

Subdivided Module Catalogue  
for the Subject  
**Digital Business & Data Science**  
as a Bachelor's with 1 major  
with the degree "Bachelor of Science"  
(180 ECTS credits)

Examination regulations version: 2026  
Responsible: Faculty of Management and Economics

## Course of Studies - Contents and Objectives

The bachelor's degree in Digital Business & Data Science is offered by the Faculty of Business Management and Economics at JMU as a basic-oriented course leading to the degree "Bachelor of Science" (B.Sc., 180 ECTS credits). The degree of Bachelor of Science represents a first professional qualification.

The aim of the training in this course of study is to provide students with the relevant specialist, methodological and application knowledge that is necessary in the course of designing and operating digital and data-driven business systems.

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)):

**11-Mar-2026 (2026-34)**

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 |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------|--------------|-------------------|------|
| <b>Compulsory Courses: Core (85 ECTS credits)</b>                                                                                                              |                                                              |              |                   |      |
| <b>Digital Business &amp; Data Science (65 ECTS credits)</b>                                                                                                   |                                                              |              |                   |      |
| 12-EWIL-262-m01                                                                                                                                                | Introduction to Management and Economics                     | 5            | B/NB              | 49   |
| 12-EBWL-G-262-m01                                                                                                                                              | Introduction to Management                                   | 5            | NUM               | 42   |
| 12-EVWL-262-m01                                                                                                                                                | Introduction to Economics                                    | 5            | NUM               | 48   |
| 12-Mark-G-262-m01                                                                                                                                              | Marketing                                                    | 5            | NUM               | 69   |
| 12-I&F-G-262-m01                                                                                                                                               | Finance                                                      | 5            | NUM               | 58   |
| 12-Mik1-G-262-m01                                                                                                                                              | Microeconomics                                               | 5            | NUM               | 72   |
| 12-MDT-262-m01                                                                                                                                                 | Management & Digital Transformation                          | 5            | NUM               | 71   |
| 12-Ebus-F-262-m01                                                                                                                                              | E-Business                                                   | 5            | NUM               | 41   |
| 12-PFM-262-m01                                                                                                                                                 | Programming for Management and Economics                     | 5            | NUM               | 80   |
| 12-PEBI-262-m01                                                                                                                                                | Planning and Decision Making in Business Information Systems | 5            | NUM               | 79   |
| 12-DM-F-262-m01                                                                                                                                                | Data Management and Analysis                                 | 5            | NUM               | 37   |
| 12-PDS-262-m01                                                                                                                                                 | Introduction to Data Science                                 | 5            | NUM               | 78   |
| 12-BPL-G-262-m01                                                                                                                                               | Operations Management                                        | 5            | NUM               | 23   |
| <b>Methods (10 ECTS credits)</b>                                                                                                                               |                                                              |              |                   |      |
| 12-MWIL-262-m01                                                                                                                                                | Mathematics for Management and Economics                     | 5            | NUM               | 75   |
| 12-Stat-G-262-m01                                                                                                                                              | Statistics                                                   | 5            | NUM               | 97   |
| <b>Seminar (10 ECTS credits)</b>                                                                                                                               |                                                              |              |                   |      |
| 12-ADSP-262-m01                                                                                                                                                | Seminar: Applied Data Science Project                        | 10           | NUM               | 17   |
| <b>Compulsory Electives 1: Core Electives (10 ECTS credits)</b>                                                                                                |                                                              |              |                   |      |
| 12-QWF-G-262-m01                                                                                                                                               | Fundamentals of Econometrics                                 | 5            | NUM               | 84   |
| 12-DAS-262-m01                                                                                                                                                 | Microeconometrics                                            | 5            | NUM               | 33   |
| 10-M-FMWW-262-m01                                                                                                                                              | Advanced Mathematics for Management and Economics            | 5            | NUM               | 16   |
| 12-SDM-262-m01                                                                                                                                                 | Simulation for Decision Making                               | 5            | NUM               | 90   |
| <b>Compulsory Electives 2: Specializations (50 ECTS credits)</b>                                                                                               |                                                              |              |                   |      |
| A sub-area earning 20 or more ECTS credits will be listed as a specialization on the transcript. This does not apply to the sub-area "Management & Economics". |                                                              |              |                   |      |
| <b>Management &amp; Economics</b>                                                                                                                              |                                                              |              |                   |      |
| 12-ITRW-262-m01                                                                                                                                                | Data Privacy and IT-Law                                      | 5            | NUM               | 66   |
| 12-PPM-262-m01                                                                                                                                                 | Process and Project Management                               | 5            | NUM               | 82   |
| 12-PD-262-m01                                                                                                                                                  | Practice of Data Analysis                                    | 5            | NUM               | 77   |
| 12-CQW-262-m01                                                                                                                                                 | Computer Lab in Applied Econometrics                         | 5            | NUM               | 30   |
| 12-CCER-262-m01                                                                                                                                                | Challenges of China's Economic Rise                          | 5            | NUM               | 27   |
| 12-EWJ-262-m01                                                                                                                                                 | Digital Corporate Communication                              | 5            | NUM               | 50   |
| 12-CWK-262-m01                                                                                                                                                 | Crossmedia Storytelling in Business Communication            | 5            | NUM               | 32   |
| 12-WUE-262-m01                                                                                                                                                 | Economic and Business Ethics                                 | 5            | NUM               | 120  |
| 12-IntÖk-262-m01                                                                                                                                               | Globalization and International Economics                    | 5            | NUM               | 62   |
| 12-WiPo-G-262-m01                                                                                                                                              | Economics of Public Policy                                   | 5            | NUM               | 112  |
| 12-KR-262-m01                                                                                                                                                  | Controlling                                                  | 5            | NUM               | 68   |
| 12-S&W1-F-262-m01                                                                                                                                              | Games and Strategies                                         | 5            | NUM               | 87   |
| 12-QWF-G-262-m01                                                                                                                                               | Fundamentals of Econometrics                                 | 5            | NUM               | 84   |

