degree (1 major) Romanic Languages (Italian/Spanish) (2016)
 Bachelor's degree (1 major) Games Engineering (2016)
 Bachelor's degree (1 major, 1 minor) English and American Studies (2016)
 Bachelor's degree (2 majors) English and American Studies (2016)
 Bachelor's degree (1 major) Media Communication (2016)
 Bachelor's degree (1 major) Food Chemistry (2016)
 Bachelor's degree (1 major, 1 minor) Digital Humanities (2016)
 Bachelor's degree (1 major) Biology (2017)
 Bachelor's degree (1 major, 1 minor) Geography (2017)
 Bachelor's degree (1 major, 1 minor) History of Medieval and Modern Art (2017)
 Bachelor's degree (2 majors) History of Medieval and Modern Art (2017)
 Bachelor's degree (2 majors) Comparative Indo-European Linguistics (2017)
 Bachelor's degree (1 major) Aerospace Computer Science (2017)
 Bachelor's degree (1 major) Biochemistry (2017)
 Bachelor's degree (1 major) Chemistry (2017)
 Bachelor's degree (1 major, 1 minor) Museology and material culture (2017)
 Bachelor's degree (1 major) Games Engineering (2017)
 Bachelor's degree (1 major) Computer Science (2017)
 Bachelor's degree (1 major) Media Communication (2018)
 Bachelor's degree (1 major) Biomedicine (2018)
 Bachelor's degree (1 major) Human-Computer Systems (2018)
 Bachelor's degree (2 majors) Classical Archaeology (2018)
 Bachelor's degree (1 major, 1 minor) Classical Archaeology (2018)
 Bachelor's degree (1 major, 1 minor) Digital Humanities (2018)
 Bachelor's degree (2 majors) Digital Humanities (2018)
 Bachelor's degree (1 major) Computer Science (2019)
 Bachelor's degree (1 major, 1 minor) English and American Studies (2019)
 Module studies (Bachelor) Business Management and Economics (2019)
 Bachelor's degree (1 major) Indology/South Asian Studies (2019)
 Bachelor's degree (2 majors) Indology/South Asian Studies (2019)
 Bachelor's degree (1 major) Modern China (2019)
 Module studies (Bachelor) Orientierungsstudien (2020)
 Bachelor's degree (1 major) Biomedicine (2020)
 Bachelor's degree (1 major) Pedagogy (2020)
 Bachelor's degree (1 major) Political and Social Studies (2020)
 Bachelor's degree (1 major, 1 minor) Political and Social Studies (2020)
 Bachelor's degree (2 majors) European Ethnology (2020)
 Bachelor's degree (2 majors) Political and Social Studies (2020)
 Bachelor's degree (2 majors) Special Education (2020)
 Bachelor's degree (1 major) Physics (2020)
 Bachelor's degree (1 major) Nanostructure Technology (2020)
 Bachelor's degree (1 major) Mathematical Physics (2020)
 Bachelor's degree (1 major) Aerospace Computer Science (2020)
 Bachelor's degree (1 major, 1 minor) Museology and material culture (2020)
 Bachelor's degree (1 major, 1 minor) Pedagogy (2020)
 Bachelor's degree (2 majors) Pedagogy (2020)
 Bachelor's degree (1 major) Psychology (2020)
 Bachelor's degree (1 major) Biology (2021)
 Magister Theologiae Catholic Theology (2021)
 Bachelor's degree (2 majors) History (2021)
 Bachelor's degree (1 major, 1 minor) History (2021)
 Bachelor's degree (1 major) Media Communication (2021)

Bachelor's degree (2 majors) Theological Studies (2021)
 Bachelor's degree (1 major, 1 minor) Theological Studies (2021)
 Bachelor's degree (1 major, 1 minor) English and American Studies (2021)
 Bachelor's degree (2 majors) English and American Studies (2021)
 Bachelor's degree (1 major) Functional Materials (2021)
 Bachelor's degree (1 major) Computer Science and Sustainability (2021)
 Bachelor's degree (2 majors) Comparative Indo-European Linguistics (2021)
 Bachelor's degree (1 major) Food Chemistry (2021)
 Bachelor's degree (1 major) Quantum Technology (2021)
 Bachelor's degree (2 majors) Special Education (2021)
 Bachelor's degree (1 major) Human-Computer Systems (2022)
 Bachelor's degree (1 major, 1 minor) Museology and material culture (2022)
 Bachelor's degree (1 major) Biochemistry (2022)
 Bachelor's degree (1 major) Biology (2022)
 Bachelor's degree (1 major) Mathematical Data Science (2022)
 Bachelor's degree (1 major) Artificial Intelligence and Data Science (2022)
 Bachelor's degree (2 majors) Ancient Near Eastern Archaeology (2022)
 exchange program Business Management and Economics (2022)
 Bachelor's degree (1 major, 1 minor) Ancient World (2022)
 Bachelor's degree (2 majors) Ancient Near Eastern Studies (2022)
 Bachelor's degree (1 major) Franco-German studies: language, culture, digital competence (2022)
 Bachelor's degree (1 major) European Law (2023)
 Bachelor's degree (1 major, 1 minor) English and American Studies (2023)
 Bachelor's degree (2 majors) English and American Studies (2023)
 Bachelor's degree (1 major) Artificial Intelligence and Data Science (2023)
 Bachelor's degree (1 major) Mathematics (2023)
 Bachelor's degree (1 major, 1 minor) History of Medieval and Modern Art (2023)
 Bachelor's degree (2 majors) History of Medieval and Modern Art (2023)
 Bachelor's degree (2 majors) Special Education (2023)
 Bachelor's degree (1 major) Geography (2023)
 Bachelor's degree (2 majors) Geography (2023)
 Bachelor's degree (1 major, 1 minor) Geography (2023)
 Bachelor's degree (2 majors) European Ethnology/Empiric Cultural Studies (2023)
 Bachelor's degree (1 major) Mathematical Physics (2024)
 Bachelor's degree (2 majors) German Language and Literature (2024)
 Bachelor's degree (1 major, 1 minor) German Language and Literature (2024)
 Bachelor's degree (1 major) Music Education (2024)
 Bachelor's degree (2 majors) Music Education (2024)
 Bachelor's degree (1 major, 1 minor) Music Education (2024)
 Bachelor's degree (1 major) Indology/South Asian Studies (2024)
 Bachelor's degree (2 majors) Indology/South Asian Studies (2024)
 Bachelor's degree (1 major, 1 minor) Indology/South Asian Studies (2024)
 Bachelor's degree (1 major, 1 minor) Ancient World (2024)
 Bachelor's degree (2 majors) Digital Humanities (2024)
 Bachelor's degree (1 major, 1 minor) Digital Humanities (2024)
 Bachelor's degree (1 major) Midwifery (2024)
 Bachelor's degree (2 majors) Greek Philology (2024)
 Bachelor's degree (2 majors) Latin Philology (2024)
 Bachelor's degree (1 major) Business Information Systems (2024)
 Bachelor's degree (1 major) Economathematics (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) Artificial Intelligence and Data Science (2024)

Bachelor's degree (1 major) Human-Computer-Interaction (2024)
 Bachelor's degree (2 majors) Art Education (2024)
 Bachelor's degree (1 major) Digital Business & Data Science (2024)
 Bachelor's degree (1 major) Classics (2024)
 Bachelor's degree (1 major) Diversity, Ethics and Religions (2024)
 Bachelor's degree (1 major) Functional Materials (2025)
 Bachelor's degree (1 major) (2025)
 Bachelor's degree (1 major) Food Chemistry (2025)
 Bachelor's degree (1 major, 1 minor) European Ethnology/Empiric Cultural Studies (2025)
 Bachelor's degree (1 major) Pedagogy (2025)
 Bachelor's degree (2 majors) Pedagogy (2025)
 Bachelor's degree (1 major) Econometrics (2025)
 Bachelor's degree (1 major) Academic Speech Therapy (2025)
 Master's degree (1 major) China Business and Economics (2025)
 Bachelor's degree (1 major, 1 minor) Pedagogy (2025)
 Bachelor's degree (1 major) Games Engineering (2025)
 Bachelor's degree (2 majors) Sport Science (Focus on health and Pedagogics in Movement) (2025)
 Bachelor's degree (1 major) Aerospace Computer Science (2025)
 Bachelor's degree (1 major, 1 minor) German Language and Literature (2025)
 Bachelor's degree (1 major) Computer Science (2025)
 Bachelor's degree (2 majors) German Language and Literature (2025)
 Bachelor's degree (1 major) Computer Science and Sustainability (2025)

Module title		Abbreviation
Seminar: Human Resource Management & Organizational Theory		12-P&O-FS-242-m01
Module coordinator		Module offered by
holder of the Chair for Human Resource Management and Organisation		Faculty of Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	undergraduate	--
Contents		
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.		
Intended learning outcomes		
The students learn to handle, formulate in own words, present, and discuss current research literature.		
Courses (type, number of weekly contact hours, language — if other than German)		
S (2) Module taught in: German and/or English		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)		
term paper (approx. 15 pages) and presentation (approx. 20 minutes), (weighted 1:1) Language of assessment: German and/or English Assessment offered: in the semester in which the course is offered creditable for bonus		
Allocation of places		
5 places. WB4: Should the number of applications exceed the number of available places, places will be allocated as follows: (1) Bachelor's students of Wirtschaftswissenschaft (Business Management and Economics) (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) A waiting list will be maintained and places re-allocated by lot as they become available.		
Additional information		
--		
Workload		
150 h		
Teaching cycle		
Teaching cycle: each semester		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
--		
Module appears in		
Bachelor's degree (1 major) Business Information Systems (2024) Bachelor's degree (1 major) Economathematics (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) Economathematics (2025) Master's degree (1 major) China Business and Economics (2025)		
Bachelor's with 1 major Business Information Systems (2024)	JMU Würzburg • generated 18-Jun-2025 • exam. reg. data record Bachelor (180 ECTS) Wirtschaftsinformatik - 2024	page 255 / 369

Module title			Abbreviation
Practice of Data Analysis			12-PD-242-m01
Module coordinator		Module offered by	
holder of the Chair of Econometrics		Faculty of Management and Economics	
ECTS	Method of grading	Only after succ. compl. of module(s)	
5	numerical grade	--	
Duration	Module level	Other prerequisites	
1 semester	undergraduate	--	
Contents			
Daily work in all areas of business - companies, science, institutions and politics - is based on the acquisition, processing and analysis of various data. These must be collected or generated and then processed and analyzed. In addition, data-based processes and business models offer many opportunities and challenges. The course covers the above mentioned topics and includes a theoretical and a practical part. In the theoretical part, basic knowledge in dealing with data, empirical work and the statistical software R will be taught. In the practical part of the research seminar webinars & field trips are offered.			
Intended learning outcomes			
Students able to apply statistical methods to collect numerical data.			
Courses (type, number of weekly contact hours, language — if other than German)			
V (2) + Ü (2) Module taught in: German and/or English			
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)			
a) written examination (approx. 60 minutes) or b) term paper (approx. 10 pages) and presentation (approx. 20 minutes); (weighted 2:1) Language of assessment: German and/or English creditable for bonus			
Allocation of places			
--			
Additional information			
--			
Workload			
150 h			
Teaching cycle			
Teaching cycle: summer semester			
Referred to in LPO I (examination regulations for teaching-degree programmes)			
--			
Module appears in			
Bachelor's degree (1 major) Biology (2011) Bachelor's degree (1 major) Chemistry (2010) Bachelor's degree (1 major) Psychology (2010) Bachelor's degree (1 major, 1 minor) Pedagogy (2013) Bachelor's degree (1 major, 1 minor) Political and Social Studies (2013) Bachelor's degree (1 major, 1 minor) Russian Language and Culture (2008) Bachelor's degree (2 majors) Special Education (2009) Magister Theologiae Catholic Theology (2013) Bachelor's degree (2 majors) English and American Studies (2009) Bachelor's degree (2 majors) German Language and Literature (2013)			
Bachelor's with 1 major Business Information Systems (2024)		JMU Würzburg • generated 18-Jun-2025 • exam. reg. data record Bachelor (180 ECTS) Wirtschaftsinformatik - 2024	
		page 256 / 369	

Bachelor's degree (1 major) Chemistry (2015)
 Bachelor's degree (1 major) Geography (2015)
 Bachelor's degree (1 major) Mathematics (2015)
 Bachelor's degree (1 major) Musicology (2015)
 Bachelor's degree (1 major) Physics (2015)
 Bachelor's degree (1 major) Psychology (2015)
 Bachelor's degree (1 major) Nanostructure Technology (2015)
 Bachelor's degree (1 major) Music Education (2015)
 Bachelor's degree (1 major) Computational Mathematics (2015)
 Bachelor's degree (1 major) Political and Social Studies (2015)
 Bachelor's degree (1 major) Functional Materials (2015)
 Bachelor's degree (1 major) Academic Speech Therapy (2015)
 Bachelor's degree (1 major) Indology/South Asian Studies (2015)
 Bachelor's degree (1 major, 1 minor) Egyptology (2015)
 Bachelor's degree (1 major, 1 minor) Pedagogy (2015)
 Bachelor's degree (1 major, 1 minor) History (2015)
 Bachelor's degree (1 major, 1 minor) Musicology (2015)
 Bachelor's degree (1 major, 1 minor) Philosophy (2015)
 Bachelor's degree (1 major, 1 minor) Pre- and Protohistoric Archaeology (2015)
 Bachelor's degree (1 major, 1 minor) Ancient World (2015)
 Bachelor's degree (1 major, 1 minor) Philosophy and Religion (2015)
 Bachelor's degree (1 major, 1 minor) Theological Studies (2015)
 Bachelor's degree (1 major, 1 minor) Political and Social Studies (2015)
 Bachelor's degree (1 major, 1 minor) Russian Language and Culture (2015)
 Bachelor's degree (1 major, 1 minor) German Language and Literature (2015)
 Bachelor's degree (2 majors) Egyptology (2015)
 Bachelor's degree (2 majors) Pedagogy (2015)
 Bachelor's degree (2 majors) Protestant Theology (2015)
 Bachelor's degree (2 majors) Musicology (2015)
 Bachelor's degree (2 majors) Philosophy (2015)
 Bachelor's degree (2 majors) Special Education (2015)
 Bachelor's degree (2 majors) Pre- and Protohistoric Archaeology (2015)
 Bachelor's degree (2 majors) Latin Philology (2015)
 Bachelor's degree (2 majors) Music Education (2015)
 Bachelor's degree (2 majors) Philosophy and Religion (2015)
 Bachelor's degree (2 majors) Theological Studies (2015)
 Bachelor's degree (2 majors) Political and Social Studies (2015)
 Bachelor's degree (2 majors) Russian Language and Culture (2015)
 Bachelor's degree (2 majors) Greek Philology (2015)
 Bachelor's degree (2 majors) European Ethnology (2015)
 Bachelor's degree (2 majors) Indology/South Asian Studies (2015)
 Bachelor's degree (2 majors) Geography (2015)
 Bachelor's degree (2 majors) French Studies (2015)
 Bachelor's degree (2 majors) History (2015)
 Bachelor's degree (2 majors) Sport Science (Focus on health and Pedagogics in Movement) (2015)
 Bachelor's degree (2 majors) German Language and Literature (2015)
 Bachelor's degree (1 major) Mathematical Physics (2016)
 Bachelor's degree (1 major, 1 minor) French Studies (2016)
 Bachelor's degree (2 majors) French Studies (2016)
 Bachelor's degree (1 major, 1 minor) Italian Studies (2016)
 Bachelor's degree (2 majors) Italian Studies (2016)
 Bachelor's degree (1 major, 1 minor) Spanish Studies (2016)
 Bachelor's degree (2 majors) Spanish Studies (2016)

Bachelor's degree (1 major) Romanic Languages (French/Italian) (2016)
 Bachelor's degree (1 major) Romanic Languages (French/Spanish) (2016)
 Bachelor's degree (1 major) Romanic Languages (Italian/Spanish) (2016)
 Bachelor's degree (1 major) Games Engineering (2016)
 Bachelor's degree (1 major, 1 minor) English and American Studies (2016)
 Bachelor's degree (2 majors) English and American Studies (2016)
 Bachelor's degree (1 major) Media Communication (2016)
 Bachelor's degree (1 major) Food Chemistry (2016)
 Bachelor's degree (1 major, 1 minor) Digital Humanities (2016)
 Bachelor's degree (1 major) Biology (2017)
 Bachelor's degree (1 major, 1 minor) Geography (2017)
 Bachelor's degree (1 major, 1 minor) History of Medieval and Modern Art (2017)
 Bachelor's degree (2 majors) History of Medieval and Modern Art (2017)
 Bachelor's degree (2 majors) Comparative Indo-European Linguistics (2017)
 Bachelor's degree (1 major) Aerospace Computer Science (2017)
 Bachelor's degree (1 major) Biochemistry (2017)
 Bachelor's degree (1 major) Chemistry (2017)
 Bachelor's degree (1 major, 1 minor) Museology and material culture (2017)
 Bachelor's degree (1 major) Games Engineering (2017)
 Bachelor's degree (1 major) Computer Science (2017)
 Bachelor's degree (1 major) Media Communication (2018)
 Bachelor's degree (1 major) Biomedicine (2018)
 Bachelor's degree (1 major) Human-Computer Systems (2018)
 Bachelor's degree (2 majors) Classical Archaeology (2018)
 Bachelor's degree (1 major, 1 minor) Classical Archaeology (2018)
 Bachelor's degree (1 major, 1 minor) Digital Humanities (2018)
 Bachelor's degree (2 majors) Digital Humanities (2018)
 Bachelor's degree (1 major) Computer Science (2019)
 Bachelor's degree (1 major, 1 minor) English and American Studies (2019)
 Bachelor's degree (1 major) Indology/South Asian Studies (2019)
 Bachelor's degree (2 majors) Indology/South Asian Studies (2019)
 Bachelor's degree (1 major) Modern China (2019)
 Bachelor's degree (1 major) Biomedicine (2020)
 Bachelor's degree (1 major) Pedagogy (2020)
 Bachelor's degree (1 major) Political and Social Studies (2020)
 Bachelor's degree (1 major, 1 minor) Political and Social Studies (2020)
 Bachelor's degree (2 majors) European Ethnology (2020)
 Bachelor's degree (2 majors) Political and Social Studies (2020)
 Bachelor's degree (2 majors) Special Education (2020)
 Bachelor's degree (1 major) Physics (2020)
 Bachelor's degree (1 major) Nanostructure Technology (2020)
 Bachelor's degree (1 major) Mathematical Physics (2020)
 Bachelor's degree (1 major) Aerospace Computer Science (2020)
 Bachelor's degree (1 major, 1 minor) Museology and material culture (2020)
 Bachelor's degree (1 major, 1 minor) Pedagogy (2020)
 Bachelor's degree (2 majors) Pedagogy (2020)
 Bachelor's degree (1 major) Psychology (2020)
 Bachelor's degree (1 major) Biology (2021)
 Magister Theologiae Catholic Theology (2021)
 Bachelor's degree (2 majors) History (2021)
 Bachelor's degree (1 major, 1 minor) History (2021)
 Bachelor's degree (1 major) Media Communication (2021)
 Bachelor's degree (2 majors) Theological Studies (2021)