|                                                                |                                                                             |                                                                                                                          |      |              |
|----------------------------------------------------------------|-----------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------|------|--------------|
| 12-DAS-262-m01                                                 | Microeconometrics                                                           | 5                                                                                                                        | NUM  | 33           |
| 10-M-FMWW-262-m01                                              | Advanced Mathematics for Management and Economics                           | 5                                                                                                                        | NUM  | 16           |
| 12-SDM-262-m01                                                 | Simulation for Decision Making                                              | 5                                                                                                                        | NUM  | 90           |
| 12-STME1-262-m01                                               | Selected Topics in Management & Economics 1                                 | 5                                                                                                                        | NUM  | 100          |
| 12-STME2-262-m01                                               | Selected Topics in Management & Economics 2                                 | 5                                                                                                                        | NUM  | 101          |
| 12-STME3-262-m01                                               | Selected Topics in Management & Economics 3                                 | 5                                                                                                                        | NUM  | 102          |
| 12-STME4-262-m01                                               | Selected Topics in Management & Economics 4                                 | 5                                                                                                                        | NUM  | 103          |
| <b>Finance &amp; Accounting (FACT)</b>                         |                                                                             |                                                                                                                          |      |              |
| 12-EAP-262-m01                                                 | Economics and Psychology                                                    | 5                                                                                                                        | NUM  | 39           |
| 12-CA-262-m01                                                  | Customer Analytics                                                          | 5                                                                                                                        | NUM  | 26           |
| 12-DMOT-262-m01                                                | Decision-Making in Organizations and Teams                                  | 5                                                                                                                        | NUM  | 38           |
| 12-EcEx-262-m01                                                | Economic Experiments                                                        | 5                                                                                                                        | NUM  | 43           |
| 12-BSINI-262-m01                                               | Business Strategy for Information and Network Industries                    | 5                                                                                                                        | NUM  | 24           |
| 12-IÖ-262-m01                                                  | Economics of Information                                                    | 5                                                                                                                        | NUM  | 64           |
| 12-Risk-262-m01                                                | Economic Principles of Risk Management                                      | 5                                                                                                                        | NUM  | 86           |
| <b>Marketing &amp; Entrepreneurship</b>                        |                                                                             |                                                                                                                          |      |              |
| 12-SCRM-262-m01                                                | Sustainability Marketing                                                    | 5                                                                                                                        | NUM  | 89           |
| 12-EPS-262-m01                                                 | Entrepreneurship                                                            | 5                                                                                                                        | NUM  | 44           |
| 12-BPLAB-262-m01                                               | Business Plan Lab                                                           | 5                                                                                                                        | NUM  | 22           |
| 12-CSEB-262-m01                                                | Case Studies on Entrepreneurial Behaviour                                   | 5                                                                                                                        | NUM  | 31           |
| 12-MSU-262-m01                                                 | Marketing für Start-Ups                                                     | 5                                                                                                                        | NUM  | 74           |
| 12-SUE-262-m01                                                 | Scale-up Excellence: Building, Scaling and the Growth of Young Ventures     | 5                                                                                                                        | NUM  | 104          |
| 12-CA-262-m01                                                  | Customer Analytics                                                          | 5                                                                                                                        | NUM  | 26           |
| 12-SC-262-m01                                                  | Social Commerce                                                             | 5                                                                                                                        | NUM  | 88           |
| 12-P&O-F-262-m01                                               | Human Resource Management                                                   | 5                                                                                                                        | NUM  | 76           |
| <b>Finance &amp; Accounting</b>                                |                                                                             |                                                                                                                          |      |              |
| 12-FMF-262-m01                                                 | Financial Markets Fundamentals                                              | 5                                                                                                                        | NUM  | 51           |
| 12-IFM-262-m01                                                 | International Money & Finance                                               | 5                                                                                                                        | NUM  | 59           |
| 12-Wipr1-F-262-m01                                             | Financial Accounting                                                        | 5                                                                                                                        | NUM  | 113          |
| 12-Wipr2-F-262-m01                                             | Integrated Reporting                                                        | 5                                                                                                                        | NUM  | 115          |
| 12-St1-F-262-m01                                               | An Introduction to Tax Law & Tax Planning                                   | 5                                                                                                                        | NUM  | 91           |
| 12-St2-F-262-m01                                               | Corporate Taxation                                                          | 5                                                                                                                        | NUM  | 92           |
| 12-I&F-F-262-m01                                               | Decision Theory                                                             | 5                                                                                                                        | NUM  | 56           |
| 12-ERM-262-m01                                                 | Introduction to Risk Management                                             | 5                                                                                                                        | NUM  | 46           |
| 12-Wipr3-F-262-m01                                             | Digital Accounting Practice                                                 | 5                                                                                                                        | NUM  | 117          |
| 12-DAT-262-m01                                                 | DATEV: Introduction to DATEV-Software for Tax Accounting                    | 5                                                                                                                        | NUM  | 34           |
| 12-WPM-262-m01                                                 | Securities Management                                                       | 5                                                                                                                        | B/NB | 118          |
| 12-St3-F-262-m01                                               | Introduction to VAT                                                         | 5                                                                                                                        | NUM  | 94           |
| 12-St4-262-m01                                                 | International Business Taxation and Aggressive Tax Planning                 | 5                                                                                                                        | NUM  | 95           |
| 12-UBW-F-262-m01                                               | Business Valuation between Financial Mathematics and Data on Capital Market | 5                                                                                                                        | NUM  | 106          |
| <b>IT &amp; Operations</b>                                     |                                                                             |                                                                                                                          |      |              |
| 12-MPS-262-m01                                                 | Managerial Problem Solving                                                  | 5                                                                                                                        | NUM  | 73           |
| 12-DDD-262-m01                                                 | Data-Driven Decisions in Practice                                           | 5                                                                                                                        | NUM  | 35           |
| 12-DDSCM-262-m01                                               | Data-Driven Supply Chain Management                                         | 5                                                                                                                        | NUM  | 36           |
| Bachelor's with 1 major Digital Business & Data Science (2026) |                                                                             | JMU Würzburg • generated 24-Mär-2026 • exam. reg. data record Bachelor (180 ECTS) Digital Business & Data Science - 2026 |      | page 5 / 120 |

|                                                                       |                                                                         |                                                                                                                          |     |              |
|-----------------------------------------------------------------------|-------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------|-----|--------------|
| 12-GDA-262-m01                                                        | Geospatial Data Analytics & Smart Cities                                | 5                                                                                                                        | NUM | 54           |
| 12-BIF-262-m01                                                        | Business Intelligence                                                   | 5                                                                                                                        | NUM | 20           |
| 12-GP-G-262-m01                                                       | Fundamentals of Business Information Systems (SAP)                      | 5                                                                                                                        | NUM | 55           |
| 12-FRBE-F-262-m01                                                     | Forward and Reverse Business Engineering                                | 5                                                                                                                        | NUM | 52           |
| 12-WebP-F-262-m01                                                     | Web Programming                                                         | 5                                                                                                                        | NUM | 109          |
| 12-AWE-262-m01                                                        | Web Engineering                                                         | 5                                                                                                                        | NUM | 18           |
| 12-EBP-262-m01                                                        | No Code Analytics                                                       | 5                                                                                                                        | NUM | 40           |
| <b>Machine Learning</b>                                               |                                                                         |                                                                                                                          |     |              |
| 10-I-DL-222-m01                                                       | Deep Learning                                                           | 5                                                                                                                        | NUM | 14           |
| 10-I-AKIDS1-222-m01                                                   | Algorithms, AI and Data Science 1                                       | 10                                                                                                                       | NUM | 11           |
| 10-I-AKIDS2-222-m01                                                   | Algorithms, AI and Data Science 2                                       | 10                                                                                                                       | NUM | 12           |
| 10-I-CV-222-m01                                                       | Computer Vision                                                         | 5                                                                                                                        | NUM | 13           |
| 10-I-NLP-222-m01                                                      | Natural Language Processing                                             | 5                                                                                                                        | NUM | 15           |
| 10-I-3D-152-m01                                                       | 3D Point Cloud Processing                                               | 5                                                                                                                        | NUM | 9            |
| 10-I-AI-252-m01                                                       | Introduction to AI                                                      | 5                                                                                                                        | NUM | 10           |
| <b>Focus</b>                                                          |                                                                         |                                                                                                                          |     |              |
| <b>Focus: Behavioral &amp; Managerial Economics (20 ECTS credits)</b> |                                                                         |                                                                                                                          |     |              |
| <b>Finance &amp; Accounting (FACT)</b>                                |                                                                         |                                                                                                                          |     |              |
| 12-EAP-262-m01                                                        | Economics and Psychology                                                | 5                                                                                                                        | NUM | 39           |
| 12-CA-262-m01                                                         | Customer Analytics                                                      | 5                                                                                                                        | NUM | 26           |
| 12-DMOT-262-m01                                                       | Decision-Making in Organizations and Teams                              | 5                                                                                                                        | NUM | 38           |
| 12-EcEx-262-m01                                                       | Economic Experiments                                                    | 5                                                                                                                        | NUM | 43           |
| 12-BSINI-262-m01                                                      | Business Strategy for Information and Network Industries                | 5                                                                                                                        | NUM | 24           |
| 12-IÖ-262-m01                                                         | Economics of Information                                                | 5                                                                                                                        | NUM | 64           |
| 12-Risk-262-m01                                                       | Economic Principles of Risk Management                                  | 5                                                                                                                        | NUM | 86           |
| <b>Focus: Marketing &amp; Entrepreneurship (20 ECTS credits)</b>      |                                                                         |                                                                                                                          |     |              |
| <b>Marketing &amp; Entrepreneurship</b>                               |                                                                         |                                                                                                                          |     |              |
| 12-SCRM-262-m01                                                       | Sustainability Marketing                                                | 5                                                                                                                        | NUM | 89           |
| 12-EPS-262-m01                                                        | Entrepreneurship                                                        | 5                                                                                                                        | NUM | 44           |
| 12-BPLAB-262-m01                                                      | Business Plan Lab                                                       | 5                                                                                                                        | NUM | 22           |
| 12-CSEB-262-m01                                                       | Case Studies on Entrepreneurial Behaviour                               | 5                                                                                                                        | NUM | 31           |
| 12-MSU-262-m01                                                        | Marketing für Start-Ups                                                 | 5                                                                                                                        | NUM | 74           |
| 12-SUE-262-m01                                                        | Scale-up Excellence: Building, Scaling and the Growth of Young Ventures | 5                                                                                                                        | NUM | 104          |
| 12-CA-262-m01                                                         | Customer Analytics                                                      | 5                                                                                                                        | NUM | 26           |
| 12-SC-262-m01                                                         | Social Commerce                                                         | 5                                                                                                                        | NUM | 88           |
| 12-P&O-F-262-m01                                                      | Human Resource Management                                               | 5                                                                                                                        | NUM | 76           |
| <b>Focus: Finance &amp; Accounting (20 ECTS credits)</b>              |                                                                         |                                                                                                                          |     |              |
| <b>Finance &amp; Accounting</b>                                       |                                                                         |                                                                                                                          |     |              |
| 12-FMF-262-m01                                                        | Financial Markets Fundamentals                                          | 5                                                                                                                        | NUM | 51           |
| 12-IFM-262-m01                                                        | International Money & Finance                                           | 5                                                                                                                        | NUM | 59           |
| 12-Wipr1-F-262-m01                                                    | Financial Accounting                                                    | 5                                                                                                                        | NUM | 113          |
| 12-Wipr2-F-262-m01                                                    | Integrated Reporting                                                    | 5                                                                                                                        | NUM | 115          |
| 12-St1-F-262-m01                                                      | An Introduction to Tax Law & Tax Planning                               | 5                                                                                                                        | NUM | 91           |
| 12-St2-F-262-m01                                                      | Corporate Taxation                                                      | 5                                                                                                                        | NUM | 92           |
| 12-I&F-F-262-m01                                                      | Decision Theory                                                         | 5                                                                                                                        | NUM | 56           |
| Bachelor's with 1 major Digital Business & Data Science (2026)        |                                                                         | JMU Würzburg • generated 24-Mär-2026 • exam. reg. data record Bachelor (180 ECTS) Digital Business & Data Science - 2026 |     | page 6 / 120 |