Bachelor's degree (1 major, 1 minor) Theological Studies (2021)
 Bachelor's degree (1 major, 1 minor) English and American Studies (2021)
 Bachelor's degree (2 majors) English and American Studies (2021)
 Bachelor's degree (1 major) Functional Materials (2021)
 Bachelor's degree (1 major) Computer Science and Sustainability (2021)
 Bachelor's degree (2 majors) Comparative Indo-European Linguistics (2021)
 Bachelor's degree (1 major) Food Chemistry (2021)
 Bachelor's degree (1 major) Quantum Technology (2021)
 Bachelor's degree (2 majors) Special Education (2021)
 Bachelor's degree (1 major) Human-Computer Systems (2022)
 Bachelor's degree (1 major, 1 minor) Museology and material culture (2022)
 Bachelor's degree (1 major) Biochemistry (2022)
 Bachelor's degree (1 major) Biology (2022)
 Bachelor's degree (1 major) Mathematical Data Science (2022)
 Bachelor's degree (1 major) Artificial Intelligence and Data Science (2022)
 Bachelor's degree (2 majors) Ancient Near Eastern Archaeology (2022)
 Bachelor's degree (1 major, 1 minor) Ancient World (2022)
 Bachelor's degree (2 majors) Ancient Near Eastern Studies (2022)
 Bachelor's degree (1 major) Franco-German studies: language, culture, digital competence (2022)
 Bachelor's degree (1 major) European Law (2023)
 Bachelor's degree (1 major, 1 minor) English and American Studies (2023)
 Bachelor's degree (2 majors) English and American Studies (2023)
 Bachelor's degree (1 major) Artificial Intelligence and Data Science (2023)
 Bachelor's degree (1 major) Mathematics (2023)
 Bachelor's degree (1 major, 1 minor) History of Medieval and Modern Art (2023)
 Bachelor's degree (2 majors) History of Medieval and Modern Art (2023)
 Bachelor's degree (2 majors) Special Education (2023)
 Bachelor's degree (1 major) Geography (2023)
 Bachelor's degree (2 majors) Geography (2023)
 Bachelor's degree (1 major, 1 minor) Geography (2023)
 Bachelor's degree (2 majors) European Ethnology/Empiric Cultural Studies (2023)
 Bachelor's degree (1 major) Mathematical Physics (2024)
 Bachelor's degree (2 majors) German Language and Literature (2024)
 Bachelor's degree (1 major, 1 minor) German Language and Literature (2024)
 Bachelor's degree (1 major) Music Education (2024)
 Bachelor's degree (2 majors) Music Education (2024)
 Bachelor's degree (1 major, 1 minor) Music Education (2024)
 Bachelor's degree (1 major) Indology/South Asian Studies (2024)
 Bachelor's degree (2 majors) Indology/South Asian Studies (2024)
 Bachelor's degree (1 major, 1 minor) Indology/South Asian Studies (2024)
 Bachelor's degree (1 major, 1 minor) Ancient World (2024)
 Bachelor's degree (2 majors) Digital Humanities (2024)
 Bachelor's degree (1 major, 1 minor) Digital Humanities (2024)
 Bachelor's degree (1 major) Midwifery (2024)
 Bachelor's degree (2 majors) Greek Philology (2024)
 Bachelor's degree (2 majors) Latin Philology (2024)
 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) Artificial Intelligence and Data Science (2024)
 Bachelor's degree (1 major) Human-Computer-Interaction (2024)
 Bachelor's degree (2 majors) Art Education (2024)

Bachelor's degree (1 major) Digital Business & Data Science (2024)
 Bachelor's degree (1 major) Classics (2024)
 Bachelor's degree (1 major) Diversity, Ethics and Religions (2024)
 Bachelor's degree (1 major) Functional Materials (2025)
 Bachelor's degree (1 major) (2025)
 Bachelor's degree (1 major) Food Chemistry (2025)
 Bachelor's degree (1 major, 1 minor) European Ethnology/Empiric Cultural Studies (2025)
 Bachelor's degree (1 major) Pedagogy (2025)
 Bachelor's degree (2 majors) Pedagogy (2025)
 Bachelor's degree (1 major) Economathematics (2025)
 Bachelor's degree (1 major) Academic Speech Therapy (2025)
 Bachelor's degree (1 major, 1 minor) Pedagogy (2025)
 Bachelor's degree (1 major) Games Engineering (2025)
 Bachelor's degree (2 majors) Sport Science (Focus on health and Pedagogics in Movement) (2025)
 Bachelor's degree (1 major) Aerospace Computer Science (2025)
 Bachelor's degree (1 major, 1 minor) German Language and Literature (2025)
 Bachelor's degree (1 major) Computer Science (2025)
 Bachelor's degree (2 majors) German Language and Literature (2025)
 Bachelor's degree (1 major) Computer Science and Sustainability (2025)

Module title		Abbreviation
Introduction to Data Science		12-PDS-242-m01
Module coordinator		Module offered by
holder of the Chair of Business Analytics		Faculty of Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	undergraduate	--
Contents		
<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>		
Intended learning outcomes		
<p>Topics covered include:</p> <ul style="list-style-type: none"> • Data acquisition and processing • graph and network models • text analysis • working with geospatial data • Usage of machine learning models (supervised and unsupervised) 		
Courses (type, number of weekly contact hours, language — if other than German)		
V (2) + Ü (2) Module taught in: German and/or English		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a 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) or e) exercises (approx. 6 pages) or f) portfolio (approx. 20 hours) Language of assessment: German and/or English creditable for bonus		
Allocation of places		
--		
Additional information		
--		
Workload		
150 h		
Teaching cycle		
Teaching cycle: summer semester		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
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Module appears in		

Bachelor's degree (1 major) Biology (2011)
 Bachelor's degree (1 major) Chemistry (2010)
 Bachelor's degree (1 major) Psychology (2010)
 Bachelor's degree (1 major, 1 minor) Pedagogy (2013)
 Bachelor's degree (1 major, 1 minor) Political and Social Studies (2013)
 Bachelor's degree (1 major, 1 minor) Russian Language and Culture (2008)
 Bachelor's degree (2 majors) Special Education (2009)
 Magister Theologiae Catholic Theology (2013)
 Bachelor's degree (2 majors) English and American Studies (2009)
 Bachelor's degree (2 majors) German Language and Literature (2013)
 Bachelor's degree (1 major) Chemistry (2015)
 Bachelor's degree (1 major) Geography (2015)
 Bachelor's degree (1 major) Mathematics (2015)
 Bachelor's degree (1 major) Musicology (2015)
 Bachelor's degree (1 major) Physics (2015)
 Bachelor's degree (1 major) Psychology (2015)
 Bachelor's degree (1 major) Nanostructure Technology (2015)
 Bachelor's degree (1 major) Music Education (2015)
 Bachelor's degree (1 major) Computational Mathematics (2015)
 Bachelor's degree (1 major) Political and Social Studies (2015)
 Bachelor's degree (1 major) Functional Materials (2015)
 Bachelor's degree (1 major) Academic Speech Therapy (2015)
 Bachelor's degree (1 major) Indology/South Asian Studies (2015)
 Bachelor's degree (1 major, 1 minor) Egyptology (2015)
 Bachelor's degree (1 major, 1 minor) Pedagogy (2015)
 Bachelor's degree (1 major, 1 minor) History (2015)
 Bachelor's degree (1 major, 1 minor) Musicology (2015)
 Bachelor's degree (1 major, 1 minor) Philosophy (2015)
 Bachelor's degree (1 major, 1 minor) Pre- and Protohistoric Archaeology (2015)
 Bachelor's degree (1 major, 1 minor) Ancient World (2015)
 Bachelor's degree (1 major, 1 minor) Philosophy and Religion (2015)
 Bachelor's degree (1 major, 1 minor) Theological Studies (2015)
 Bachelor's degree (1 major, 1 minor) Political and Social Studies (2015)
 Bachelor's degree (1 major, 1 minor) Russian Language and Culture (2015)
 Bachelor's degree (1 major, 1 minor) German Language and Literature (2015)
 Bachelor's degree (2 majors) Egyptology (2015)
 Bachelor's degree (2 majors) Pedagogy (2015)
 Bachelor's degree (2 majors) Protestant Theology (2015)
 Bachelor's degree (2 majors) Musicology (2015)
 Bachelor's degree (2 majors) Philosophy (2015)
 Bachelor's degree (2 majors) Special Education (2015)
 Bachelor's degree (2 majors) Pre- and Protohistoric Archaeology (2015)
 Bachelor's degree (2 majors) Latin Philology (2015)
 Bachelor's degree (2 majors) Music Education (2015)
 Bachelor's degree (2 majors) Philosophy and Religion (2015)
 Bachelor's degree (2 majors) Theological Studies (2015)
 Bachelor's degree (2 majors) Political and Social Studies (2015)
 Bachelor's degree (2 majors) Russian Language and Culture (2015)
 Bachelor's degree (2 majors) Greek Philology (2015)
 Bachelor's degree (2 majors) European Ethnology (2015)
 Bachelor's degree (2 majors) Indology/South Asian Studies (2015)
 Bachelor's degree (2 majors) Geography (2015)
 Bachelor's degree (2 majors) French Studies (2015)

Bachelor's degree (2 majors) History (2015)
 Bachelor's degree (2 majors) Sport Science (Focus on health and Pedagogics in Movement) (2015)
 Bachelor's degree (2 majors) German Language and Literature (2015)
 Bachelor's degree (1 major) Mathematical Physics (2016)
 Bachelor's degree (1 major, 1 minor) French Studies (2016)
 Bachelor's degree (2 majors) French Studies (2016)
 Bachelor's degree (1 major, 1 minor) Italian Studies (2016)
 Bachelor's degree (2 majors) Italian Studies (2016)
 Bachelor's degree (1 major, 1 minor) Spanish Studies (2016)
 Bachelor's degree (2 majors) Spanish Studies (2016)
 Bachelor's degree (1 major) Romanic Languages (French/Italian) (2016)
 Bachelor's degree (1 major) Romanic Languages (French/Spanish) (2016)
 Bachelor's degree (1 major) Romanic Languages (Italian/Spanish) (2016)
 Bachelor's degree (1 major) Games Engineering (2016)
 Bachelor's degree (1 major, 1 minor) English and American Studies (2016)
 Bachelor's degree (2 majors) English and American Studies (2016)
 Bachelor's degree (1 major) Media Communication (2016)
 Bachelor's degree (1 major) Food Chemistry (2016)
 Bachelor's degree (1 major, 1 minor) Digital Humanities (2016)
 Bachelor's degree (1 major) Biology (2017)
 Bachelor's degree (1 major, 1 minor) Geography (2017)
 Bachelor's degree (1 major, 1 minor) History of Medieval and Modern Art (2017)
 Bachelor's degree (2 majors) History of Medieval and Modern Art (2017)
 Bachelor's degree (2 majors) Comparative Indo-European Linguistics (2017)
 Bachelor's degree (1 major) Aerospace Computer Science (2017)
 Bachelor's degree (1 major) Biochemistry (2017)
 Bachelor's degree (1 major) Chemistry (2017)
 Bachelor's degree (1 major, 1 minor) Museology and material culture (2017)
 Bachelor's degree (1 major) Games Engineering (2017)
 Bachelor's degree (1 major) Computer Science (2017)
 Bachelor's degree (1 major) Media Communication (2018)
 Bachelor's degree (1 major) Biomedicine (2018)
 Bachelor's degree (1 major) Human-Computer Systems (2018)
 Bachelor's degree (2 majors) Classical Archaeology (2018)
 Bachelor's degree (1 major, 1 minor) Classical Archaeology (2018)
 Bachelor's degree (1 major, 1 minor) Digital Humanities (2018)
 Bachelor's degree (2 majors) Digital Humanities (2018)
 Bachelor's degree (1 major) Computer Science (2019)
 Bachelor's degree (1 major, 1 minor) English and American Studies (2019)
 Bachelor's degree (1 major) Indology/South Asian Studies (2019)
 Bachelor's degree (2 majors) Indology/South Asian Studies (2019)
 Bachelor's degree (1 major) Modern China (2019)
 Bachelor's degree (1 major) Biomedicine (2020)
 Bachelor's degree (1 major) Pedagogy (2020)
 Bachelor's degree (1 major) Political and Social Studies (2020)
 Bachelor's degree (1 major, 1 minor) Political and Social Studies (2020)
 Bachelor's degree (2 majors) European Ethnology (2020)
 Bachelor's degree (2 majors) Political and Social Studies (2020)
 Bachelor's degree (2 majors) Special Education (2020)
 Bachelor's degree (1 major) Physics (2020)
 Bachelor's degree (1 major) Nanostructure Technology (2020)
 Bachelor's degree (1 major) Mathematical Physics (2020)
 Bachelor's degree (1 major) Aerospace Computer Science (2020)

Bachelor's degree (1 major, 1 minor) Museology and material culture (2020)
 Bachelor's degree (1 major, 1 minor) Pedagogy (2020)
 Bachelor's degree (2 majors) Pedagogy (2020)
 Bachelor's degree (1 major) Psychology (2020)
 Bachelor's degree (1 major) Biology (2021)
 Magister Theologiae Catholic Theology (2021)
 Bachelor's degree (2 majors) History (2021)
 Bachelor's degree (1 major, 1 minor) History (2021)
 Bachelor's degree (1 major) Media Communication (2021)
 Bachelor's degree (2 majors) Theological Studies (2021)
 Bachelor's degree (1 major, 1 minor) Theological Studies (2021)
 Bachelor's degree (1 major, 1 minor) English and American Studies (2021)
 Bachelor's degree (2 majors) English and American Studies (2021)
 Bachelor's degree (1 major) Functional Materials (2021)
 Bachelor's degree (1 major) Computer Science and Sustainability (2021)
 Bachelor's degree (2 majors) Comparative Indo-European Linguistics (2021)
 Bachelor's degree (1 major) Food Chemistry (2021)
 Bachelor's degree (1 major) Quantum Technology (2021)
 Bachelor's degree (2 majors) Special Education (2021)
 Bachelor's degree (1 major) Human-Computer Systems (2022)
 Bachelor's degree (1 major, 1 minor) Museology and material culture (2022)
 Bachelor's degree (1 major) Biochemistry (2022)
 Bachelor's degree (1 major) Biology (2022)
 Bachelor's degree (1 major) Mathematical Data Science (2022)
 Bachelor's degree (1 major) Artificial Intelligence and Data Science (2022)
 Bachelor's degree (2 majors) Ancient Near Eastern Archaeology (2022)
 Bachelor's degree (1 major, 1 minor) Ancient World (2022)
 Bachelor's degree (2 majors) Ancient Near Eastern Studies (2022)
 Bachelor's degree (1 major) Franco-German studies: language, culture, digital competence (2022)
 Bachelor's degree (1 major) European Law (2023)
 Bachelor's degree (1 major, 1 minor) English and American Studies (2023)
 Bachelor's degree (2 majors) English and American Studies (2023)
 Bachelor's degree (1 major) Artificial Intelligence and Data Science (2023)
 Bachelor's degree (1 major) Mathematics (2023)
 Bachelor's degree (1 major, 1 minor) History of Medieval and Modern Art (2023)
 Bachelor's degree (2 majors) History of Medieval and Modern Art (2023)
 Bachelor's degree (2 majors) Special Education (2023)
 Bachelor's degree (1 major) Geography (2023)
 Bachelor's degree (2 majors) Geography (2023)
 Bachelor's degree (1 major, 1 minor) Geography (2023)
 Bachelor's degree (2 majors) European Ethnology/Empiric Cultural Studies (2023)
 Bachelor's degree (1 major) Mathematical Physics (2024)
 Bachelor's degree (2 majors) German Language and Literature (2024)
 Bachelor's degree (1 major, 1 minor) German Language and Literature (2024)
 Bachelor's degree (1 major) Music Education (2024)
 Bachelor's degree (2 majors) Music Education (2024)
 Bachelor's degree (1 major, 1 minor) Music Education (2024)
 Bachelor's degree (1 major) Indology/South Asian Studies (2024)
 Bachelor's degree (2 majors) Indology/South Asian Studies (2024)
 Bachelor's degree (1 major, 1 minor) Indology/South Asian Studies (2024)
 Bachelor's degree (1 major, 1 minor) Ancient World (2024)
 Bachelor's degree (2 majors) Digital Humanities (2024)
 Bachelor's degree (1 major, 1 minor) Digital Humanities (2024)

Bachelor's degree (1 major) Midwifery (2024)
 Bachelor's degree (2 majors) Greek Philology (2024)
 Bachelor's degree (2 majors) Latin Philology (2024)
 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) Artificial Intelligence and Data Science (2024)
 Bachelor's degree (1 major) Human-Computer-Interaction (2024)
 Bachelor's degree (2 majors) Art Education (2024)
 Bachelor's degree (1 major) Digital Business & Data Science (2024)
 Bachelor's degree (1 major) Classics (2024)
 Bachelor's degree (1 major) Diversity, Ethics and Religions (2024)
 Bachelor's degree (1 major) Functional Materials (2025)
 Bachelor's degree (1 major) (2025)
 Bachelor's degree (1 major) Food Chemistry (2025)
 Bachelor's degree (1 major, 1 minor) European Ethnology/Empirical Cultural Studies (2025)
 Bachelor's degree (1 major) Pedagogy (2025)
 Bachelor's degree (2 majors) Pedagogy (2025)
 Bachelor's degree (1 major) Econometrics (2025)
 Bachelor's degree (1 major) Academic Speech Therapy (2025)
 Master's degree (1 major) China Business and Economics (2025)
 Bachelor's degree (1 major, 1 minor) Pedagogy (2025)
 Bachelor's degree (1 major) Games Engineering (2025)
 Bachelor's degree (2 majors) Sport Science (Focus on health and Pedagogics in Movement) (2025)
 Bachelor's degree (1 major) Aerospace Computer Science (2025)
 Bachelor's degree (1 major, 1 minor) German Language and Literature (2025)
 Bachelor's degree (1 major) Computer Science (2025)
 Bachelor's degree (2 majors) German Language and Literature (2025)
 Bachelor's degree (1 major) Computer Science and Sustainability (2025)