|                                                                            |                                                                                  |                                                                                                                          |      |              |
|----------------------------------------------------------------------------|----------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------|------|--------------|
| 12-ERM-262-mo1                                                             | Introduction to Risk Management                                                  | 5                                                                                                                        | NUM  | 46           |
| 12-Wipr3-F-262-mo1                                                         | Digital Accounting Practice                                                      | 5                                                                                                                        | NUM  | 117          |
| 12-DAT-262-mo1                                                             | DATEV: Introduction to DATEV-Software for Tax Accounting                         | 5                                                                                                                        | NUM  | 34           |
| 12-WPM-262-mo1                                                             | Securities Management                                                            | 5                                                                                                                        | B/NB | 118          |
| 12-St3-F-262-mo1                                                           | Introduction to VAT                                                              | 5                                                                                                                        | NUM  | 94           |
| 12-St4-262-mo1                                                             | International Business Taxation and Aggressive Tax Planning                      | 5                                                                                                                        | NUM  | 95           |
| 12-UBW-F-262-mo1                                                           | Business Valuation between Financial Mathematics and Data on Capital Market      | 5                                                                                                                        | NUM  | 106          |
| <b>Focus: IT &amp; Operations (20 ECTS credits)</b>                        |                                                                                  |                                                                                                                          |      |              |
| <b>IT &amp; Operations</b>                                                 |                                                                                  |                                                                                                                          |      |              |
| 12-MPS-262-mo1                                                             | Managerial Problem Solving                                                       | 5                                                                                                                        | NUM  | 73           |
| 12-DDD-262-mo1                                                             | Data-Driven Decisions in Practice                                                | 5                                                                                                                        | NUM  | 35           |
| 12-DDSCM-262-mo1                                                           | Data-Driven Supply Chain Management                                              | 5                                                                                                                        | NUM  | 36           |
| 12-GDA-262-mo1                                                             | Geospatial Data Analytics & Smart Cities                                         | 5                                                                                                                        | NUM  | 54           |
| 12-BIF-262-mo1                                                             | Business Intelligence                                                            | 5                                                                                                                        | NUM  | 20           |
| 12-GP-G-262-mo1                                                            | Fundamentals of Business Information Systems (SAP)                               | 5                                                                                                                        | NUM  | 55           |
| 12-FRBE-F-262-mo1                                                          | Forward and Reverse Business Engineering                                         | 5                                                                                                                        | NUM  | 52           |
| 12-WebP-F-262-mo1                                                          | Web Programming                                                                  | 5                                                                                                                        | NUM  | 109          |
| 12-AWE-262-mo1                                                             | Web Engineering                                                                  | 5                                                                                                                        | NUM  | 18           |
| 12-EBP-262-mo1                                                             | No Code Analytics                                                                | 5                                                                                                                        | NUM  | 40           |
| <b>Focus: Machine Learning (20 ECTS credits)</b>                           |                                                                                  |                                                                                                                          |      |              |
| <b>Machine Learning</b>                                                    |                                                                                  |                                                                                                                          |      |              |
| 10-I-DL-222-mo1                                                            | Deep Learning                                                                    | 5                                                                                                                        | NUM  | 14           |
| 10-I-AKIDS1-222-mo1                                                        | Algorithms, AI and Data Science 1                                                | 10                                                                                                                       | NUM  | 11           |
| 10-I-AKIDS2-222-mo1                                                        | Algorithms, AI and Data Science 2                                                | 10                                                                                                                       | NUM  | 12           |
| 10-I-CV-222-mo1                                                            | Computer Vision                                                                  | 5                                                                                                                        | NUM  | 13           |
| 10-I-NLP-222-mo1                                                           | Natural Language Processing                                                      | 5                                                                                                                        | NUM  | 15           |
| 10-I-3D-152-mo1                                                            | 3D Point Cloud Processing                                                        | 5                                                                                                                        | NUM  | 9            |
| 10-I-AI-252-mo1                                                            | Introduction to AI                                                               | 5                                                                                                                        | NUM  | 10           |
| <b>Key Skills Area (20 ECTS credits)</b>                                   |                                                                                  |                                                                                                                          |      |              |
| <b>General Key Skills (5 ECTS credits)</b>                                 |                                                                                  |                                                                                                                          |      |              |
| <b>Subject-specific Key Skills (15 ECTS credits)</b>                       |                                                                                  |                                                                                                                          |      |              |
| <b>Subject-specific Key Skills, Compulsory Courses (5 ECTS credits)</b>    |                                                                                  |                                                                                                                          |      |              |
| 12-WIA-262-mo1                                                             | Introduction to Scientific Work                                                  | 5                                                                                                                        | NUM  | 111          |
| <b>Subject-specific Key Skills, Compulsory Electives (10 ECTS credits)</b> |                                                                                  |                                                                                                                          |      |              |
| 12-BNE-262-mo1                                                             | Management, Economics, and Sustainability                                        | 5                                                                                                                        | NUM  | 21           |
| 12-Prak1-262-mo1                                                           | Internship (at least 8 weeks, graded)                                            | 5                                                                                                                        | NUM  | 83           |
| 12-Tut1-262-mo1                                                            | Student (Teaching) Assistant                                                     | 5                                                                                                                        | B/NB | 105          |
| 12-VGP-262-mo1                                                             | Managerial Practice Lectures                                                     | 5                                                                                                                        | NUM  | 107          |
| 12-VWP-262-mo1                                                             | Economist Practice Lectures                                                      | 5                                                                                                                        | NUM  | 108          |
| 12-St5-262-mo1                                                             | Testimonials from tax experts                                                    | 5                                                                                                                        | NUM  | 96           |
| 12-CC-KPBK-262-mo1                                                         | Career planning and professional skills for students of Management and Economics | 5                                                                                                                        | NUM  | 28           |
| 12-IK-262-mo1                                                              | Training of Intercultural Competences                                            | 5                                                                                                                        | NUM  | 60           |
| 12-IKG-262-mo1                                                             | Intercultural Competence                                                         | 5                                                                                                                        | NUM  | 61           |
| 12-STKC1-262-mo1                                                           | Selected Topics in Subject-Specific Transferable Skills 1                        | 5                                                                                                                        | NUM  | 99           |
| Bachelor's with 1 major Digital Business & Data Science (2026)             |                                                                                  | JMU Würzburg • generated 24-Mär-2026 • exam. reg. data record Bachelor (180 ECTS) Digital Business & Data Science - 2026 |      | page 7 / 120 |