Module title		Abbreviation
Planning and Decision Making in Business Information Systems		12-PEBI-242-m01
Module coordinator		Module offered by
holder of the Chair of Business Analytics		Faculty of Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	undergraduate	--
Contents		
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.		
Intended learning outcomes		
<ul style="list-style-type: none"> • Normative and empirical decision theory • Fundamentals of linear programming • Sensitivity analysis • Discrete Optimization • Discrete Markov chains 		
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 can be chosen to earn a bonus)		
a) written examination (approx. 60 minutes) or b) oral examination in groups of up to 3 candidates (approx. 15 minutes per candidate) or c) portfolio (approx. 20 hours) creditable for bonus		
Allocation of places		
--		
Additional information		
--		
Workload		
150 h		
Teaching cycle		
Teaching cycle: winter semester		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
--		
Module appears in		
Module studies (Bachelor) Business Management and Economics (2019) Bachelor's degree (1 major) Business Information Systems (2024) Bachelor's degree (1 major) Economathematics (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) Economathematics (2025) Master's degree (1 major) China Business and Economics (2025)		

Module title			Abbreviation
Process and Project Management			12-PPM-242-m01
Module coordinator		Module offered by	
--		Faculty of Management and Economics	
ECTS	Method of grading	Only after succ. compl. of module(s)	
5	numerical grade	--	
Duration	Module level	Other prerequisites	
1 semester	--	--	
Contents			
--			
Intended learning outcomes			
--			
Courses (type, number of weekly contact hours, language — if other than German)			
V (2) + Ü (2) Module taught in: German and/or English			
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)			
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 of up to 3 candidates (approx. 15 minutes per candidate) or e) portfolio (approx. 20 hours) Language of assessment: German and/or English creditable for bonus			
Allocation of places			
--			
Additional information			
--			
Workload			
150 h			
Teaching cycle			
--			
Referred to in LPO I (examination regulations for teaching-degree programmes)			
--			
Module appears in			
Bachelor's degree (1 major) Business Information Systems (2024) Bachelor's degree (1 major) Economathematics (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) Economathematics (2025)			

Module title		Abbreviation
Internship (about 4 weeks, graded)		12-Prak1-242-mo1
Module coordinator		Module offered by
Dean of the Faculty of Business Management and Economics		Faculty of Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	undergraduate	--
Contents		
This module includes a placement with a duration of approximately 4 weeks at a company or other organisation in the area of economics as well as the subsequent presentation of the placement report.		
Intended learning outcomes		
Students have the knowledge of relevant practical problem areas and the ability to implement the knowledge acquired in the course of study.		
Courses (type, number of weekly contact hours, language — if other than German)		
P (2)		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)		
report on practical course (approx. 10 pages) and presentation (approx. 20 minutes), weighted 2:1		
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)		
--		
Module appears in		
Bachelor's degree (1 major) Business Information Systems (2024) Bachelor's degree (1 major) Business Management and Economics (2024) Bachelor's degree (1 major) Digital Business & Data Science (2024)		

Module title		Abbreviation
Internship (about 4 weeks, not graded)		12-Prak2-242-m01
Module coordinator		Module offered by
Dean of the Faculty of Business Management and Economics		Faculty of Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
5	(not) successfully completed	--
Duration	Module level	Other prerequisites
1 semester	undergraduate	--
Contents		
This module includes a placement with a duration of approximately 4 weeks at a company or other organisation in the area of economics as well as the subsequent presentation of the placement report.		
Intended learning outcomes		
Students have the knowledge of relevant practical problem areas and the ability to implement the knowledge acquired in the course of study.		
Courses (type, number of weekly contact hours, language — if other than German)		
P (2)		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)		
report on practical course (approx. 10 pages) and presentation (approx. 20 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)		
--		
Module appears in		
Bachelor's degree (1 major) Business Information Systems (2024) Bachelor's degree (1 major) Business Management and Economics (2024) Bachelor's degree (1 major) Digital Business & Data Science (2024)		

Module title		Abbreviation
Internship (about 8 weeks or more, graded)		12-Prak3-242-mo1
Module coordinator		Module offered by
Dean of the Faculty of Business Management and Economics		Faculty of Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
10	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	undergraduate	--
Contents		
This module includes a placement with a duration of approximately 8 weeks at a company or other organisation in the area of economics as well as the subsequent presentation of the placement report.		
Intended learning outcomes		
Students have the knowledge of relevant practical problem areas and the ability to implement the knowledge acquired in the course of study.		
Courses (type, number of weekly contact hours, language — if other than German)		
P (2)		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)		
report on practical course (approx. 15 pages) and presentation (approx. 20 minutes), weighted 2:1		
Allocation of places		
--		
Additional information		
--		
Workload		
300 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 Information Systems (2024) Bachelor's degree (1 major) Business Management and Economics (2024) Bachelor's degree (1 major) Digital Business & Data Science (2024)		

Module title		Abbreviation
Seminar: Econometrics		12-QWF-FS-242-m01
Module coordinator		Module offered by
holder of the Chair of Econometrics		Faculty of Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	undergraduate	--
Contents		
This module will take the form of a seminar. Participants will independently work on a subdomain of applied quantitative economics, either theoretically or applying the techniques they have acquired in an empirical study.		
Intended learning outcomes		
Students acquire the ability to work independently on a given topic in applied quantitative economics, write a summary, and present it to and discuss it with other seminar participants.		
Courses (type, number of weekly contact hours, language — if other than German)		
S (2) Module taught in: German and/or English		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)		
term paper (approx. 15 pages) and presentation (approx. 25 minutes); (weighted 2:1) Language of assessment: German and/or English Assessment offered: in the semester in which the course is offered creditable for bonus		
Allocation of places		
5 places. WB4: Should the number of applications exceed the number of available places, places will be allocated as follows: (1) Bachelor's students of Wirtschaftswissenschaft (Business Management and Economics) (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) A waiting list will be maintained and places re-allocated by lot as they become available.		
Additional information		
--		
Workload		
150 h		
Teaching cycle		
Teaching cycle: each semester		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
--		
Module appears in		
Bachelor's degree (1 major) Business Information Systems (2024) Bachelor's degree (1 major) Economathematics (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) Economathematics (2025) Master's degree (1 major) China Business and Economics (2025)		
Bachelor's with 1 major Business Information Systems (2024)	JMU Würzburg • generated 18-Jun-2025 • exam. reg. data record Bachelor (180 ECTS) Wirtschaftsinformatik - 2024	page 271 / 369

Module title		Abbreviation
Econometrics		12-QWF-G-242-m01
Module coordinator		Module offered by
holder of the Chair of Econometrics		Faculty of Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	undergraduate	--
Contents		
<p>Description:</p> <p>This module deals with random variables and their statistical distributions as well as with the basic terms and methods of inferential statistics. Some of the most famous distributions such as the normal, binomial, poisson or the exponential distribution are introduced in the first half of the course. The second half deals with the fundamental concepts and techniques used in inferential statistics, including interval estimation and the construction, application and interpretation of hypothesis tests. Additionally, an introduction to multiple regression analysis is given towards the end of the course.</p> <p>The knowledge and skills acquired in this course serve as a prerequisite for the course "Computerpraktikum" ("Computer Lab in Regression Analysis") and the subsequent Master's course "Ökonometrie I" ("Econometrics I").</p> <p>Outline of syllabus:</p> <ol style="list-style-type: none"> 1. Random variables and their distributions 2. Distribution parameters 3. On the importance of the normal distribution 4. Central limit theorems 5. Inferential statistics 6. Interval estimation 7. Hypothesis testing 8. Regression analysis 		
Intended learning outcomes		
<p>Students acquire a basic knowledge of the techniques necessary for the analysis of random events. They will be familiar with different distributions and their respective parameters. Apart from basic estimation methods for these unknown parameters, students learn how to construct and interpret common statistical tests and are able to apply these to specific economic or business questions. Additionally, students acquire a basic understanding of ordinary least square (OLS), enabling them to read simple scientific papers and to apply these tools to scientific questions.</p> <p>The competences acquired in this course serve as a prerequisite for the course "Computer Lab in Regression Analysis" and the subsequent Master's course "Econometrics I".</p>		
Courses (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 can be chosen to earn a bonus)		
<p>written examination (approx. 60 to 120 minutes)</p> <p>creditable for bonus</p>		
Allocation of places		
--		
Additional information		
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Workload
150 h
Teaching cycle
Teaching cycle: winter semester
Referred to in LPO I (examination regulations for teaching-degree programmes)
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Module appears in
Module studies (Bachelor) Business Management and Economics (2019) Bachelor's degree (1 major) Business Information Systems (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) Master's degree (1 major) China Business and Economics (2025)

Module title		Abbreviation
Seminar: Research Seminar		12-RES-242-m01
Module coordinator		Module offered by
holder of the Chair of Entrepreneurship and Strategy		Faculty of Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	undergraduate	--
Contents		
Students develop seminar papers on varying topics in the domain of entrepreneurship, strategy, and innovation and present the key insights from their work.		
Intended learning outcomes		
<p>Educational aims</p> <ul style="list-style-type: none"> • Raise students' awareness of research positioning and theoretical modelling • Familiarize students with systematic literature search • Enable students to develop a well-structured, academic manuscript <p>Learning outcomes</p> <p>On successful completion of this module students will be able to:</p> <ul style="list-style-type: none"> • Formulate an adequate research question • Effectively search the literature • Structure and write-down an academic manuscript • Present and explain their research outcomes in class 		
Courses (type, number of weekly contact hours, language — if other than German)		
S (2) Module taught in: German and/or English		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)		
term paper (10 to 15 pages) and presentation (in groups of up to 3 candidates, approx. 15 minutes per candidate) Language of assessment: German and/or English Assessment offered: in the semester in which the course is offered creditable for bonus		
Allocation of places		
<p>5 places. WB4: Should the number of applications exceed the number of available places, places will be allocated as follows:</p> <p>(1) Bachelor's students of Wirtschaftswissenschaft (Business Management and Economics) (BSc with 180 ECTS credits) will be given preferential consideration.</p> <p>(2) The remaining places will be allocated to students of other subjects.</p> <p>(3) When places are allocated in accordance with (1) and (2) and the number of applications exceeds the number of available places, places will be allocated by lot among applicants from this group.</p> <p>(4) A waiting list will be maintained and places re-allocated by lot as they become available.</p>		
Additional information		
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Workload		
150 h		
Teaching cycle		
Teaching cycle: each semester		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
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Module appears in

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)
 Master's degree (1 major) China Business and Economics (2025)

Module title			Abbreviation
Economic Principles of Risk Management			12-Risk-242-m01
Module coordinator		Module offered by	
holder of the Chair for Economics, Contract Theory and Information Economics		Faculty of Management and Economics	
ECTS	Method of grading	Only after succ. compl. of module(s)	
5	numerical grade	--	
Duration	Module level	Other prerequisites	
1 semester	graduate	--	
Contents			
Rational decisions under uncertainty 1. Measures of risk aversion 2. Mean preserving spread 3. Axiomatic foundations of the expected utility hypothesis (Neumann/Morgenstern, Savage) 4. Insurance contracts 5. Optimal portfolios 6. Adverse selection 7. Moral Hazard 8. Experimental evidence and alternative approaches			
Intended learning outcomes			
After completing the course students are able to 1. explain the results of the economic theory of decisions under risk, 2. apply the involved methods to given simple examples on their own, 3. recognise, in which real life situations and how the results can be applied.			
Courses (type, number of weekly contact hours, language — if other than German)			
V (2) + Ü (2) Module taught in: German and/or English			
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)			
written examination (approx. 60 minutes) Language of assessment: German and/or English creditable for bonus			
Allocation of places			
--			
Additional information			
--			
Workload			
150 h			
Teaching cycle			
--			
Referred to in LPO I (examination regulations for teaching-degree programmes)			
--			
Module appears in			
Bachelor's degree (1 major) Business Information Systems (2024) Bachelor's degree (1 major) Economathematics (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 with 1 major Business Information Systems (2024)		JMU Würzburg • generated 18-Jun-2025 • exam. reg. data record Bachelor (180 ECTS) Wirtschaftsinformatik - 2024	
		page 276 / 369	

Bachelor's degree (1 major) Economathematics (2025)
Master's degree (1 major) China Business and Economics (2025)

Module title		Abbreviation
Games and Strategies		12-S&W1-F-242-m01
Module coordinator		Module offered by
holder of the Chair of Industrial Economics		Faculty of Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	undergraduate	--
Contents		
<p>Outline of syllabus:</p> <ol style="list-style-type: none"> Static games with complete information <ul style="list-style-type: none"> Concept of a game Solution concepts and the Nash equilibrium Continuous strategy sets Nash equilibrium in mixed strategies Dynamic games with complete information <ul style="list-style-type: none"> Subgame perfect Nash equilibrium Repeated games Static games with incomplete information: Bayesian Nash equilibrium Dynamic games with incomplete information <ul style="list-style-type: none"> Perfect Bayesian Nash equilibrium Signaling games 		
Intended learning outcomes		
<p>Students which complete this course will be able to</p> <ol style="list-style-type: none"> explain different equilibrium concepts (Nash equilibrium, subgame perfect equilibrium, bayesian equilibrium, perfect bayesian equilibrium); explain for which kind of strategic situation each of these equilibrium concepts were developed; apply these concepts to simple realistic strategic situations; choose the appropriate equilibrium concept which fits best to a given strategic situation. 		
Courses (type, number of weekly contact hours, language — if other than German)		
V (2) + Ü (2) Module taught in: German and/or English		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)		
written examination (approx. 60 minutes) Language of assessment: German and/or English creditable for bonus		
Allocation of places		
--		
Additional information		
--		
Workload		
150 h		
Teaching cycle		
Teaching cycle: summer semester		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
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Module appears in		

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)
 Master's degree (1 major) China Business and Economics (2025)

Module title		Abbreviation
Competition Policy		12-S&W2-F-242-m01
Module coordinator		Module offered by
holder of the Chair of Industrial Economics		Faculty of Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	undergraduate	--
Contents		
<p>Content:</p> <p>German and European Competition Policy illustrated by real world cases of the Competition Protection Office.</p> <p>Outline of syllabus:</p> <ol style="list-style-type: none"> 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>Reading:</p> <p>Schulz: Wettbewerbspolitik, Tübingen.</p>		
Intended learning outcomes		
<p>After completing the course students are able to</p> <p>(i) recognize the potential of lessening competition due to certain practices by firms;</p> <p>(ii) argue by using results from industrial economics why certain practices hinder competition;</p> <p>(iii) understand decisions of the Bundeskartellamt and of the European Commission and evaluate such decisions from an economic point of view.</p>		
Courses (type, number of weekly contact hours, language — if other than German)		
<p>V (3) + Ü (2)</p> <p>Module taught in: German and/or English</p>		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)		
<p>a) written examination (approx. 60 to 90 minutes) or</p> <p>b) term paper (approx. 10 pages) and presentation (approx. 15 minutes); (weighted 2:1)</p> <p>Language of assessment: German and/or English</p> <p>creditable for bonus</p>		
Allocation of places		
--		
Additional information		
--		
Workload		
150 h		

Teaching cycle
Teaching cycle: winter semester
Referred to in LPO I (examination regulations for teaching-degree programmes)
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Module appears in
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) Master's degree (1 major) China Business and Economics (2025)

Module title		Abbreviation
Economics of Regulation		12-S&W3-F-242-m01
Module coordinator		Module offered by
holder of the Chair of Industrial Economics		Faculty of Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	undergraduate	--
Contents		
<p>Outline of syllabus:</p> <ol style="list-style-type: none"> 1. Repetition of micro skills <ul style="list-style-type: none"> • Definitions and basic concepts • Market analysis 2. Introduction to regulation theory <ul style="list-style-type: none"> • The regulatory process • The natural monopoly • Optimal pricing of natural monopoly • Privatisation 3. Practice of economic regulation <ul style="list-style-type: none"> • Past and recent experience in Europe and around the world • Analysis of selected naturally monopolistic markets <p>This course will be taught in English.</p>		
Intended learning outcomes		
<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"> (i) acquire an understanding of the underlying reasons why some markets cannot be made competitive; (ii) acquire a knowledge of the economic principles that lie behind the application of competition policy and utility regulation; (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; (iv) learn from the practical experiences of market regulation and deregulation of the last 20-30 years. 		
Courses (type, number of weekly contact hours, language — if other than German)		
V (2) + Ü (2) Module taught in: German and/or English		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)		
a) written examination (approx. 60 to 120 minutes) or b) term paper (approx. 10 pages) and presentation (approx. 15 minutes); (weighted 2:1) Language of assessment: German and/or English creditable for bonus		
Allocation of places		
--		
Additional information		
--		
Workload		
150 h		

Teaching cycle
Teaching cycle: summer semester
Referred to in LPO I (examination regulations for teaching-degree programmes)
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Module appears in
Bachelor's degree (1 major) Business Information Systems (2024) Bachelor's degree (1 major) Economathematics (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) Economathematics (2025)

Module title		Abbreviation
Seminar: Competition and Strategy		12-S&W-FS-242-m01
Module coordinator		Module offered by
holder of the Chair of Industrial Economics		Faculty of Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	undergraduate	--
Contents		
This course covers selected topics from the field of industrial economics. Students will be expected to independently work on a topic, submit a written piece of work and present their findings orally.		
Intended learning outcomes		
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.		
Courses (type, number of weekly contact hours, language — if other than German)		
S (2) Module taught in: German and/or English		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)		
term paper (approx. 15 pages) and presentation (approx. 20 minutes); (weighted 2:1) Language of assessment: German and/or English Assessment offered: in the semester in which the course is offered creditable for bonus		
Allocation of places		
5 places. WB4: Should the number of applications exceed the number of available places, places will be allocated as follows: (1) Bachelor's students of Wirtschaftswissenschaft (Business Management and Economics) (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) A waiting list will be maintained and places re-allocated by lot as they become available.		
Additional information		
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Workload		
150 h		
Teaching cycle		
Teaching cycle: each semester		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
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Module appears in		
Bachelor's degree (1 major) Business Information Systems (2024) Bachelor's degree (1 major) Economathematics (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) Economathematics (2025) Master's degree (1 major) China Business and Economics (2025)		
Bachelor's with 1 major Business Information Systems (2024)	JMU Würzburg • generated 18-Jun-2025 • exam. reg. data record Bachelor (180 ECTS) Wirtschaftsinformatik - 2024	page 284 / 369

Module title			Abbreviation
SAP ERP Human Capital Management			12-SAP-242-m01
Module coordinator		Module offered by	
holder of the Chair for Human Resource Management and Organisation		Faculty of Management and Economics	
ECTS	Method of grading	Only after succ. compl. of module(s)	
5	numerical grade	--	
Duration	Module level	Other prerequisites	
1 semester	undergraduate	--	
Contents			
This course will familiarise students not only with basic concepts but also with the processes and functions of SAP Enterprise Resource Planning Human Capital Management. In the theoretical part of the course, students will first acquire the knowledge and skills that will serve as a basis for the practical part. This practical part will then present students with an opportunity to apply what they have learned by working with an ERP system on case studies on the model company LIVE AG.			
Intended learning outcomes			
Goal of this course is to give students insights in the practical application and the possibilities and limits of SAP Enterprise Resource Planning Human Capital Management covering several human capital and organisation topics.			
Courses (type, number of weekly contact hours, language — if other than German)			
V (2) Module taught in: German and/or English			
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)			
written examination (approx. 60 minutes) Language of assessment: German and/or English creditable for bonus			
Allocation of places			
20 places. WA1: (1) Should the number of applications exceed the number of available places, places will be allocated by lot among all applicants irrespective of their subjects. (2) Places on all courses of the module with a restricted number of places will be allocated in the same procedure. (3) A waiting list will be maintained and places re-allocated by lot as they become available.			
Additional information			
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Workload			
150 h			
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 Information Systems (2024) Bachelor's degree (1 major) Economathematics (2024) Bachelor's degree (1 major) Business Management and Economics (2024) Bachelor's degree (1 major) Digital Business & Data Science (2024) Bachelor's degree (1 major) Economathematics (2025)			
Bachelor's with 1 major Business Information Systems (2024)		JMU Würzburg • generated 18-Jun-2025 • exam. reg. data record Bachelor (180 ECTS) Wirtschaftsinformatik - 2024	
		page 285 / 369	

Module title			Abbreviation
Seminar: Behavioral Economics in Action			12-SBEA-251-m01
Module coordinator		Module offered by	
--		Faculty of Management and Economics	
ECTS	Method of grading	Only after succ. compl. of module(s)	
5	numerical grade	--	
Duration	Module level	Other prerequisites	
1 semester	--	--	
Contents			
--			
Intended learning outcomes			
--			
Courses (type, number of weekly contact hours, language — if other than German)			
S (2) Module taught in: English			
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)			
term paper (10 to 15 pages) and presentation (in groups of up to 3 candidates, approx. 15 minutes per candidate); weighted 3:2 Language of assessment: English			
Allocation of places			
5 places. WB4: Should the number of applications exceed the number of available places, places will be allocated as follows: (1) Bachelor's students of Wirtschaftswissenschaft (Business Management and Economics) (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) 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			
--			
Referred to in LPO I (examination regulations for teaching-degree programmes)			
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Module appears in			
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, 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, 1 minor) Business Management and Economics (Minor, 2021) Bachelor's degree (1 major) Business Information Systems (2023)			

Bachelor's with 1 major Business Information Systems (2024)	JMU Würzburg • generated 18-Jun-2025 • exam. reg. data record Bachelor (180 ECTS) Wirtschaftsinformatik - 2024	page 286 / 369
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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) 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)

Module title			Abbreviation
Seminar: Behavioral Interventions			12-SBI-251-m01
Module coordinator		Module offered by	
--		Faculty of Management and Economics	
ECTS	Method of grading	Only after succ. compl. of module(s)	
5	numerical grade	--	
Duration	Module level	Other prerequisites	
1 semester	--	--	
Contents			
--			
Intended learning outcomes			
--			
Courses (type, number of weekly contact hours, language — if other than German)			
S (2) Module taught in: English			
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)			
term paper (10 to 15 pages) and presentation (in groups of up to 3 candidates, 15 to 20 minutes per candidate); weighted 2:1 Language of assessment: English			
Allocation of places			
5 places. WB4: Should the number of applications exceed the number of available places, places will be allocated as follows: (1) Bachelor's students of Wirtschaftswissenschaft (Business Management and Economics) (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) 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			
--			
Referred to in LPO I (examination regulations for teaching-degree programmes)			
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Module appears in			
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, 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, 1 minor) Business Management and Economics (Minor, 2021) Bachelor's degree (1 major) Business Information Systems (2023)			
Bachelor's with 1 major Business Information Systems (2024)		JMU Würzburg • generated 18-Jun-2025 • exam. reg. data record Bachelor (180 ECTS) Wirtschaftsinformatik - 2024	
		page 288 / 369	

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) 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)

Module title		Abbreviation
Social Commerce		12-SC-242-m01
Module coordinator		Module offered by
holder of the Chair of Business Administration and Marketing		Faculty of Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	undergraduate	--
Contents		
<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 & 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"> 1. The path to social commerce 2. Basics of social commerce 3. Social commerce 4. Social commerce management - integration into everyday business life 5. Social commerce in the future - influence of new technologies 6. Social commerce - acting responsibly 		
Intended learning outcomes		
<ul style="list-style-type: none"> • Understanding the basics of social commerce (also from the areas of marketing & e-commerce) • Application of the course content to develop a social commerce strategy • Self-competence through independent processing of the course content • Social competence (in particular communication and cooperation) by working together on parts of the portfolio exam 		
Courses (type, number of weekly contact hours, language — if other than German)		
V (2) + Ü (2) Module taught in: German and/or English		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)		
a) written examination (approx. 60 minutes) or b) term paper (10 to 15 pages) or c) oral examination in groups of up to 3 candidates (approx. 15 minutes per candidate) or d) portfolio (approx. 20 hours) Language of assessment: German and/or English creditable for bonus		
Allocation of places		
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Additional information		
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Workload		
150 h		
Teaching cycle		
Teaching cycle: summer semester		

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

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Module appears in

Bachelor's degree (1 major) Business Information Systems (2024)
 Bachelor's degree (1 major) Economathematics (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) Economathematics (2025)

Module title		Abbreviation
Seminar: Supply Chain Analytics		12-SCA-242-m01
Module coordinator		Module offered by
holder of the Chair of Logistics and Quantitative Methods		Faculty of Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	undergraduate	--
Contents		
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.		
Intended learning outcomes		
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:		
1. Understand the key concepts and techniques of supply chain analytics.		
2. Implement forecasting and optimization models to make supply chain decisions.		
3. Evaluate and improve supply chain performance using relevant data.		
Courses (type, number of weekly contact hours, language — if other than German)		
S (2)		
Module taught in: German and/or English		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)		
term paper (10 to 15 pages) and presentation (approx. 10 minutes); (weighted 2:1)		
Language of assessment: German and/or English		
Assessment offered: in the semester in which the course is offered		
creditable for bonus		
Allocation of places		
5 places. WB3		
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) 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: 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 Information Systems (2024)
 Bachelor's degree (1 major) Economathematics (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) Economathematics (2025)

Module title			Abbreviation
Modern and Sustainable Marketing			12-SCRM-242-m01
Module coordinator		Module offered by	
holder of the Chair of Business Administration and Marketing		Faculty of Management and Economics	
ECTS	Method of grading	Only after succ. compl. of module(s)	
5	numerical grade	--	
Duration	Module level	Other prerequisites	
1 semester	undergraduate	--	
Contents			
<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>			
Intended learning outcomes			
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.			
Courses (type, number of weekly contact hours, language — if other than German)			
V (2) + Ü (2) Module taught in: German and/or English			
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)			
a) written examination (approx. 60 to 120 minutes) or b) term paper (as individual or group work; approx. 10 pages each person) or c) oral examination in groups of up to 3 persons (approx. 15 minutes per candidate) Language of assessment: German and/or English creditable for bonus			
Allocation of places			
--			
Additional information			
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Workload			
150 h			
Teaching cycle			
Teaching cycle: summer semester			
Referred to in LPO I (examination regulations for teaching-degree programmes)			
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Module appears in			
Bachelor's degree (1 major) Business Information Systems (2024) Bachelor's degree (1 major) Economathematics (2024)			

Bachelor's with 1 major Business Information Systems (2024)	JMU Würzburg • generated 18-Jun-2025 • exam. reg. data record Bachelor (180 ECTS) Wirtschaftsinformatik - 2024	page 294 / 369
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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)

Module title			Abbreviation
Seminar: Current Topics in Finance			12-SCTF-251-m01
Module coordinator		Module offered by	
--		Faculty of Management and Economics	
ECTS	Method of grading	Only after succ. compl. of module(s)	
5	numerical grade	--	
Duration	Module level	Other prerequisites	
1 semester	--	--	
Contents			
--			
Intended learning outcomes			
--			
Courses (type, number of weekly contact hours, language — if other than German)			
S (2) Module taught in: English			
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)			
a) term paper (approx. 20 pages) or b) term paper (10 to 15 pages) and presentation (in groups of up to 3 candidates, 15 to 20 minutes per candidate); weighted 2:1 Language of assessment: English			
Allocation of places			
5 places. WB4: Should the number of applications exceed the number of available places, places will be allocated as follows: (1) Bachelor's students of Wirtschaftswissenschaft (Business Management and Economics) (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) 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			
--			
Referred to in LPO I (examination regulations for teaching-degree programmes)			
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Module appears in			
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, 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, 1 minor) Business Management and Economics (Minor, 2021)			

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

Module title			Abbreviation
Simulation for Decision Making			12-SDM-242-m01
Module coordinator		Module offered by	
holder of the Chair of Business Informatics and AI for Enterprise		Faculty of Management and Economics	
ECTS	Method of grading	Only after succ. compl. of module(s)	
5	numerical grade	--	
Duration	Module level	Other prerequisites	
1 semester	undergraduate	--	
Contents			
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.			
Intended learning outcomes			
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.			
Courses (type, number of weekly contact hours, language — if other than German)			
V (2) + Ü (2) Module taught in: German and/or English			
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a 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) or e) exercises (approx. 6 pages) or f) portfolio (approx. 20 hours) Language of assessment: German and/or English creditable for bonus			
Allocation of places			
--			
Additional information			
--			
Workload			
150 h			
Teaching cycle			
Teaching cycle: summer semester			
Referred to in LPO I (examination regulations for teaching-degree programmes)			
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Module appears in			
Module studies (Bachelor) Business Management and Economics (2019) Bachelor's degree (1 major) Business Information Systems (2024) Bachelor's degree (1 major) Economathematics (2024) Bachelor's degree (1 major) Business Management and Economics (2024)			
Bachelor's with 1 major Business Information Systems (2024)		JMU Würzburg • generated 18-Jun-2025 • exam. reg. data record Bachelor (180 ECTS) Wirtschaftsinformatik - 2024	
		page 298 / 369	

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)

Module title			Abbreviation
Seminar: Empirical Environmental Economics			12-SEEE-251-m01
Module coordinator		Module offered by	
--		Faculty of Management and Economics	
ECTS	Method of grading	Only after succ. compl. of module(s)	
5	numerical grade	--	
Duration	Module level	Other prerequisites	
1 semester	--	--	
Contents			
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Intended learning outcomes			
--			
Courses (type, number of weekly contact hours, language — if other than German)			
S (2) Module taught in: English			
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)			
term paper (10 to 15 pages) and presentation (approx. 20 minutes); weighted 2:1 Language of assessment: English			
Allocation of places			
5 places. WB4: Should the number of applications exceed the number of available places, places will be allocated as follows: (1) Bachelor's students of Wirtschaftswissenschaft (Business Management and Economics) (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) 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			
--			
Referred to in LPO I (examination regulations for teaching-degree programmes)			
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Module appears in			
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, 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, 1 minor) Business Management and Economics (Minor, 2021) Bachelor's degree (1 major) Business Information Systems (2023) Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2023)			
Bachelor's with 1 major Business Information Systems (2024)		JMU Würzburg • generated 18-Jun-2025 • exam. reg. data record Bachelor (180 ECTS) Wirtschaftsinformatik - 2024	
		page 300 / 369	

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

Module title			Abbreviation
Seminar: Economic Effects of Social Networks			12-SESN-251-m01
Module coordinator		Module offered by	
--		Faculty of Management and Economics	
ECTS	Method of grading	Only after succ. compl. of module(s)	
5	numerical grade	--	
Duration	Module level	Other prerequisites	
1 semester	--	--	
Contents			
--			
Intended learning outcomes			
--			
Courses (type, number of weekly contact hours, language — if other than German)			
S (2) Module taught in: English			
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)			
term paper (10 to 15 pages) and presentation (in groups of up to 3 candidates, 15 to 20 minutes per candidate); weighted 2:1 Language of assessment: English			
Allocation of places			
5 places. WB4: Should the number of applications exceed the number of available places, places will be allocated as follows: (1) Bachelor's students of Wirtschaftswissenschaft (Business Management and Economics) (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) 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			
--			
Referred to in LPO I (examination regulations for teaching-degree programmes)			
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Module appears in			
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, 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, 1 minor) Business Management and Economics (Minor, 2021) Bachelor's degree (1 major) Business Information Systems (2023)			

Bachelor's with 1 major Business Information Systems (2024)	JMU Würzburg • generated 18-Jun-2025 • exam. reg. data record Bachelor (180 ECTS) Wirtschaftsinformatik - 2024	page 302 / 369
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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) 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)

Module title		Abbreviation
Seminar: Marketing		12-SMA-242-m01
Module coordinator		Module offered by
holder of the Chair of Business Administration and Marketing		Faculty of Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	undergraduate	--
Contents		
<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>		
Intended learning outcomes		
<p>After completing the course "Marketing Strategie", students will be able to</p> <ul style="list-style-type: none"> i. understand the fundamentals of scientific literature reviews; ii. integrate elaborated content in a scientific thesis; iii. create presentations independently. 		
Courses (type, number of weekly contact hours, language — if other than German)		
<p>S (2) Module taught in: German and/or English</p>		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)		
<p>term paper (approx. 15 pages) and presentation (approx. 25 minutes); (weighted 2:1) Language of assessment: German and/or English Assessment offered: in the semester in which the course is offered creditable for bonus</p>		
Allocation of places		
<p>5 places. WB4: Should the number of applications exceed the number of available places, places will be allocated as follows:</p> <ul style="list-style-type: none"> (1) Bachelor's students of Wirtschaftswissenschaft (Business Management and Economics) (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) A waiting list will be maintained and places re-allocated by lot as they become available. 		
Additional information		
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Workload		
150 h		
Teaching cycle		
Teaching cycle: each semester		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
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Module appears in

Bachelor's degree (1 major) Business Information Systems (2024)
 Bachelor's degree (1 major) Economathematics (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) Economathematics (2025)

Module title			Abbreviation
Seminar: Marketing Analytics			12-SMAN-251-m01
Module coordinator		Module offered by	
--		Faculty of Management and Economics	
ECTS	Method of grading	Only after succ. compl. of module(s)	
5	numerical grade	--	
Duration	Module level	Other prerequisites	
1 semester	--	--	
Contents			
--			
Intended learning outcomes			
--			
Courses (type, number of weekly contact hours, language — if other than German)			
S (2) Module taught in: English			
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)			
term paper (10 to 20 pages) and presentation (approx. 20 minutes); weighted 2:1 Language of assessment: English			
Allocation of places			
5 places. WB4: Should the number of applications exceed the number of available places, places will be allocated as follows: (1) Bachelor's students of Wirtschaftswissenschaft (Business Management and Economics) (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) A waiting list will be maintained and places re-allocated by lot as they become available.			
Additional information			
--			
Workload			
150 h			
Teaching cycle			
--			
Referred to in LPO I (examination regulations for teaching-degree programmes)			
--			
Module appears in			
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, 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, 1 minor) Business Management and Economics (Minor, 2021) Bachelor's degree (1 major) Business Information Systems (2023) Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2023)			
Bachelor's with 1 major Business Information Systems (2024)		JMU Würzburg • generated 18-Jun-2025 • exam. reg. data record Bachelor (180 ECTS) Wirtschaftsinformatik - 2024	
		page 306 / 369	

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

Module title			Abbreviation
An Introduction to Tax Law & Tax Planning			12-St1-F-242-m01
Module coordinator		Module offered by	
holder of the Chair of Business Management and Business Taxation		Faculty of Management and Economics	
ECTS	Method of grading	Only after succ. compl. of module(s)	
5	numerical grade	--	
Duration	Module level	Other prerequisites	
1 semester	undergraduate	--	
Contents			
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.			
Intended learning outcomes			
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.			
Courses (type, number of weekly contact hours, language — if other than German)			
V (2) + Ü (2) Module taught in: German and/or English			
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)			
written examination (approx. 60 minutes) Language of assessment: German and/or English creditable for bonus			
Allocation of places			
--			
Additional information			
--			
Workload			
150 h			
Teaching cycle			
Teaching cycle: every year, summer semester			
Referred to in LPO I (examination regulations for teaching-degree programmes)			
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Module appears in			
Bachelor's degree (1 major) Business Information Systems (2024) Bachelor's degree (1 major) Economathematics (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) Economathematics (2025) Master's degree (1 major) China Business and Economics (2025)			