| Thesis Area (15 ECTS credits) |                                                                 |    |     |    |
|-------------------------------|-----------------------------------------------------------------|----|-----|----|
| 12-BA-DBDS-262-m01            | Bachelor Thesis Digital Business & Data Science with colloquium | 15 | NUM | 19 |

| Module title                                                                                                                                                                                                                                                                                                                                                                                                                  |                   | Abbreviation                         |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------|--------------------------------------|
| <b>3D Point Cloud Processing</b>                                                                                                                                                                                                                                                                                                                                                                                              |                   | 10-I-3D-152-m01                      |
| Module coordinator                                                                                                                                                                                                                                                                                                                                                                                                            |                   | Module offered by                    |
| holder of the Chair of Computer Science XVII                                                                                                                                                                                                                                                                                                                                                                                  |                   | 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                                                                                                                                                                                                                                                                                                                                                                                                                      |                   |                                      |
| Laser scanning, Kinect and camera models, basic data structures (lists, arrays, oc-trees), calculating normals, k-d trees, registration, features, segmentation, tracking, applications for airborne mapping, applications to mobile mapping.                                                                                                                                                                                 |                   |                                      |
| Intended learning outcomes                                                                                                                                                                                                                                                                                                                                                                                                    |                   |                                      |
| Students understand the fundamental principles of all aspects of 3D point cloud processing and are able to communicate with engineers / surveyors / CV people / etc. Students are able to solve problems of modern sensor data processing and have experienced that real application scenarios are challenging in terms of computational requirements, in terms of memory requirements and in terms of implementation issues. |                   |                                      |
| 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).<br>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).<br>Language of assessment: German and/or English<br>creditable for bonus                                      |                   |                                      |
| Allocation of places                                                                                                                                                                                                                                                                                                                                                                                                          |                   |                                      |
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| Additional information                                                                                                                                                                                                                                                                                                                                                                                                        |                   |                                      |
| --                                                                                                                                                                                                                                                                                                                                                                                                                            |                   |                                      |
| Workload                                                                                                                                                                                                                                                                                                                                                                                                                      |                   |                                      |
| 150 h                                                                                                                                                                                                                                                                                                                                                                                                                         |                   |                                      |
| Teaching cycle                                                                                                                                                                                                                                                                                                                                                                                                                |                   |                                      |
| --                                                                                                                                                                                                                                                                                                                                                                                                                            |                   |                                      |
| Referred to in LPO I (examination regulations for teaching-degree programmes)                                                                                                                                                                                                                                                                                                                                                 |                   |                                      |
| § 22 II Nr. 3 b)                                                                                                                                                                                                                                                                                                                                                                                                              |                   |                                      |

| Module title                                                                                                                                                                                                                                                                                                                                                                             |                   | Abbreviation                         |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------|--------------------------------------|
| Introduction to AI                                                                                                                                                                                                                                                                                                                                                                       |                   | 10-I-AI-252-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     | --                                   |
| <b>Contents</b>                                                                                                                                                                                                                                                                                                                                                                          |                   |                                      |
| Essential concepts and algorithms of artificial intelligence. Theoretical or practical competences are taught, ranging from classical simple heuristic methods to more complex probabilistic models of artificial intelligence.                                                                                                                                                          |                   |                                      |
| <b>Intended learning outcomes</b>                                                                                                                                                                                                                                                                                                                                                        |                   |                                      |
| The students have theoretical and practical knowledge in the field of artificial intelligence. They are able to identify and apply appropriate methods to solve problems in the field of AI.                                                                                                                                                                                             |                   |                                      |
| <b>Courses</b> (type, number of weekly contact hours, language — if other than German)                                                                                                                                                                                                                                                                                                   |                   |                                      |
| V (2) + Ü (2)<br>Module taught in: German and/or English                                                                                                                                                                                                                                                                                                                                 |                   |                                      |
| <b>Method of assessment</b> (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)                                                                                                                                                                                                     |                   |                                      |
| written examination (approx. 60 to 120 minutes).<br>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).<br>Language of assessment: German and/or English<br>creditable for bonus |                   |                                      |
| <b>Allocation of places</b>                                                                                                                                                                                                                                                                                                                                                              |                   |                                      |
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| <b>Additional information</b>                                                                                                                                                                                                                                                                                                                                                            |                   |                                      |
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| <b>Workload</b>                                                                                                                                                                                                                                                                                                                                                                          |                   |                                      |
| 150 h                                                                                                                                                                                                                                                                                                                                                                                    |                   |                                      |
| <b>Teaching cycle</b>                                                                                                                                                                                                                                                                                                                                                                    |                   |                                      |
| --                                                                                                                                                                                                                                                                                                                                                                                       |                   |                                      |
| <b>Referred to in LPO I</b> (examination regulations for teaching-degree programmes)                                                                                                                                                                                                                                                                                                     |                   |                                      |
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| Module title                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |                   | Abbreviation                         |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------|--------------------------------------|
| <b>Algorithms, AI and Data Science 1</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |                   | 10-I-AKIDS1-222-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 algorithms and algorithmic thinking, introduction to artificial intelligence and data science; basics of algorithms (building blocks, determinism, functional vs. imperative paradigm); Core data structures (lists, sets, stack, queue, heap), together with basics of programming (in Python); Algorithmic complexity: time and memory complexity, growth of functions, asymptotic notation and "Big-O"; Sorting (bubble, insert, heap, merge and quick sort) and algorithms of order statistics; Advanced data structures with associated algorithms: Hash tables (and hash functions), trees (binary search trees, red-black trees) and graphs (connected components, shortest path, minimum spanning tree); algorithm design and recursion; dynamic programming; state space search: Uninformed (depth/width first search), heuristic (A* algorithm), adversarial (MiniMax, alpha-beta pruning) and metaheuristic search (genetic algorithm, ant colony optimization); Function optimization (convex vs. non-convex optimization, numerical optimization, numerical optimization with gradient descent) and constrained optimization algorithms (linear and quadratic programming, branch-and-bound algorithm); learning from data: light introduction to machine learning (parametric and non-parametric classification models, clustering). |                   |                                      |
| Intended learning outcomes                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |                   |                                      |
| Students will acquire fundamental knowledge of algorithms and data structures used throughout computer science, with a particular focus on the fundamentals of artificial intelligence algorithms and data science (e.g. state space search or optimization). They will acquire both theoretical and practical knowledge (as they will have to implement most of the algorithms covered). They will be able to analyze practical problems from an algorithmic perspective, identify the nature of the problem and choose an optimal algorithmic approach to solve the problem. In this course, students will acquire basic algorithmic knowledge, which they will extend and develop in the further course of their studies.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |                   |                                      |
| 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).<br>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).<br>creditable for bonus                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |                   |                                      |
| Allocation of places                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |                   |                                      |
| --                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |                   |                                      |
| Additional information                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |                   |                                      |
| --                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |                   |                                      |
| Workload                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |                   |                                      |
| 300 h                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |                   |                                      |
| Teaching cycle                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |                   |                                      |
| Teaching cycle: once a year, winter semester                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |                   |                                      |
| Referred to in LPO I (examination regulations for teaching-degree programmes)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |                   |                                      |
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| Module title                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |                   | Abbreviation                         |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------|--------------------------------------|
| Algorithms, AI and Data Science 2                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |                   | 10-I-AKIDS2-222-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                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |                   |                                      |
| Building on the introductory course "Algorithms, AI and Data Science 1", this module introduces the logical and algorithmic foundations of computer science and artificial intelligence. In addition to dealing with basic algorithmic strategies for solving fundamental problems, approaches to logical reasoning in computer science are introduced. A treatment of elementary probabilistic methods for modeling uncertainties forms the basis for the introduction of simple statistical methods with which supervised and unsupervised problems of machine learning can be addressed. |                   |                                      |
| Intended learning outcomes                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |                   |                                      |
| Students master the logical and algorithmic fundamentals of computer science. They are able to independently develop solutions for specific computer science problems using an analytical approach. Students are proficient in common problem-solving strategies and have initial experience of how these can be used in the context of artificial intelligence. They know basic approaches for deriving logical conclusions, have an understanding of formal approaches for modeling uncertainties and know how these are used in the context of machine learning.                         |                   |                                      |
| 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).<br>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).<br>creditable for bonus                                                                                                                                                                                                                                                     |                   |                                      |
| Allocation of places                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |                   |                                      |
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| Additional information                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |                   |                                      |
| --                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |                   |                                      |
| Workload                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |                   |                                      |
| 300 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 title                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |                   | Abbreviation                         |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------|--------------------------------------|
| Computer Vision                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |                   | 10-I-CV-222-m01                      |
| Module coordinator                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |                   | Module offered by                    |
| holder of the Chair of Computer Science IV                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |                   | 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>This course aims at offering a self-contained account of computer vision and its underlying concepts, including the recent use of deep learning. It starts with an overview of existing and emerging computer vision applications. It shows how image processing is entering multiple fields from our daily life. First, the light-matter interaction is considered and the image acquisition cameras and illumination sources are also discussed. The course then turns to image representation and discretization, and describes pre-processing steps (such as linear and non-linear filters) used to enhance image quality and/or detect specific features. The course will continue by analyzing procedures to extract information from multiple images, with motion and 3D shape as major examples. Finally, the recognition of objects (specific and/or class level) will be discussed and different approaches will be analyzed. A large part of the course concerns deep learning and AI-based approaches to vision tasks.</p> |                   |                                      |
| Intended learning outcomes                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |                   |                                      |
| <ul style="list-style-type: none"> <li>• Understanding of important computer vision concepts: light, matter, acquisition of images, color, texture, sampling, quantization, enhancement, feature extraction, segmentation, 3D acquisition, motion, tracking, object recognition.</li> <li>• Understanding of deep learning (MLP, ConvNets, architectures) and the application to visual data.</li> <li>• Deployment of vision and learning algorithms from standard libraries.</li> <li>• Understanding of vision problems, and the ability to propose, debug, validate and explain solutions based on particular algorithms.</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                  |                   |                                      |
| Courses (type, number of weekly contact hours, language — if other than German)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |                   |                                      |
| V (2) + Ü (2)<br>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>written examination (approx. 60 to 120 minutes).<br/>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).<br/>Language of assessment: German and/or English<br/>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, summer semester                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |                   |                                      |
| Referred to in LPO I (examination regulations for teaching-degree programmes)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |                   |                                      |
| § 22 II Nr. 3 b)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |                   |                                      |