Module title			Abbreviation
Corporate Taxation			12-St2-F-242-m01
Module coordinator		Module offered by	
holder of the Chair of Business Management and Business Taxation		Faculty of Management and Economics	
ECTS	Method of grading	Only after succ. compl. of module(s)	
5	numerical grade	--	
Duration	Module level	Other prerequisites	
1 semester	undergraduate	--	
Contents			
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.			
1 INCOME TAX (EStG)			
1.1 Income concepts and legal definitions of income			
1.2 Determining income in accordance with the EStG			
2 CORPORATE INCOME TAX (KStG)			
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			
3 TRADE TAX (GewStG)			
3.1 Basic principles			
3.2 Loss offset rules			
3.3 Group taxation in the trade tax			
4 CASE STUDY PROFIT CALCULATION UNDER COMMERCIAL AND TAX LAW			
Intended learning outcomes			
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.			
Courses (type, number of weekly contact hours, language — if other than German)			
V (2) + Ü (2)			
Module taught in: German and/or English			
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)			
written examination (approx. 60 minutes)			
Language of assessment: German and/or English			
creditable for bonus			
Allocation of places			
--			
Additional information			
--			
Workload			
150 h			

Bachelor's with 1 major Business Information Systems (2024)

JMU Würzburg • generated 18-Jun-2025 • exam. reg. data record Bachelor (180 ECTS) Wirtschaftsinformatik - 2024

page 309 / 369

Teaching cycle
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 Information Systems (2024) Bachelor's degree (1 major) Economathematics (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) Economathematics (2025) Master's degree (1 major) China Business and Economics (2025)

Module title		Abbreviation
Introduction to VAT		12-St3-F-242-m01
Module coordinator		Module offered by
holder of the Chair of Business Management and Business Taxation		Faculty of Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	undergraduate	--
Contents		
Introduction to German value added tax.		
Intended learning outcomes		
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.		
Courses (type, number of weekly contact hours, language — if other than German)		
V (2) + Ü (2) Module taught in: German and/or English		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a 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 creditable for bonus		
Allocation of places		
--		
Additional information		
--		
Workload		
150 h		
Teaching cycle		
Teaching cycle: summer semester		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
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Module appears in		
Bachelor's degree (1 major) Business Information Systems (2024) Bachelor's degree (1 major) Economathematics (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) Economathematics (2025) Master's degree (1 major) China Business and Economics (2025)		

Module title			Abbreviation
International Business Taxation and Aggressive Tax Planning			12-St4-251-m01
Module coordinator		Module offered by	
--		Faculty of Management and Economics	
ECTS	Method of grading	Only after succ. compl. of module(s)	
5	numerical grade	--	
Duration	Module level	Other prerequisites	
1 semester	--	--	
Contents			
--			
Intended learning outcomes			
--			
Courses (type, number of weekly contact hours, language — if other than German)			
V (2) + Ü (2) Module taught in: English			
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)			
a) written examination (approx. 60 minutes) or b) term paper (10 to 15 pages) and presentation (approx. 20 minutes); (weighted 2:1) or c) portfolio (approx. 20 hours) Language of assessment: English creditable for bonus			
Allocation of places			
--			
Additional information			
--			
Workload			
150 h			
Teaching cycle			
--			
Referred to in LPO I (examination regulations for teaching-degree programmes)			
--			
Module appears in			
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, 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) Business Management and Economics (2021) Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2021) exchange program Business Management and Economics (2022) Bachelor's degree (1 major) Business Information Systems (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 with 1 major Business Information Systems (2024)		JMU Würzburg • generated 18-Jun-2025 • exam. reg. data record Bachelor (180 ECTS) Wirtschaftsinformatik - 2024	
		page 312 / 369	

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)

Module title			Abbreviation
Testimonials from tax experts			12-St5-251-m01
Module coordinator		Module offered by	
--		Faculty of Management and Economics	
ECTS	Method of grading	Only after succ. compl. of module(s)	
5	numerical grade	--	
Duration	Module level	Other prerequisites	
1 semester	--	--	
Contents			
--			
Intended learning outcomes			
--			
Courses (type, number of weekly contact hours, language — if other than German)			
V (2) + Ü (2)			
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)			
a) term paper (approx. 20 pages) or b) term paper (10 to 15 pages) and presentation (approx. 20 minutes); (weighted 2:1) or c) oral examination in groups of up to 3 candidates (approx. 15 minutes per candidate) or d) portfolio (approx. 20 hours) Language of assessment: German and/or English Assessment offered: once a year, winter semester creditable for bonus			
Allocation of places			
--			
Additional information			
--			
Workload			
150 h			
Teaching cycle			
--			
Referred to in LPO I (examination regulations for teaching-degree programmes)			
--			
Module appears in			
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, 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) Business Management and Economics (2021) Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2021) Bachelor's degree (1 major) Business Information Systems (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 with 1 major Business Information Systems (2024)		JMU Würzburg • generated 18-Jun-2025 • exam. reg. data record Bachelor (180 ECTS) Wirtschaftsinformatik - 2024	
		page 314 / 369	

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)

Module title			Abbreviation
Seminar: Business Taxation			12-StAP-S-242-m01
Module coordinator		Module offered by	
holder of the Chair of Business Management and Business Taxation		Faculty of Management and Economics	
ECTS	Method of grading	Only after succ. compl. of module(s)	
5	numerical grade	--	
Duration	Module level	Other prerequisites	
1 semester	undergraduate	--	
Contents			
This module deals with selected problems and issues of business taxation.			
Intended learning outcomes			
The students will be able to edit and solve selected problems and issues of business taxation.			
Courses (type, number of weekly contact hours, language — if other than German)			
S (2) Module taught in: German and/or English			
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)			
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 in groups of up to 3 candidates (approx. 15 minutes per candidate) Language of assessment: German and/or English Assessment offered: in the semester in which the course is offered creditable for bonus			
Allocation of places			
5 places. WB4: Should the number of applications exceed the number of available places, places will be allocated as follows: (1) Bachelor's students of Wirtschaftswissenschaft (Business Management and Economics) (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) A waiting list will be maintained and places re-allocated by lot as they become available.			
Additional information			
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Workload			
150 h			
Teaching cycle			
Teaching cycle: each semester			
Referred to in LPO I (examination regulations for teaching-degree programmes)			
--			
Module appears in			
Bachelor's degree (1 major) Business Information Systems (2024) Bachelor's degree (1 major) Economathematics (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) Economathematics (2025)			
Bachelor's with 1 major Business Information Systems (2024)		JMU Würzburg • generated 18-Jun-2025 • exam. reg. data record Bachelor (180 ECTS) Wirtschaftsinformatik - 2024	
		page 316 / 369	

Master's degree (1 major) China Business and Economics (2025)

Module title		Abbreviation
Selected Topics in Business Taxation		12-StAP-V-242-m01
Module coordinator		Module offered by
holder of the Chair of Business Management and Business Taxation		Faculty of Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	undergraduate	--
Contents		
This module deals with selected problems and issues of business taxation.		
Intended learning outcomes		
The students will be able to edit and solve selected problems and issues of business.		
Courses (type, number of weekly contact hours, language — if other than German)		
V (2) + Ü (2) Module taught in: German and/or English		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)		
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 in groups of up to 3 candidates (approx. 10 minutes per candidate) Language of assessment: German and/or English creditable for bonus		
Allocation of places		
--		
Additional information		
--		
Workload		
150 h		
Teaching cycle		
Teaching cycle: after announcement		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
--		
Module appears in		
Bachelor's degree (1 major) Business Information Systems (2024) Bachelor's degree (1 major) Economathematics (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) Economathematics (2025)		

Module title		Abbreviation
Statistics		12-Stat-G-242-m01
Module coordinator		Module offered by
holder of the Chair of Econometrics		Faculty of Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	undergraduate	--
Contents		
<p>Description:</p> <p>This module deals with the basic terms and concepts of descriptive statistics, indices and probability calculus. It introduces students to common frequency distributions and fundamental distributional characteristics of one-dimensional data as well as basic concepts and methodology necessary for the description and interpretation of multi-dimensional data. In addition, interpretation and calculation with indices as well as fundamental terms of probability calculus are discussed in the second half of the course.</p> <p>Outline of syllabus:</p> <ol style="list-style-type: none"> 1. Basic terms in statistics 2. Frequency distributions 3. Distributional characteristics 4. Multi-dimensional data 5. Index calculus 6. Fundamental probability calculus 7. Random variables and distributions <p>Reading:</p> <p>Assenmacher, W.: Deskriptive Statistik, Springer. Bamberg, G., Baur, F.: Statistik, Oldenbourg. Bohley, P.: Statistik, Oldenbourg. Hartung, J., Elpelt, B., Klösner, K.-H.: Statistik, Oldenbourg. Hippmann, H.-D.: Statistik, Schäffer-Poeschel. Leiner, B.: Einführung in die Statistik. Litz, H.-P.: Statistische Methoden in den Wirtschafts- und Sozialwissenschaften, Oldenbourg. Mosler, K., Schmid, F.: Beschreibende Statistik und Wirtschaftsstatistik, Springer. Schaich, E., Köhle, B., Hartung, J.: Statistik I für Volkswirte, Betriebswirte und Soziologen, Verlag Franz Vahlen. Schira, J.: Statistische Methoden der VWL und BWL, Pearson Studium.</p>		
Intended learning outcomes		
<p>Students acquire knowledge of the fundamental terms and concepts of descriptive statistics. In particular, they become familiar with the application and interpretation of common visual and formal tools for descriptive data analysis while simultaneously learning how to competently deal with economic and/or statistical data. On the visual side, this includes knowledge of the construction and interpretation of histograms, bar plots, pie charts, and empirical distribution functions, while on the formal side students learn how to deal with basic distributional characteristics and correlation measures. Additionally, students are familiarized with index calculus and interpretation (in particular the Laspeyres and the Paasche price index) as well as with the most fundamental concepts and terms of probability calculus.</p> <p>The competences acquired in this course serve as a prerequisite for "Introductory Statistics II".</p>		
Courses (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 can be chosen to earn a bonus)		
<p>written examination (approx. 60 to 120 minutes)</p> <p>creditable for bonus</p>		
Bachelor's with 1 major Business Information Systems (2024)	JMU Würzburg • generated 18-Jun-2025 • exam. reg. data record Bachelor (180 ECTS) Wirtschaftsinformatik - 2024	page 319 / 369

Allocation of places
--
Additional information
--
Workload
150 h
Teaching cycle
Teaching cycle: summer semester
Referred to in LPO I (examination regulations for teaching-degree programmes)
--
Module appears in
<p>Module studies (Bachelor) Business Management and Economics (2019)</p> <p>Bachelor's degree (1 major) Business Information Systems (2024)</p> <p>Bachelor's degree (1 major) Business Management and Economics (2024)</p> <p>Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2024)</p> <p>Bachelor's degree (1 major) Digital Business & Data Science (2024)</p> <p>Master's degree (1 major) China Business and Economics (2025)</p>

Module title			Abbreviation
Selected Topics in Seminars			12-ST5-242-m01
Module coordinator		Module offered by	
--		Faculty of Management and Economics	
ECTS	Method of grading	Only after succ. compl. of module(s)	
5	numerical grade	--	
Duration	Module level	Other prerequisites	
1 semester	--	--	
Contents			
--			
Intended learning outcomes			
--			
Courses (type, number of weekly contact hours, language — if other than German)			
S (2) Module taught in: German and/or English			
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)			
term paper (10 to 15 pages) and presentation (15 to 20 minutes); (weighted 2:1) Language of assessment: German and/or English Assessment offered: in the semester in which the course is offered creditable for bonus			
Allocation of places			
--			
Additional information			
--			
Workload			
150 h			
Teaching cycle			
--			
Referred to in LPO I (examination regulations for teaching-degree programmes)			
--			
Module appears in			
Bachelor's degree (1 major) Business Information Systems (2024) Bachelor's degree (1 major) Business Management and Economics (2024)			

Module title			Abbreviation
Scale-up Excellence: Building, Scaling and the Growth of Young Ventures			12-SUE-251-m01
Module coordinator		Module offered by	
--		Faculty of Management and Economics	
ECTS	Method of grading	Only after succ. compl. of module(s)	
5	numerical grade	--	
Duration	Module level	Other prerequisites	
1 semester	--	--	
Contents			
--			
Intended learning outcomes			
--			
Courses (type, number of weekly contact hours, language — if other than German)			
V (2) + Ü (2)			
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)			
written examination (approx. 60 minutes) creditable for bonus			
Allocation of places			
--			
Additional information			
--			
Workload			
150 h			
Teaching cycle			
--			
Referred to in LPO I (examination regulations for teaching-degree programmes)			
--			
Module appears in			
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, 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) Business Management and Economics (2021) Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2021) Bachelor's degree (1 major) Business Information Systems (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) 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)			

Module title		Abbreviation
Student Teaching Assistant 1		12-Tut1-242-m01
Module coordinator		Module offered by
Dean of the Faculty of Business Management and Economics		Faculty of Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	undergraduate	--
Contents		
This module includes tutoring activities in a tutorial offered by a Chair at the Faculty of Business Management and Economics.		
Intended learning outcomes		
Students have the ability to guide a group, to present content understandable and to develop training materials.		
Courses (type, number of weekly contact hours, language — if other than German)		
No courses assigned to module		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)		
term paper (15 to 25 pages) and presentation (approx. 90 minutes); (weighted 1:1)		
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)		
--		
Module appears in		
Bachelor's degree (1 major) Business Information Systems (2024) Bachelor's degree (1 major) Economathematics (2024) Bachelor's degree (1 major) Business Management and Economics (2024) Bachelor's degree (1 major) Digital Business & Data Science (2024) Bachelor's degree (1 major) Economathematics (2025)		

Module title		Abbreviation
Student Teaching Assistant 2		12-Tut2-242-m01
Module coordinator		Module offered by
Dean of the Faculty of Business Management and Economics		Faculty of Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	undergraduate	--
Contents		
This module includes tutoring activities in a tutorial offered by a Chair at the Faculty of Business Management and Economics.		
Intended learning outcomes		
Students have the ability to guide a group, to present content understandable and to develop training materials.		
Courses (type, number of weekly contact hours, language — if other than German)		
No courses assigned to module		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)		
term paper (15 to 25 pages) and presentation (approx. 90 minutes); (weighted 1:1)		
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)		
--		
Module appears in		
Bachelor's degree (1 major) Business Information Systems (2024) Bachelor's degree (1 major) Economathematics (2024) Bachelor's degree (1 major) Business Management and Economics (2024) Bachelor's degree (1 major) Digital Business & Data Science (2024) Bachelor's degree (1 major) Economathematics (2025)		

Module title			Abbreviation
Business Valuation between Financial Mathematics and Data on Capital Market			12-UBW-F-242-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			
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.			
Outline of syllabus: 1. Introduction 2. Uncertainty as the central problem in the valuation of a company 3. Estimation of surpluses: accuracy and consistency 4. Risk free rate: capitalised value under certainty applying different interest rate structures 5. The risk premium: identification of the relevant risk and its equivalence for valuation object and alternative investment 6. Different discounted cash flow valuation methods: formal foundations and economic principles			
Intended learning outcomes			
After completion of the module "Business valuation between Financial Mathematics and capital market data" students can (i) understand the modern process of objectified business valuation theory; (ii) examine submitted reviews according to consistent application of these methods.			
Courses (type, number of weekly contact hours, language — if other than German)			
V (2) + Ü (2) Module taught in: German and/or English			
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)			
written examination (approx. 60 minutes) Language of assessment: German and/or English creditable for bonus			
Allocation of places			
--			
Additional information			
--			
Workload			
150 h			
Teaching cycle			
Teaching cycle: after announcement			
Referred to in LPO I (examination regulations for teaching-degree programmes)			
--			
Module appears in			
Bachelor's degree (1 major) Business Information Systems (2024) Bachelor's degree (1 major) Economathematics (2024)			
Bachelor's with 1 major Business Information Systems (2024)		JMU Würzburg • generated 18-Jun-2025 • exam. reg. data record Bachelor (180 ECTS) Wirtschaftsinformatik - 2024	
		page 325 / 369	

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)

Module title		Abbreviation
Cross-Cultural Management 2 - Leading Across Cultures		12-VerCCM-242-mo1
Module coordinator		Module offered by
holder of the Chair of Business Management and Industrial Management		Faculty of Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	undergraduate	--
Contents		
<p>Description:</p> <p>This is the intermediate module of the Cross-Cultural Management series. On the surface, communication appears to be a relatively simple operation requiring two basic components -- a speaker and a listener. This module focuses mainly on the world of business and tackles head on the issues and problems of international exchanges. The series is taught on the basis of the context of daily international business and is filled with many international business scenarios, simulations and case studies. Reading includes the texts "Wenn Kulturen aufeinander treffen - Führung zwischen Kulturen" ("When Cultures Collide -- Leading Across Cultures") and "Cross-Cultural Communication - Ein visueller Ansatz" ("Cross-Cultural Communication -- A visual Approach"). "For a German and a Finn, the truth is the truth. In Japan and Britain, it is all right if it doesn't rock the boat. In China, there is no absolute truth. In Italy, it is negotiable." The course will look at the link between values and communication and at how cultural messages unconsciously filter through into the language we use to influence others and how our words may have a different impact than intended which often times can lead to misunderstanding and a loss of trust and business.</p> <p>Outline of syllabus:</p> <ol style="list-style-type: none"> 1. Brief review of the origins of culture 2. Status, leadership & organisation 3. Team building & horizons 4. Motivating people & trust 5. Business meetings 6. Introduction to 80 cultures in 8 regions of the world 		
Intended learning outcomes		
Students have continued to deepen their understanding of culture including their own personal cultural background. Students have gained a heightened awareness of the importance of cross-cultural competence and the dangers of relying on culturally bound intuitions.		
Courses (type, number of weekly contact hours, language — if other than German)		
S (2) Module taught in: German and/or English		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)		
a) written examination (approx. 60 minutes) or b) term paper (approx. 15 pages) and presentation (approx. 15 minutes), weighted 2:1 or c) presentation (approx. 45 minutes) and term paper (approx. 10 pages), weighted 1:1 or d) term paper (approx. 20 pages) Language of assessment: German and/or English creditable for bonus		
Allocation of places		
20 places. WA1: (1) Should the number of applications exceed the number of available places, places will be allocated by lot among all applicants irrespective of their subjects.		