| Module title                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |                   | Abbreviation                         |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------|--------------------------------------|
| <b>Deep Learning</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |                   | 10-I-DL-222-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                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |                   |                                      |
| <p>The lecture provides advanced knowledge of deep learning techniques such as FCN, CNN and LSTMs, practical application examples for NN architectures, e.g. in the field of image and speech processing. Current models and methods of machine learning and their technical background are presented. Building on this, models from the field of deep learning, such as CNNs, RNNs and sequence-to-sequence architectures, are discussed. The theoretical foundations of these models, such as training through backpropagation, are also discussed in detail. For all the models covered, it is shown how they are used in practice for specific problems such as image processing and text generation.</p> |                   |                                      |
| Intended learning outcomes                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |                   |                                      |
| <p>Students have knowledge of the possible applications and limitations of deep learning, of important architectures and how they are implemented in tools such as Tensorflow/Keras, of the ability to reprogram network structures from the literature, of data preparation and of solving concrete tasks.</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).<br/>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).<br/>creditable for bonus</p>                                                                                                                                                                                                                                                                                                                                                              |                   |                                      |
| Allocation of places                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |                   |                                      |
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| Additional information                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |                   |                                      |
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| Workload                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |                   |                                      |
| 150 h                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |                   |                                      |
| Teaching cycle                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |                   |                                      |
| Teaching cycle: once a year, winter semester                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |                   |                                      |
| Referred to in LPO I (examination regulations for teaching-degree programmes)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |                   |                                      |
| § 22 II Nr. 3 b)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |                   |                                      |

| Module title                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |                   | Abbreviation                         |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------|--------------------------------------|
| Natural Language Processing                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |                   | 10-I-NLP-222-m01                     |
| Module coordinator                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |                   | Module offered by                    |
| holder of the Chair of Computer Science XII                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |                   | 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 Text Mining and Natural Language Processing; Traditional computational representations of text data (bag-of-words) and text preprocessing (sentence splitting, tokenization, morphological normalization, stemming); Corpus linguistics and lexical association measures (ngram frequencies, co-occurrences, collocations and terminology extraction); Syntactic analysis: Part-of-Speech tagging and chunking (with Hidden Markov Models and Conditional Random Fields), parsing (Probabilistic Context Free Grammars and parsers); Distributional semantics and latent text representations: distributional hypothesis, Latent Semantic Analysis (LSA), word embeddings; Light introduction to (modern) deep learning-based NLP: embeddings, convolutional and recurrent networks, Transformers. NLP Applications: text classification tasks (e.g., document classification, sentiment analysis) vs. token classification tasks (e.g., information extraction - named entity recognition) vs. text generation tasks (e.g. machine translation and text summarization). |                   |                                      |
| Intended learning outcomes                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |                   |                                      |
| Students will obtain broad theoretical and practical knowledge of the typical methods and algorithms in the field of text mining and natural language processing. They will be able to solve practical problems with the obtained knowledge: analyze the text data for the task at hand, choose the appropriate representation for their texts as well as the appropriate (machine learning for NLP) model to solve the task. They will have gained rich practical experience implementing solutions for a wide range of common NLP tasks and applications.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |                   |                                      |
| Courses (type, number of weekly contact hours, language — if other than German)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |                   |                                      |
| V (2) + Ü (2)<br>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 to 120 minutes).<br>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).<br>Language of assessment: German and/or English<br>creditable for bonus                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |                   |                                      |
| Allocation of places                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |                   |                                      |
| --                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |                   |                                      |
| Additional information                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |                   |                                      |
| --                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |                   |                                      |
| Workload                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |                   |                                      |
| 150 h                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |                   |                                      |
| Teaching cycle                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |                   |                                      |
| Teaching cycle: once a year, winter semester                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |                   |                                      |
| Referred to in LPO I (examination regulations for teaching-degree programmes)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |                   |                                      |
| § 22 II Nr. 3 b)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |                   |                                      |

| Module title                                                                                                                                                                                                                                                                          |                   | Abbreviation                         |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------|--------------------------------------|
| Advanced Mathematics for Management and Economics                                                                                                                                                                                                                                     |                   | 10-M-FMWW-262-m01                    |
| Module coordinator                                                                                                                                                                                                                                                                    |                   | Module offered by                    |
| --                                                                                                                                                                                                                                                                                    |                   | Faculty of Management and Economics  |
| ECTS                                                                                                                                                                                                                                                                                  | Method of grading | Only after succ. compl. of module(s) |
| 5                                                                                                                                                                                                                                                                                     | numerical grade   | --                                   |
| Duration                                                                                                                                                                                                                                                                              | Module level      | Other prerequisites                  |
| 1 semester                                                                                                                                                                                                                                                                            | --                | --                                   |
| Contents                                                                                                                                                                                                                                                                              |                   |                                      |
| --                                                                                                                                                                                                                                                                                    |                   |                                      |
| Intended learning outcomes                                                                                                                                                                                                                                                            |                   |                                      |
| --                                                                                                                                                                                                                                                                                    |                   |                                      |
| Courses (type, number of weekly contact hours, language — if other than German)                                                                                                                                                                                                       |                   |                                      |
| V (2) + Ü (2)<br>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, standard case) or<br>b) oral examination of one candidate each (15 to 30 minutes) or<br>c) oral group examination (2 participants, each 10 to 15 minutes)<br>Language of assessment: German and/or English<br>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 title                                                                                                                                                                  |                   | Abbreviation                         |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------|--------------------------------------|
| Seminar: Applied Data Science Project                                                                                                                                         |                   | 12-ADSP-262-m01                      |
| Module coordinator                                                                                                                                                            |                   | Module offered by                    |
| --                                                                                                                                                                            |                   | Faculty of Management and Economics  |
| ECTS                                                                                                                                                                          | Method of grading | Only after succ. compl. of module(s) |
| 10                                                                                                                                                                            | numerical grade   | --                                   |
| Duration                                                                                                                                                                      | Module level      | Other prerequisites                  |
| 1 semester                                                                                                                                                                    | --                | --                                   |
| Contents                                                                                                                                                                      |                   |                                      |
| --                                                                                                                                                                            |                   |                                      |
| Intended learning outcomes                                                                                                                                                    |                   |                                      |
| --                                                                                                                                                                            |                   |                                      |
| 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) |                   |                                      |
| portfolio (approx. 100 hours total)<br>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 title                                                                                                                                                                                                                                                         |                   | Abbreviation                         |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------|--------------------------------------|
| <b>Web Engineering</b>                                                                                                                                                                                                                                               |                   | 12-AWE-262-m01                       |
| Module coordinator                                                                                                                                                                                                                                                   |                   | Module offered by                    |
| holder of the Chair of Information Systems Engineering                                                                                                                                                                                                               |                   | Faculty of Management and Economics  |
| ECTS                                                                                                                                                                                                                                                                 | Method of grading | Only after succ. compl. of module(s) |
| 5                                                                                                                                                                                                                                                                    | numerical grade   | --                                   |
| Duration                                                                                                                                                                                                                                                             | Module level      | Other prerequisites                  |
| 1 semester                                                                                                                                                                                                                                                           | undergraduate     | --                                   |
| <b>Contents</b>                                                                                                                                                                                                                                                      |                   |                                      |
| The module provides an introduction to the development of web-based applications based on current development systems, software components and frameworks.                                                                                                           |                   |                                      |
| <b>Intended learning outcomes</b>                                                                                                                                                                                                                                    |                   |                                      |
| <ul style="list-style-type: none"> <li>• Understand the technological foundations of web applications</li> <li>• Designing the architecture and data model of an application system</li> <li>• Implementing with the help of SW components and frameworks</li> </ul> |                   |                                      |
| <b>Courses</b> (type, number of weekly contact hours, language — if other than German)                                                                                                                                                                               |                   |                                      |
| V (2) + Ü (2)<br>Module taught in: German and/or English                                                                                                                                                                                                             |                   |                                      |
| <b>Method of assessment</b> (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)                                                                                 |                   |                                      |
| a) written examination (approx. 60 to 120 minutes) or<br>b) portfolio (approx. 50 hours total)<br>Language of assessment: German and/or English<br>creditable for bonus                                                                                              |                   |                                      |
| <b>Allocation of places</b>                                                                                                                                                                                                                                          |                   |                                      |
| --                                                                                                                                                                                                                                                                   |                   |                                      |
| <b>Additional information</b>                                                                                                                                                                                                                                        |                   |                                      |
| --                                                                                                                                                                                                                                                                   |                   |                                      |
| <b>Workload</b>                                                                                                                                                                                                                                                      |                   |                                      |
| 150 h                                                                                                                                                                                                                                                                |                   |                                      |
| <b>Teaching cycle</b>                                                                                                                                                                                                                                                |                   |                                      |
| Teaching cycle: summer semester                                                                                                                                                                                                                                      |                   |                                      |
| <b>Referred to in LPO I</b> (examination regulations for teaching-degree programmes)                                                                                                                                                                                 |                   |                                      |
| --                                                                                                                                                                                                                                                                   |                   |                                      |