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

Additional information

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Workload

150 h

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 Information Systems (2024)
Bachelor's degree (1 major) Economathematics (2024)
Bachelor's degree (1 major) Business Management and Economics (2024)
Bachelor's degree (1 major) Digital Business & Data Science (2024)
Bachelor's degree (1 major) Economathematics (2025)

Module title		Abbreviation
Managerial Practice Lectures		12-VGP-242-m01
Module coordinator		Module offered by
holder of the Professorship of Economic Journalism		Faculty of Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	undergraduate	--
Contents		
<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"> - What are the current challenges facing your company? - Which strategies do you employ to respond to these challenges? - How have leadership concepts and approaches changed in your company? 		
Intended learning outcomes		
<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>		
Courses (type, number of weekly contact hours, language — if other than German)		
<p>S (2) Module taught in: German and/or English</p>		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)		
<p>portfolio (approx. 20 hours) Language of assessment: German and/or English creditable for bonus</p>		
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 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)
 Master's degree (1 major) China Business and Economics (2025)

Module title		Abbreviation
Economist Practice Lectures		12-VWP-242-m01
Module coordinator		Module offered by
holder of the Senior Professorship for Economics, Money and International Economic Relations		Faculty of Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	undergraduate	--
Contents		
<p>The 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>		
Intended learning outcomes		
<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>		
Courses (type, number of weekly contact hours, language — if other than German)		
S (2) Module taught in: German and/or English		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)		
<p>a) oral examination in groups of up to 3 candidates (approx. 15 minutes per candidate) 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 creditable for bonus</p>		
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 Information Systems (2024)
 Bachelor's degree (1 major) Economathematics (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) Economathematics (2025)
 Master's degree (1 major) China Business and Economics (2025)

Module title		Abbreviation
Introduction to Scientific Work		12-WA-242-m01
Module coordinator		Module offered by
Dean of the Faculty of Business Management and Economics		Faculty of Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
3	(not) successfully completed	--
Duration	Module level	Other prerequisites
1 semester	undergraduate	--
Contents		
<p>The following topics will be covered:</p> <ul style="list-style-type: none"> • Introduction to the subject: explanation of terms, purpose and benefits of academic writing and research • Stages of academic writing and research: • Stage 1 : orientation and planning • Stage 2 : collecting and evaluating material • Stage 3 : writing a draft • Stage 4 : revision and submission • Time management • Presentation 		
Intended learning outcomes		
Students acquire knowledge of scientific methods. Many chairs and departments of the faculty recommend to participate or expect successful participation ahead of the application process for the bachelor thesis.		
Courses (type, number of weekly contact hours, language — if other than German)		
S (2) Module taught in: German and/or English		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)		
term paper (approx. 5 pages) Language of assessment: German and/or English creditable for bonus		
Allocation of places		
--		
Additional information		
--		
Workload		
90 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 Information Systems (2024) Bachelor's degree (1 major) Economathematics (2024) Bachelor's degree (1 major) Business Management and Economics (2024) Bachelor's degree (1 major) Digital Business & Data Science (2024) Bachelor's degree (1 major) Economathematics (2025)		

Module title			Abbreviation
Web Programming			12-WebP-F-242-m01
Module coordinator		Module offered by	
holder of the Chair of Business Management and Business Information Systems		Faculty of Management and Economics	
ECTS	Method of grading	Only after succ. compl. of module(s)	
5	numerical grade	--	
Duration	Module level	Other prerequisites	
1 semester	undergraduate	--	
Contents			
<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">Fundamental understanding of databases, data modeling, and backend development (ERM, SQL/NoSQL DB, Python)Understanding the basics of frontend development and the application of HTML, CSS, and JavaScriptDistinguishing between programming languages and frameworks (SQL, Python, Flask, HTML, CSS, JavaScript, React) in frontend and backendRecognizing and understanding application architectureVisualizing data through practical application of the D3.js libraryRecognizing and understanding design patterns and current trendsIntegrating backend and frontend by implementing a Flask web applicationStrengthening modeling and programming skills through regular exercises			
Intended learning outcomes			
<p>The "Web Programming" module aims to achieve the following learning outcomes:</p> <ol style="list-style-type: none">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.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.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.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.			
Courses (type, number of weekly contact hours, language — if other than German)			
V (2) + Ü (2)			
Module taught in: German and/or English			
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)			
<p>a) written examination (approx. 60 minutes) or</p> <p>b) oral examination in groups of up to 3 candidates (approx. 15 minutes per candidate) or</p> <p>c) portfolio (approx. 20 hours)</p> <p>Language of assessment: German and/or English</p> <p>creditable for bonus</p>			
Bachelor's with 1 major Business Information Systems (2024)		JMU Würzburg • generated 18-Jun-2025 • exam. reg. data record Bachelor (180 ECTS) Wirtschaftsinformatik - 2024	page 334 / 369

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)
--
Module appears in
Bachelor's degree (1 major) Business Information Systems (2024) Bachelor's degree (1 major) Economathematics (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) Economathematics (2025)

Module title		Abbreviation
Seminar: Information Systems and Business Analytics		12-Wiba-FS-242-mo1
Module coordinator		Module offered by
holder of the Chair of Business Analytics		Faculty of Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	undergraduate	--
Contents		
<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>		
Intended learning outcomes		
<p>The module provides students with knowledge of:</p> <ul style="list-style-type: none"> • Scientific literature • Implementation of methods in code • Integration of developed results in scientific papers • Creating presentations and lectures 		
Courses (type, number of weekly contact hours, language — if other than German)		
<p>S (2)</p> <p>Module taught in: German and/or English</p>		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)		
<p>term paper (approx. 20 pages) and presentation (approx. 20 minutes); (weighted 2:1)</p> <p>Language of assessment: German and/or English</p> <p>Assessment offered: in the semester in which the course is offered</p> <p>creditable for bonus</p>		
Allocation of places		
<p>5 places. WB3</p> <p>Should the number of applications exceed the number of available places, places will be allocated as follows:</p> <p>(1) Bachelor's students of Wirtschaftsinformatik (Business Information Systems) (BSc with 180 ECTS credits) will be given preferential consideration.</p> <p>(2) The remaining places will be allocated to students of other subjects.</p> <p>(3) When places are allocated in accordance with (1) and (2) and the number of applications exceeds the number of available places, places will be allocated by lot among applicants from this group.</p> <p>(4) A waiting list will be maintained and places re-allocated by lot as they become available.</p>		
Additional information		
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Workload		
150 h		
Teaching cycle		
Teaching cycle: each semester		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
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Module appears in

Bachelor's degree (1 major) Business Information Systems (2024)
 Bachelor's degree (1 major) Economathematics (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) Economathematics (2025)

Module title			Abbreviation
Seminar: Business Administration and Information Systems			12-Wiinf-FS-242-m01
Module coordinator		Module offered by	
holder of the Chair of Business Management and Business Information Systems		Faculty of Management and Economics	
ECTS	Method of grading	Only after succ. compl. of module(s)	
5	numerical grade	--	
Duration	Module level	Other prerequisites	
1 semester	undergraduate	--	
Contents			
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.			
Reading: will vary according to topic			
Intended learning outcomes			
After completing the course "Wirtschaftsinformatik-Seminar", students will be able to 1. understand the fundamentals of scientific literature reviews; 2. integrate elaborated content in a scientific thesis; 3. create presentations independently.			
Courses (type, number of weekly contact hours, language — if other than German)			
S (2) Module taught in: German and/or English			
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)			
term paper (approx. 20 pages) and presentation (approx. 20 minutes); (weighted 2:1) Language of assessment: German and/or English Assessment offered: in the semester in which the course is offered creditable for bonus			
Allocation of places			
5 places. WB3 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) A waiting list will be maintained and places re-allocated by lot as they become available.			
Additional information			
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Workload			
150 h			
Teaching cycle			
Teaching cycle: each semester			
Referred to in LPO I (examination regulations for teaching-degree programmes)			
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Module appears in			

Bachelor's degree (1 major) Business Information Systems (2024)
 Bachelor's degree (1 major) Economathematics (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) Economathematics (2025)
 Master's degree (1 major) China Business and Economics (2025)

Module title			Abbreviation
Seminar: Information Systems and Enterprise Artificial Intelligence			12-Wiki-FS-242-m01
Module coordinator		Module offered by	
holder of the Chair of Business Informatics and AI for Enterprise		Faculty of Management and Economics	
ECTS	Method of grading	Only after succ. compl. of module(s)	
5	numerical grade	--	
Duration	Module level	Other prerequisites	
1 semester	undergraduate	--	
Contents			
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.			
Intended learning outcomes			
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.			
Courses (type, number of weekly contact hours, language — if other than German)			
S (2) Module taught in: German and/or English			
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)			
term paper (approx. 20 pages) and presentation (approx. 20 minutes); (weighted 2:1) Language of assessment: German and/or English Assessment offered: in the semester in which the course is offered creditable for bonus			
Allocation of places			
5 places. WB3 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) A waiting list will be maintained and places re-allocated by lot as they become available.			
Additional information			
--			
Workload			
150 h			
Teaching cycle			
Teaching cycle: each semester			
Referred to in LPO I (examination regulations for teaching-degree programmes)			
--			
Module appears in			
Bachelor's degree (1 major) Business Information Systems (2024) Bachelor's degree (1 major) Economathematics (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 with 1 major Business Information Systems (2024)		JMU Würzburg • generated 18-Jun-2025 • exam. reg. data record Bachelor (180 ECTS) Wirtschaftsinformatik - 2024	
		page 340 / 369	

Bachelor's degree (1 major) Digital Business & Data Science (2024)
Bachelor's degree (1 major) Economathematics (2025)

Module title		Abbreviation
Public Policy		12-WiPo-G-242-m01
Module coordinator		Module offered by
holder of the Chair of Labour Economics		Faculty of Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	undergraduate	--
Contents		
<p>This course provides an introduction into public policy. Public policy studies the role of the government in the economy. It basically answers four questions:</p> <ul style="list-style-type: none"> • 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? <p>The lecture will cover the following topics:</p> <ol style="list-style-type: none"> 1. Introduction into public economics/finance 2. Theoretical toolkit 3. Empirical toolkit 4. Public goods 5. Cost Benefit Analysis 		
Intended learning outcomes		
<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>		
Courses (type, number of weekly contact hours, language — if other than German)		
<p>V (2) + T (2) Module taught in: German and/or English</p>		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)		
<p>a) written examination (approx. 60 minutes) or b) portfolio (approx. 20 hours) Language of assessment: German and/or English creditable for bonus</p>		
Allocation of places		
--		
Additional information		
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Workload		
150 h		
Teaching cycle		
Teaching cycle: winter semester		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
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Module appears in		
Bachelor's degree (1 major) Biology (2011)		
Bachelor's with 1 major Business Information Systems (2024)	JMU Würzburg • generated 18-Jun-2025 • exam. reg. data record Bachelor (180 ECTS) Wirtschaftsinformatik - 2024	page 342 / 369

Bachelor's degree (1 major) Chemistry (2010)
 Bachelor's degree (1 major) Psychology (2010)
 Bachelor's degree (1 major, 1 minor) Pedagogy (2013)
 Bachelor's degree (1 major, 1 minor) Political and Social Studies (2013)
 Bachelor's degree (1 major, 1 minor) Russian Language and Culture (2008)
 Bachelor's degree (2 majors) Special Education (2009)
 Magister Theologiae Catholic Theology (2013)
 Bachelor's degree (2 majors) English and American Studies (2009)
 Bachelor's degree (2 majors) German Language and Literature (2013)
 Bachelor's degree (1 major) Chemistry (2015)
 Bachelor's degree (1 major) Geography (2015)
 Bachelor's degree (1 major) Mathematics (2015)
 Bachelor's degree (1 major) Musicology (2015)
 Bachelor's degree (1 major) Physics (2015)
 Bachelor's degree (1 major) Psychology (2015)
 Bachelor's degree (1 major) Nanostructure Technology (2015)
 Bachelor's degree (1 major) Music Education (2015)
 Bachelor's degree (1 major) Computational Mathematics (2015)
 Bachelor's degree (1 major) Political and Social Studies (2015)
 Bachelor's degree (1 major) Functional Materials (2015)
 Bachelor's degree (1 major) Academic Speech Therapy (2015)
 Bachelor's degree (1 major) Indology/South Asian Studies (2015)
 Bachelor's degree (1 major, 1 minor) Egyptology (2015)
 Bachelor's degree (1 major, 1 minor) Pedagogy (2015)
 Bachelor's degree (1 major, 1 minor) History (2015)
 Bachelor's degree (1 major, 1 minor) Musicology (2015)
 Bachelor's degree (1 major, 1 minor) Philosophy (2015)
 Bachelor's degree (1 major, 1 minor) Pre- and Protohistoric Archaeology (2015)
 Bachelor's degree (1 major, 1 minor) Ancient World (2015)
 Bachelor's degree (1 major, 1 minor) Philosophy and Religion (2015)
 Bachelor's degree (1 major, 1 minor) Theological Studies (2015)
 Bachelor's degree (1 major, 1 minor) Political and Social Studies (2015)
 Bachelor's degree (1 major, 1 minor) Russian Language and Culture (2015)
 Bachelor's degree (1 major, 1 minor) German Language and Literature (2015)
 Bachelor's degree (2 majors) Egyptology (2015)
 Bachelor's degree (2 majors) Pedagogy (2015)
 Bachelor's degree (2 majors) Protestant Theology (2015)
 Bachelor's degree (2 majors) Musicology (2015)
 Bachelor's degree (2 majors) Philosophy (2015)
 Bachelor's degree (2 majors) Special Education (2015)
 Bachelor's degree (2 majors) Pre- and Protohistoric Archaeology (2015)
 Bachelor's degree (2 majors) Latin Philology (2015)
 Bachelor's degree (2 majors) Music Education (2015)
 Bachelor's degree (2 majors) Philosophy and Religion (2015)
 Bachelor's degree (2 majors) Theological Studies (2015)
 Bachelor's degree (2 majors) Political and Social Studies (2015)
 Bachelor's degree (2 majors) Russian Language and Culture (2015)
 Bachelor's degree (2 majors) Greek Philology (2015)
 Bachelor's degree (2 majors) European Ethnology (2015)
 Bachelor's degree (2 majors) Indology/South Asian Studies (2015)
 Bachelor's degree (2 majors) Geography (2015)
 Bachelor's degree (2 majors) French Studies (2015)
 Bachelor's degree (2 majors) History (2015)

Bachelor's degree (2 majors) Sport Science (Focus on health and Pedagogics in Movement) (2015)
 Bachelor's degree (2 majors) German Language and Literature (2015)
 Bachelor's degree (1 major) Mathematical Physics (2016)
 Bachelor's degree (1 major, 1 minor) French Studies (2016)
 Bachelor's degree (2 majors) French Studies (2016)
 Bachelor's degree (1 major, 1 minor) Italian Studies (2016)
 Bachelor's degree (2 majors) Italian Studies (2016)
 Bachelor's degree (1 major, 1 minor) Spanish Studies (2016)
 Bachelor's degree (2 majors) Spanish Studies (2016)
 Bachelor's degree (1 major) Romanic Languages (French/Italian) (2016)
 Bachelor's degree (1 major) Romanic Languages (French/Spanish) (2016)
 Bachelor's degree (1 major) Romanic Languages (Italian/Spanish) (2016)
 Bachelor's degree (1 major) Games Engineering (2016)
 Bachelor's degree (1 major, 1 minor) English and American Studies (2016)
 Bachelor's degree (2 majors) English and American Studies (2016)
 Bachelor's degree (1 major) Media Communication (2016)
 Bachelor's degree (1 major) Food Chemistry (2016)
 Bachelor's degree (1 major, 1 minor) Digital Humanities (2016)
 Bachelor's degree (1 major) Biology (2017)
 Bachelor's degree (1 major, 1 minor) Geography (2017)
 Bachelor's degree (1 major, 1 minor) History of Medieval and Modern Art (2017)
 Bachelor's degree (2 majors) History of Medieval and Modern Art (2017)
 Bachelor's degree (2 majors) Comparative Indo-European Linguistics (2017)
 Bachelor's degree (1 major) Aerospace Computer Science (2017)
 Bachelor's degree (1 major) Biochemistry (2017)
 Bachelor's degree (1 major) Chemistry (2017)
 Bachelor's degree (1 major, 1 minor) Museology and material culture (2017)
 Bachelor's degree (1 major) Games Engineering (2017)
 Bachelor's degree (1 major) Computer Science (2017)
 Bachelor's degree (1 major) Media Communication (2018)
 Bachelor's degree (1 major) Biomedicine (2018)
 Bachelor's degree (1 major) Human-Computer Systems (2018)
 Bachelor's degree (2 majors) Classical Archaeology (2018)
 Bachelor's degree (1 major, 1 minor) Classical Archaeology (2018)
 Bachelor's degree (1 major, 1 minor) Digital Humanities (2018)
 Bachelor's degree (2 majors) Digital Humanities (2018)
 Bachelor's degree (1 major) Computer Science (2019)
 Bachelor's degree (1 major, 1 minor) English and American Studies (2019)
 Module studies (Bachelor) Business Management and Economics (2019)
 Bachelor's degree (1 major) Indology/South Asian Studies (2019)
 Bachelor's degree (2 majors) Indology/South Asian Studies (2019)
 Bachelor's degree (1 major) Modern China (2019)
 Bachelor's degree (1 major) Biomedicine (2020)
 Bachelor's degree (1 major) Pedagogy (2020)
 Bachelor's degree (1 major) Political and Social Studies (2020)
 Bachelor's degree (1 major, 1 minor) Political and Social Studies (2020)
 Bachelor's degree (2 majors) European Ethnology (2020)
 Bachelor's degree (2 majors) Political and Social Studies (2020)
 Bachelor's degree (2 majors) Special Education (2020)
 Bachelor's degree (1 major) Physics (2020)
 Bachelor's degree (1 major) Nanostructure Technology (2020)
 Bachelor's degree (1 major) Mathematical Physics (2020)
 Bachelor's degree (1 major) Aerospace Computer Science (2020)

Bachelor's degree (1 major, 1 minor) Museology and material culture (2020)
 Bachelor's degree (1 major, 1 minor) Pedagogy (2020)
 Bachelor's degree (2 majors) Pedagogy (2020)
 Bachelor's degree (1 major) Psychology (2020)
 Bachelor's degree (1 major) Biology (2021)
 Magister Theologiae Catholic Theology (2021)
 Bachelor's degree (2 majors) History (2021)
 Bachelor's degree (1 major, 1 minor) History (2021)
 Bachelor's degree (1 major) Media Communication (2021)
 Bachelor's degree (2 majors) Theological Studies (2021)
 Bachelor's degree (1 major, 1 minor) Theological Studies (2021)
 Bachelor's degree (1 major, 1 minor) English and American Studies (2021)
 Bachelor's degree (2 majors) English and American Studies (2021)
 Bachelor's degree (1 major) Functional Materials (2021)
 Bachelor's degree (1 major) Computer Science and Sustainability (2021)
 Bachelor's degree (2 majors) Comparative Indo-European Linguistics (2021)
 Bachelor's degree (1 major) Food Chemistry (2021)
 Bachelor's degree (1 major) Quantum Technology (2021)
 Bachelor's degree (2 majors) Special Education (2021)
 Bachelor's degree (1 major) Human-Computer Systems (2022)
 Bachelor's degree (1 major, 1 minor) Museology and material culture (2022)
 Bachelor's degree (1 major) Biochemistry (2022)
 Bachelor's degree (1 major) Biology (2022)
 Bachelor's degree (1 major) Mathematical Data Science (2022)
 Bachelor's degree (1 major) Artificial Intelligence and Data Science (2022)
 Bachelor's degree (2 majors) Ancient Near Eastern Archaeology (2022)
 Bachelor's degree (1 major, 1 minor) Ancient World (2022)
 Bachelor's degree (2 majors) Ancient Near Eastern Studies (2022)
 Bachelor's degree (1 major) Franco-German studies: language, culture, digital competence (2022)
 Bachelor's degree (1 major) European Law (2023)
 Bachelor's degree (1 major, 1 minor) English and American Studies (2023)
 Bachelor's degree (2 majors) English and American Studies (2023)
 Bachelor's degree (1 major) Artificial Intelligence and Data Science (2023)
 Bachelor's degree (1 major) Mathematics (2023)
 Bachelor's degree (1 major, 1 minor) History of Medieval and Modern Art (2023)
 Bachelor's degree (2 majors) History of Medieval and Modern Art (2023)
 Bachelor's degree (2 majors) Special Education (2023)
 Bachelor's degree (1 major) Geography (2023)
 Bachelor's degree (2 majors) Geography (2023)
 Bachelor's degree (1 major, 1 minor) Geography (2023)
 Bachelor's degree (2 majors) European Ethnology/Empiric Cultural Studies (2023)
 Bachelor's degree (1 major) Mathematical Physics (2024)
 Bachelor's degree (2 majors) German Language and Literature (2024)
 Bachelor's degree (1 major, 1 minor) German Language and Literature (2024)
 Bachelor's degree (1 major) Music Education (2024)
 Bachelor's degree (2 majors) Music Education (2024)
 Bachelor's degree (1 major, 1 minor) Music Education (2024)
 Bachelor's degree (1 major) Indology/South Asian Studies (2024)
 Bachelor's degree (2 majors) Indology/South Asian Studies (2024)
 Bachelor's degree (1 major, 1 minor) Indology/South Asian Studies (2024)
 Bachelor's degree (1 major, 1 minor) Ancient World (2024)
 Bachelor's degree (2 majors) Digital Humanities (2024)
 Bachelor's degree (1 major, 1 minor) Digital Humanities (2024)

Bachelor's degree (1 major) Midwifery (2024)
 Bachelor's degree (2 majors) Greek Philology (2024)
 Bachelor's degree (2 majors) Latin Philology (2024)
 Bachelor's degree (1 major) Business Information Systems (2024)
 Bachelor's degree (1 major) Economathematics (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) Artificial Intelligence and Data Science (2024)
 Bachelor's degree (1 major) Human-Computer-Interaction (2024)
 Bachelor's degree (2 majors) Art Education (2024)
 Bachelor's degree (1 major) Classics (2024)
 Bachelor's degree (1 major) Diversity, Ethics and Religions (2024)
 Bachelor's degree (1 major) Functional Materials (2025)
 Bachelor's degree (1 major) (2025)
 Bachelor's degree (1 major) Food Chemistry (2025)
 Bachelor's degree (1 major, 1 minor) European Ethnology/Empiric Cultural Studies (2025)
 Bachelor's degree (1 major) Pedagogy (2025)
 Bachelor's degree (2 majors) Pedagogy (2025)
 Bachelor's degree (1 major) Economathematics (2025)
 Bachelor's degree (1 major) Academic Speech Therapy (2025)
 Master's degree (1 major) China Business and Economics (2025)
 Bachelor's degree (1 major, 1 minor) Pedagogy (2025)
 Bachelor's degree (1 major) Games Engineering (2025)
 Bachelor's degree (2 majors) Sport Science (Focus on health and Pedagogics in Movement) (2025)
 Bachelor's degree (1 major) Aerospace Computer Science (2025)
 Bachelor's degree (1 major, 1 minor) German Language and Literature (2025)
 Bachelor's degree (1 major) Computer Science (2025)
 Bachelor's degree (2 majors) German Language and Literature (2025)
 Bachelor's degree (1 major) Computer Science and Sustainability (2025)

Module title			Abbreviation
Financial Accounting			12-Wipr1-F-242-m01
Module coordinator		Module offered by	
holder of the Chair of Business Management and Accounting		Faculty of Management and Economics	
ECTS	Method of grading	Only after succ. compl. of module(s)	
5	numerical grade	--	
Duration	Module level	Other prerequisites	
1 semester	undergraduate	--	
Contents			
<p>Financial reporting should generate information that is made accessible to various stakeholders. Companies based in Germany are generally required to prepare annual financial statements according to the accounting principles of the German Commercial Code (HGB). This module offers a systematic analysis and interpretation of the applicable accounting principles. In addition to the purpose and principles of accounting, more extensive recognition and valuation principles in the annual financial statement, as well as group accounting practices are covered.</p> <p>Outline</p> <ul style="list-style-type: none">• Introduction to the basic functions of accounting• Overview of the German system of Generally Accepted Accounting Principles (GAAP)• Recognition principles• Initial and subsequent measurement principles• Necessity of consolidated financial statements• Scope of consolidation• Basics of consolidation			
Intended learning outcomes			
<p>Upon completion of this module, students will be able to:</p> <ul style="list-style-type: none">• Classify and evaluate various accounting issues from a theoretical perspective;• Evaluate alternative actions and develop appropriate accounting strategies;• Understand the necessity of consolidated financial statements and perform basic consolidation measures.			
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 can be chosen to earn a bonus)			
<p>a) written examination (approx. 60 minutes) or</p> <p>b) term paper (approx. 10 pages)</p> <p>creditable for bonus</p>			
Allocation of places			
--			
Additional information			
--			
Workload			
150 h			
Teaching cycle			
Teaching cycle: summer semester			
Referred to in LPO I (examination regulations for teaching-degree programmes)			
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Module appears in

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)
 Master's degree (1 major) China Business and Economics (2025)

Module title			Abbreviation
Integrated Reporting			12-Wipr2-F-242-m01
Module coordinator		Module offered by	
holder of the Chair of Business Management and Accounting		Faculty of Management and Economics	
ECTS	Method of grading	Only after succ. compl. of module(s)	
5	numerical grade	--	
Duration	Module level	Other prerequisites	
1 semester	undergraduate	--	
Contents			
<p>In today's global economy, transparency of corporate reporting has become more essential than ever before. Stakeholders, including investors, customers, and the general public, are increasingly demanding a holistic view of a company's performance, not just in financial terms but also in terms of its environmental, social, and governance (ESG) impacts. Integrated Reporting goes beyond traditional financial reporting by integrating information about a company's social, environmental, and economic impacts. This module introduces the two major frameworks for financial and sustainability reporting in the European Union, namely the International Financial Reporting Standards (IFRS) and the European Sustainability Reporting Standards (ESRS). We will provide a systematic overview of both frameworks and introduce selected standards in more depth.</p>			
Outline			
<ul style="list-style-type: none">• Introduction to the basic functions of accounting• Overview of the institutional framework• Conceptual framework for financial reporting• Selected financial reporting standards• Conceptual framework for non-financial reporting• Selected non-financial reporting standards			
Intended learning outcomes			
Upon completion of this module, students will be able to:			
<ul style="list-style-type: none">• Classify and evaluate various accounting issues from the perspective of integrated reporting;• Evaluate alternative actions and develop appropriate accounting strategies;• Understand the necessity of non-financial statements and an integrated approach to accounting.			
Courses (type, number of weekly contact hours, language — if other than German)			
V (2) + Ü (2)			
Module taught in: English			
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)			
a) written examination (approx. 60 minutes) or b) term paper (approx. 10 pages) Language of assessment: English creditable for bonus			
Allocation of places			
--			
Additional information			
--			
Workload			
150 h			
Teaching cycle			
Teaching cycle: winter semester			

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

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Module appears in

Bachelor's degree (1 major) Biology (2011)
 Bachelor's degree (1 major) Chemistry (2010)
 Bachelor's degree (1 major) Psychology (2010)
 Bachelor's degree (1 major, 1 minor) Pedagogy (2013)
 Bachelor's degree (1 major, 1 minor) Political and Social Studies (2013)
 Bachelor's degree (1 major, 1 minor) Russian Language and Culture (2008)
 Bachelor's degree (2 majors) Special Education (2009)
 Magister Theologiae Catholic Theology (2013)
 Bachelor's degree (2 majors) English and American Studies (2009)
 Bachelor's degree (2 majors) German Language and Literature (2013)
 Bachelor's degree (1 major) Chemistry (2015)
 Bachelor's degree (1 major) Geography (2015)
 Bachelor's degree (1 major) Mathematics (2015)
 Bachelor's degree (1 major) Musicology (2015)
 Bachelor's degree (1 major) Physics (2015)
 Bachelor's degree (1 major) Psychology (2015)
 Bachelor's degree (1 major) Nanostructure Technology (2015)
 Bachelor's degree (1 major) Music Education (2015)
 Bachelor's degree (1 major) Computational Mathematics (2015)
 Bachelor's degree (1 major) Political and Social Studies (2015)
 Bachelor's degree (1 major) Functional Materials (2015)
 Bachelor's degree (1 major) Academic Speech Therapy (2015)
 Bachelor's degree (1 major) Indology/South Asian Studies (2015)
 Bachelor's degree (1 major, 1 minor) Egyptology (2015)
 Bachelor's degree (1 major, 1 minor) Pedagogy (2015)
 Bachelor's degree (1 major, 1 minor) History (2015)
 Bachelor's degree (1 major, 1 minor) Musicology (2015)
 Bachelor's degree (1 major, 1 minor) Philosophy (2015)
 Bachelor's degree (1 major, 1 minor) Pre- and Protohistoric Archaeology (2015)
 Bachelor's degree (1 major, 1 minor) Ancient World (2015)
 Bachelor's degree (1 major, 1 minor) Philosophy and Religion (2015)
 Bachelor's degree (1 major, 1 minor) Theological Studies (2015)
 Bachelor's degree (1 major, 1 minor) Political and Social Studies (2015)
 Bachelor's degree (1 major, 1 minor) Russian Language and Culture (2015)
 Bachelor's degree (1 major, 1 minor) German Language and Literature (2015)
 Bachelor's degree (2 majors) Egyptology (2015)
 Bachelor's degree (2 majors) Pedagogy (2015)
 Bachelor's degree (2 majors) Protestant Theology (2015)
 Bachelor's degree (2 majors) Musicology (2015)
 Bachelor's degree (2 majors) Philosophy (2015)
 Bachelor's degree (2 majors) Special Education (2015)
 Bachelor's degree (2 majors) Pre- and Protohistoric Archaeology (2015)
 Bachelor's degree (2 majors) Latin Philology (2015)
 Bachelor's degree (2 majors) Music Education (2015)
 Bachelor's degree (2 majors) Philosophy and Religion (2015)
 Bachelor's degree (2 majors) Theological Studies (2015)
 Bachelor's degree (2 majors) Political and Social Studies (2015)
 Bachelor's degree (2 majors) Russian Language and Culture (2015)
 Bachelor's degree (2 majors) Greek Philology (2015)

Bachelor's degree (2 majors) European Ethnology (2015)
 Bachelor's degree (2 majors) Indology/South Asian Studies (2015)
 Bachelor's degree (2 majors) Geography (2015)
 Bachelor's degree (2 majors) French Studies (2015)
 Bachelor's degree (2 majors) History (2015)
 Bachelor's degree (2 majors) Sport Science (Focus on health and Pedagogics in Movement) (2015)
 Bachelor's degree (2 majors) German Language and Literature (2015)
 Bachelor's degree (1 major) Mathematical Physics (2016)
 Bachelor's degree (1 major, 1 minor) French Studies (2016)
 Bachelor's degree (2 majors) French Studies (2016)
 Bachelor's degree (1 major, 1 minor) Italian Studies (2016)
 Bachelor's degree (2 majors) Italian Studies (2016)
 Bachelor's degree (1 major, 1 minor) Spanish Studies (2016)
 Bachelor's degree (2 majors) Spanish Studies (2016)
 Bachelor's degree (1 major) Romanic Languages (French/Italian) (2016)
 Bachelor's degree (1 major) Romanic Languages (French/Spanish) (2016)
 Bachelor's degree (1 major) Romanic Languages (Italian/Spanish) (2016)
 Bachelor's degree (1 major) Games Engineering (2016)
 Bachelor's degree (1 major, 1 minor) English and American Studies (2016)
 Bachelor's degree (2 majors) English and American Studies (2016)
 Bachelor's degree (1 major) Media Communication (2016)
 Bachelor's degree (1 major) Food Chemistry (2016)
 Bachelor's degree (1 major, 1 minor) Digital Humanities (2016)
 Bachelor's degree (1 major) Biology (2017)
 Bachelor's degree (1 major, 1 minor) Geography (2017)
 Bachelor's degree (1 major, 1 minor) History of Medieval and Modern Art (2017)
 Bachelor's degree (2 majors) History of Medieval and Modern Art (2017)
 Bachelor's degree (2 majors) Comparative Indo-European Linguistics (2017)
 Bachelor's degree (1 major) Aerospace Computer Science (2017)
 Bachelor's degree (1 major) Biochemistry (2017)
 Bachelor's degree (1 major) Chemistry (2017)
 Bachelor's degree (1 major, 1 minor) Museology and material culture (2017)
 Bachelor's degree (1 major) Games Engineering (2017)
 Bachelor's degree (1 major) Computer Science (2017)
 Bachelor's degree (1 major) Media Communication (2018)
 Bachelor's degree (1 major) Biomedicine (2018)
 Bachelor's degree (1 major) Human-Computer Systems (2018)
 Bachelor's degree (2 majors) Classical Archaeology (2018)
 Bachelor's degree (1 major, 1 minor) Classical Archaeology (2018)
 Bachelor's degree (1 major, 1 minor) Digital Humanities (2018)
 Bachelor's degree (2 majors) Digital Humanities (2018)
 Bachelor's degree (1 major) Computer Science (2019)
 Bachelor's degree (1 major, 1 minor) English and American Studies (2019)
 Bachelor's degree (1 major) Indology/South Asian Studies (2019)
 Bachelor's degree (2 majors) Indology/South Asian Studies (2019)
 Bachelor's degree (1 major) Modern China (2019)
 Bachelor's degree (1 major) Biomedicine (2020)
 Bachelor's degree (1 major) Pedagogy (2020)
 Bachelor's degree (1 major) Political and Social Studies (2020)
 Bachelor's degree (1 major, 1 minor) Political and Social Studies (2020)
 Bachelor's degree (2 majors) European Ethnology (2020)
 Bachelor's degree (2 majors) Political and Social Studies (2020)
 Bachelor's degree (2 majors) Special Education (2020)

Bachelor's degree (1 major) Physics (2020)
 Bachelor's degree (1 major) Nanostructure Technology (2020)
 Bachelor's degree (1 major) Mathematical Physics (2020)
 Bachelor's degree (1 major) Aerospace Computer Science (2020)
 Bachelor's degree (1 major, 1 minor) Museology and material culture (2020)
 Bachelor's degree (1 major, 1 minor) Pedagogy (2020)
 Bachelor's degree (2 majors) Pedagogy (2020)
 Bachelor's degree (1 major) Psychology (2020)
 Bachelor's degree (1 major) Biology (2021)
 Magister Theologiae Catholic Theology (2021)
 Bachelor's degree (2 majors) History (2021)
 Bachelor's degree (1 major, 1 minor) History (2021)
 Bachelor's degree (1 major) Media Communication (2021)
 Bachelor's degree (2 majors) Theological Studies (2021)
 Bachelor's degree (1 major, 1 minor) Theological Studies (2021)
 Bachelor's degree (1 major, 1 minor) English and American Studies (2021)
 Bachelor's degree (2 majors) English and American Studies (2021)
 Bachelor's degree (1 major) Functional Materials (2021)
 Bachelor's degree (1 major) Computer Science and Sustainability (2021)
 Bachelor's degree (2 majors) Comparative Indo-European Linguistics (2021)
 Bachelor's degree (1 major) Food Chemistry (2021)
 Bachelor's degree (1 major) Quantum Technology (2021)
 Bachelor's degree (2 majors) Special Education (2021)
 Bachelor's degree (1 major) Human-Computer Systems (2022)
 Bachelor's degree (1 major, 1 minor) Museology and material culture (2022)
 Bachelor's degree (1 major) Biochemistry (2022)
 Bachelor's degree (1 major) Biology (2022)
 Bachelor's degree (1 major) Mathematical Data Science (2022)
 Bachelor's degree (1 major) Artificial Intelligence and Data Science (2022)
 Bachelor's degree (2 majors) Ancient Near Eastern Archaeology (2022)
 Bachelor's degree (1 major, 1 minor) Ancient World (2022)
 Bachelor's degree (2 majors) Ancient Near Eastern Studies (2022)
 Bachelor's degree (1 major) Franco-German studies: language, culture, digital competence (2022)
 Bachelor's degree (1 major) European Law (2023)
 Bachelor's degree (1 major, 1 minor) English and American Studies (2023)
 Bachelor's degree (2 majors) English and American Studies (2023)
 Bachelor's degree (1 major) Artificial Intelligence and Data Science (2023)
 Bachelor's degree (1 major) Mathematics (2023)
 Bachelor's degree (1 major, 1 minor) History of Medieval and Modern Art (2023)
 Bachelor's degree (2 majors) History of Medieval and Modern Art (2023)
 Bachelor's degree (2 majors) Special Education (2023)
 Bachelor's degree (1 major) Geography (2023)
 Bachelor's degree (2 majors) Geography (2023)
 Bachelor's degree (1 major, 1 minor) Geography (2023)
 Bachelor's degree (2 majors) European Ethnology/Empiric Cultural Studies (2023)
 Bachelor's degree (1 major) Mathematical Physics (2024)
 Bachelor's degree (2 majors) German Language and Literature (2024)
 Bachelor's degree (1 major, 1 minor) German Language and Literature (2024)
 Bachelor's degree (1 major) Music Education (2024)
 Bachelor's degree (2 majors) Music Education (2024)
 Bachelor's degree (1 major, 1 minor) Music Education (2024)
 Bachelor's degree (1 major) Indology/South Asian Studies (2024)
 Bachelor's degree (2 majors) Indology/South Asian Studies (2024)

Bachelor's degree (1 major, 1 minor) Indology/South Asian Studies (2024)
 Bachelor's degree (1 major, 1 minor) Ancient World (2024)
 Bachelor's degree (2 majors) Digital Humanities (2024)
 Bachelor's degree (1 major, 1 minor) Digital Humanities (2024)
 Bachelor's degree (1 major) Midwifery (2024)
 Bachelor's degree (2 majors) Greek Philology (2024)
 Bachelor's degree (2 majors) Latin Philology (2024)
 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) Artificial Intelligence and Data Science (2024)
 Bachelor's degree (1 major) Human-Computer-Interaction (2024)
 Bachelor's degree (2 majors) Art Education (2024)
 Bachelor's degree (1 major) Digital Business & Data Science (2024)
 Bachelor's degree (1 major) Classics (2024)
 Bachelor's degree (1 major) Diversity, Ethics and Religions (2024)
 Bachelor's degree (1 major) Functional Materials (2025)
 Bachelor's degree (1 major) (2025)
 Bachelor's degree (1 major) Food Chemistry (2025)
 Bachelor's degree (1 major, 1 minor) European Ethnology/Empirical Cultural Studies (2025)
 Bachelor's degree (1 major) Pedagogy (2025)
 Bachelor's degree (2 majors) Pedagogy (2025)
 Bachelor's degree (1 major) Econometrics (2025)
 Bachelor's degree (1 major) Academic Speech Therapy (2025)
 Bachelor's degree (1 major, 1 minor) Pedagogy (2025)
 Bachelor's degree (1 major) Games Engineering (2025)
 Bachelor's degree (2 majors) Sport Science (Focus on health and Pedagogics in Movement) (2025)
 Bachelor's degree (1 major) Aerospace Computer Science (2025)
 Bachelor's degree (1 major, 1 minor) German Language and Literature (2025)
 Bachelor's degree (1 major) Computer Science (2025)
 Bachelor's degree (2 majors) German Language and Literature (2025)
 Bachelor's degree (1 major) Computer Science and Sustainability (2025)

Module title			Abbreviation
Digital Accounting Practice			12-Wipr3-F-242-m01
Module coordinator		Module offered by	
holder of the Chair of Business Management and Accounting		Faculty of Management and Economics	
ECTS	Method of grading	Only after succ. compl. of module(s)	
5	numerical grade	--	
Duration	Module level	Other prerequisites	
1 semester	undergraduate	--	
Contents			
SAP S/4HANA, as a leading enterprise resource planning (ERP) system, is transforming financial operations with its advanced capabilities in processing large volumes of data and integrating financial information across business units. This module provides a hands-on introduction to the accounting modules of SAP S/4HANA. Through practical sessions and case studies, students will learn the key functionalities of selected modules and work in groups to explore various case scenarios using the SAP S/4HANA environment.			
Intended learning outcomes			
Upon completion of this module, students will be able to: <ul style="list-style-type: none">Understand the basic structure of SAP S/4HANA and selected modules;Account for various transactions using SAP S/4HANA;Evaluate alternative actions and develop appropriate accounting strategies.			
Courses (type, number of weekly contact hours, language — if other than German)			
V (2) + Ü (2) Module taught in: German and/or English			
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)			
portfolio (approx. 20 hours) Language of assessment: German and/or English creditable for bonus			
Allocation of places			
40 places. WB2: Should the number of applications exceed the number of available places, places will be allocated as follows: (1) Students who already have successfully completed courses of the FACT specialization will be given preferential consideration. Places will be allocated according to the total number of ECTS credits achieved in the corresponding modules. (2) The remaining places will be allocated to students of other subjects. Places will be allocated by lot. (3) Places on all courses of the module component with a restricted number of places will be allocated in the same procedure. (4) A waiting list will be maintained and places re-allocated as they become available.			
Additional information			
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Workload			
150 h			
Teaching cycle			
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 Information Systems (2024)			

Bachelor's with 1 major Business Information Systems (2024)	JMU Würzburg • generated 18-Jun-2025 • exam. reg. data record Bachelor (180 ECTS) Wirtschaftsinformatik - 2024	page 354 / 369
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Bachelor's degree (1 major) Economathematics (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) Economathematics (2025)

Module title		Abbreviation
Seminar: Financial Accounting		12-Wipr-FS-242-m01
Module coordinator		Module offered by
holder of the Chair of Business Management and Accounting		Faculty of Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	undergraduate	--
Contents		
<p>In this module, students engage with the scientific literature in the fields of accounting and finance. The aim of the seminar is to write a systematic literature review on a previously chosen topic area. Students will have access to an online tool for literature analysis developed by the department for this purpose.</p> <p>Students should have an interest in a topic from the field of accounting or finance that belongs to one of the following areas:</p> <ul style="list-style-type: none"> • Financial Accounting • Corporate Disclosure • Sustainability Reporting • Standard Setting • Capital Markets • Valuation • Digital Transformation in Accounting • Auditing • Corporate Governance 		
Intended learning outcomes		
<p>Upon completion of this module, students will be able to:</p> <ul style="list-style-type: none"> • Identify and motivate a relevant topic area in the field of Accounting or Finance; • Find and analyze scientific literature on a specific topic area; • Analyze and discuss selected studies. 		
Courses (type, number of weekly contact hours, language — if other than German)		
<p>S (2) Module taught in: German and/or English</p>		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)		
<p>term paper (10 to 15 pages) and presentation (approx. 20 minutes); (weighted 2:1) Language of assessment: German and/or English Assessment offered: in the semester in which the course is offered creditable for bonus</p>		
Allocation of places		
<p>5 places. WB4: Should the number of applications exceed the number of available places, places will be allocated as follows:</p> <ol style="list-style-type: none"> (1) Bachelor's students of Wirtschaftswissenschaft (Business Management and Economics) (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) A waiting list will be maintained and places re-allocated by lot as they become available. 		
Additional information		
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Workload
150 h
Teaching cycle
Teaching cycle: each semester
Referred to in LPO I (examination regulations for teaching-degree programmes)
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Module appears in
Bachelor's degree (1 major) Business Information Systems (2024) Bachelor's degree (1 major) Economathematics (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) Economathematics (2025) Master's degree (1 major) China Business and Economics (2025)

Module title		Abbreviation
Seminar: Information Systems and Engineering		12-Wise-FS-242-m01
Module coordinator		Module offered by
holder of the Chair of Information Systems Engineering		Faculty of Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	undergraduate	--
Contents		
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.		
Intended learning outcomes		
<ul style="list-style-type: none"> • Academic literature research • Integration of compiled results into scientific term papers • Preparation of presentations and talks 		
Courses (type, number of weekly contact hours, language — if other than German)		
S (2) Module taught in: German and/or English		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)		
term paper (approx. 20 pages) and presentation (approx. 20 minutes); (weighted 2:1) Language of assessment: German and/or English Assessment offered: in the semester in which the course is offered creditable for bonus		
Allocation of places		
5 places. WB3 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) A waiting list will be maintained and places re-allocated by lot as they become available.		
Additional information		
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Workload		
150 h		
Teaching cycle		
Teaching cycle: each semester		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
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Module appears in		
Bachelor's degree (1 major) Business Information Systems (2024) Bachelor's degree (1 major) Economathematics (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 with 1 major Business Information Systems (2024)	JMU Würzburg • generated 18-Jun-2025 • exam. reg. data record Bachelor (180 ECTS) Wirtschaftsinformatik - 2024	page 358 / 369

Bachelor's degree (1 major) Digital Business & Data Science (2024)
Bachelor's degree (1 major) Economathematics (2025)

Module title			Abbreviation
Information Economics - Software Project			12-WI-SWP-242-m01
Module coordinator		Module offered by	
holder of the Chair of Business Management and Business Information Systems		Faculty of Management and Economics	
ECTS	Method of grading	Only after succ. compl. of module(s)	
10	numerical grade	--	
Duration	Module level	Other prerequisites	
1 semester	undergraduate	--	
Contents			
<p>The module offers a software-oriented learning experience in group work that integrates various content types:</p> <ul style="list-style-type: none">• Students address software-oriented problems, analyze current and target states, and develop technical concepts that require both theoretical and practical knowledge.• Important project management techniques are taught, including work planning and time management. Students practice self-organized working methods and develop critical thinking and problem-solving skills.• The implementation of technical concepts into software-based information system solutions allows for the practical application of technical skills in software development and data management.• Teamwork and effective communication in diverse groups are emphasized.			
Intended learning outcomes			
<p>The Information Economics - Software Project module aims to achieve the following learning outcomes:</p> <ol style="list-style-type: none">1. Subject-specific Competencies: Students learn to capture and design the current and target states in subject concepts. They apply this knowledge practically by implementing it in an information system solution (IS solution). Through intensive engagement with realistic problem situations, students broaden their basic knowledge and acquire specialized expertise that is up-to-date with current research2. Methodological Competencies: Students improve their problem-solving skills by independently addressing new and complex tasks in a project context and developing flexible strategies for solutions. They learn important aspects of project management, including planning, organizing, and executing projects within a team setting3. Practical Professional Competencies: Working on realistic and practice-relevant problem situations allows students to practically apply theoretical knowledge, thereby sharpening their professional skills. The implementation of an IS solution enables students to develop technical skills in the areas of information technology and systems development4. Interdisciplinary Competencies: By working in small project groups, students enhance their communication, cooperation, and conflict resolution skills.			
Courses (type, number of weekly contact hours, language — if other than German)			
P (2) Module taught in: German and/or English			
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)			
term paper (approx. 20 pages) and presentation (approx. 15 minutes), weighted 2:1 Language of assessment: German and/or English creditable for bonus			
Allocation of places			
--			
Additional information			
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Workload			
300 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 Information Systems (2024)

Module title		Abbreviation
Securities Management		12-WPM-242-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	(not) successfully completed	--
Duration	Module level	Other prerequisites
1 semester	undergraduate	--
Contents		
<p>Within the framework of this module, students are familiarized with the management of an investment portfolio. Each participant has to manage a special area, for which he/she presents the most important market events in a condensed form in each session and observes the securities account positions belonging to his/her special area. A securities account provided by Castell-Bank Würzburg is managed. Each participant has to prepare his own investment proposals and take part in the general discussion. Based on group discussions, investment decisions are made to buy and sell securities within the securities account. These investment decisions are based on risk considerations as well as tax aspects, which will be introduced to the participants during the course. Furthermore, in addition to macroeconomic topics closely related to securities investment, the course also focuses on the development of the real estate sector.</p>		
Intended learning outcomes		
<p>Upon completion of the securities seminar, students will be able to</p> <p>(i) independently assess securities of different asset classes with regard to their risk/reward profile, both on an individual security level and in a portfolio context</p> <p>(ii) and present and discuss their assessments in a target group-oriented manner.</p>		
Courses (type, number of weekly contact hours, language — if other than German)		
<p>S (4)</p> <p>Module taught in: German and/or English</p>		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)		
<p>presentation (approx. 60 minutes)</p> <p>Language of assessment: German and/or English</p> <p>creditable for bonus</p>		
Allocation of places		
<p>20 places. WA1:</p> <p>(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.</p> <p>(2) Places on all courses of the module with a restricted number of places will be allocated in the same procedure.</p> <p>(3) A waiting list will be maintained and places re-allocated by lot as they become available.</p>		
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) Business Information Systems (2024)
 Bachelor's degree (1 major) Economathematics (2024)
 Bachelor's degree (1 major) Business Management and Economics (2024)
 Bachelor's degree (1 major) Digital Business & Data Science (2024)
 Bachelor's degree (1 major) Economathematics (2025)

Module title		Abbreviation
India: Business location and trading partner		12-WSI-242-m01
Module coordinator		Module offered by
holder of the Chair of Business Management and Industrial Management		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		
This module introduces students to the economic development as well as economic policy in India. In addition, the course will discuss the general conditions for business investments and activities in India. To illustrate the topic and provide students with more in-depth insights, the course will also address current economic issues and their backgrounds.		
Intended learning outcomes		
The students will be able to discuss and evaluate the economic structures of India. They will have the abilities to analyze the development of the South-Asian economy by applying adequate methods and theories. Furthermore, students will gain a good understanding of the Indian culture and its influence on business relationships.		
Courses (type, number of weekly contact hours, language — if other than German)		
S (2) Module taught in: German and/or English		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)		
a) written examination (approx. 60 minutes) or b) term paper (approx. 15 pages) and presentation (approx. 15 minutes), weighted 2:1 or c) presentation (approx. 45 minutes) and term paper (approx. 10 pages), weighted 1:1 or d) term paper (approx. 20 pages) Language of assessment: German and/or English creditable for bonus		
Allocation of places		
30 places. WA1: (1) Should the number of applications exceed the number of available places, places will be allocated by lot among all applicants irrespective of their subjects. (2) Places on all courses of the module with a restricted number of places will be allocated in the same procedure. (3) A waiting list will be maintained and places re-allocated by lot as they become available.		
Additional information		
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Workload		
150 h		
Teaching cycle		
Teaching cycle: 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 Information Systems (2024) Bachelor's degree (1 major) Economathematics (2024) Bachelor's degree (1 major) Business Management and Economics (2024)		
Bachelor's with 1 major Business Information Systems (2024)	JMU Würzburg • generated 18-Jun-2025 • exam. reg. data record Bachelor (180 ECTS) Wirtschaftsinformatik - 2024	page 364 / 369

Bachelor's degree (1 major) Digital Business & Data Science (2024)
Bachelor's degree (1 major) Economathematics (2025)

Module title		Abbreviation
Economic and Business Ethics		12-WUE-242-m01
Module coordinator		Module offered by
holder of the Chair of Business Management and Business Taxation		Faculty of Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	undergraduate	--
Contents		
The aim of the seminar is to provide students with an overview of business ethics. First, basic philosophical terms are clarified and important philosophical theories such as utilitarianism or discourse ethics are introduced. The course discusses how business ethics can be justified and what purpose it can serve. The seminar focuses on the question of what ethical challenges companies face and to what extent companies are moral agents and should include ethical considerations in their actions. Afterwards, the seminar discusses the relationship between the free market and morality and the role of the state for the frame order.		
Intended learning outcomes		
After finishing this course, the student should be able by using common scientific methods to write a seminar paper dealing with a selected ethical problem in business. They should be able to present a complex problem in an clear and understandable way and they should discuss the own position with convincing arguments with other participants in the class.		
Courses (type, number of weekly contact hours, language — if other than German)		
S (2) Module taught in: German and/or English		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)		
a) written examination (approx. 60 minutes) or b) presentation (approx. 20 minutes) and term paper (approx. 15 to 20 pages), weighted 1:2 Language of assessment: German and/or English creditable for bonus		
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 Information Systems (2024) Bachelor's degree (1 major) Economathematics (2024) Bachelor's degree (1 major) Business Management and Economics (2024) Bachelor's degree (1 major) Digital Business & Data Science (2024) Bachelor's degree (1 major) Economathematics (2025)		

Module title		Abbreviation
Seminar: Business Journalism and Business Communication		12-WUW-242-m01
Module coordinator		Module offered by
holder of the Professorship of Economic Journalism		Faculty of Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	undergraduate	--
Contents		
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.		
Intended learning outcomes		
<p>Upon completion of the seminar, students will be able to independently prepare a scientific paper.</p> <ul style="list-style-type: none"> • Consolidation of the learned and, if necessary, application of further techniques of scientific work • Preparation, presentation, and defense of a scientific paper • Examination of the working papers of other seminar participants • Preparation for the Bachelor and Master Thesis 		
Courses (type, number of weekly contact hours, language — if other than German)		
S (2) Module taught in: German and/or English		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)		
<p>term paper (10 to 15 pages) and presentation (approx. 15 minutes); (weighted 1:1) Language of assessment: German and/or English Assessment offered: in the semester in which the course is offered creditable for bonus</p>		
Allocation of places		
<p>5 places. WB4: Should the number of applications exceed the number of available places, places will be allocated as follows:</p> <ol style="list-style-type: none"> (1) Bachelor's students of Wirtschaftswissenschaft (Business Management and Economics) (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) A waiting list will be maintained and places re-allocated by lot as they become available. 		
Additional information		
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Workload		
150 h		
Teaching cycle		
Teaching cycle: each semester		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
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Module appears in		
<p>Bachelor's degree (1 major) Business Information Systems (2024) Bachelor's degree (1 major) Economathematics (2024)</p>		
Bachelor's with 1 major Business Information Systems (2024)	JMU Würzburg • generated 18-Jun-2025 • exam. reg. data record Bachelor (180 ECTS) Wirtschaftsinformatik - 2024	page 367 / 369

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)
 Master's degree (1 major) China Business and Economics (2025)

Module title		Abbreviation
Lecture Series: Digital Innovations & Entrepreneurship		33-SFT-DI-222-m01
Module coordinator		Module offered by
unknown		
ECTS	Method of grading	Only after succ. compl. of module(s)
5	(not) successfully completed	--
Duration	Module level	Other prerequisites
1 semester	unknown	--
Contents		
No information on contents available.		
Intended learning outcomes		
No information on intended learning outcomes available.		
Courses (type, number of weekly contact hours, language — if other than German)		
V (2)		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)		
a) written examination (approx. 60 minutes)		
Allocation of places		
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Additional information		
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Workload		
150 h		
Teaching cycle		
Teaching cycle: winter semester		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
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Module appears in		
Bachelor's degree (1 major) Business Information Systems (2024) Bachelor's degree (1 major) Business Management and Economics (2024) Bachelor's degree (1 major) Digital Business & Data Science (2024)		