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|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------|--------------------------------------|--------------------|
| Module title                                                                                                                                                                                                            |                   |                                      | Abbreviation       |
| Bachelor Thesis Digital Business & Data Science with colloquium                                                                                                                                                         |                   |                                      | 12-BA-DBDS-262-m01 |
| Module coordinator                                                                                                                                                                                                      |                   | Module offered by                    |                    |
| --                                                                                                                                                                                                                      |                   | Faculty of Management and Economics  |                    |
| ECTS                                                                                                                                                                                                                    | Method of grading | Only after succ. compl. of module(s) |                    |
| 15                                                                                                                                                                                                                      | numerical grade   | --                                   |                    |
| Duration                                                                                                                                                                                                                | Module level      | Other prerequisites                  |                    |
| 1 semester                                                                                                                                                                                                              | undergraduate     | --                                   |                    |
| Contents                                                                                                                                                                                                                |                   |                                      |                    |
| --                                                                                                                                                                                                                      |                   |                                      |                    |
| Intended learning outcomes                                                                                                                                                                                              |                   |                                      |                    |
| --                                                                                                                                                                                                                      |                   |                                      |                    |
| Courses (type, number of weekly contact hours, language — if other than German)                                                                                                                                         |                   |                                      |                    |
| No courses assigned to module                                                                                                                                                                                           |                   |                                      |                    |
| Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)                                           |                   |                                      |                    |
| bachelor's thesis (20 to 30 pages) and final colloquium (approx. 20 minutes); weighted 2:1<br>Language of assessment: German and/or English<br>Assessment offered: on a continuous basis as agreed upon with supervisor |                   |                                      |                    |
| Allocation of places                                                                                                                                                                                                    |                   |                                      |                    |
| --                                                                                                                                                                                                                      |                   |                                      |                    |
| Additional information                                                                                                                                                                                                  |                   |                                      |                    |
| Time to complete: 10 weeks                                                                                                                                                                                              |                   |                                      |                    |
| Workload                                                                                                                                                                                                                |                   |                                      |                    |
| 450 h                                                                                                                                                                                                                   |                   |                                      |                    |
| Teaching cycle                                                                                                                                                                                                          |                   |                                      |                    |
| --                                                                                                                                                                                                                      |                   |                                      |                    |
| Referred to in LPO I (examination regulations for teaching-degree programmes)                                                                                                                                           |                   |                                      |                    |
| --                                                                                                                                                                                                                      |                   |                                      |                    |

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|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------|---------------------------------------------|
| <b>Module title</b>                                                                                                                                                                                                                                                                                                                                                                                                                                              |                          | <b>Abbreviation</b>                         |
| <b>Business Intelligence</b>                                                                                                                                                                                                                                                                                                                                                                                                                                     |                          | 12-BIF-262-m01                              |
| <b>Module coordinator</b>                                                                                                                                                                                                                                                                                                                                                                                                                                        |                          | <b>Module offered by</b>                    |
| holder of the Chair of Information Systems Engineering                                                                                                                                                                                                                                                                                                                                                                                                           |                          | Faculty of Management and Economics         |
| <b>ECTS</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                      | <b>Method of grading</b> | <b>Only after succ. compl. of module(s)</b> |
| 5                                                                                                                                                                                                                                                                                                                                                                                                                                                                | numerical grade          | --                                          |
| <b>Duration</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                  | <b>Module level</b>      | <b>Other prerequisites</b>                  |
| 1 semester                                                                                                                                                                                                                                                                                                                                                                                                                                                       | undergraduate            | --                                          |
| <b>Contents</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                  |                          |                                             |
| Technologies and methods of "Business Intelligence" are aimed at supporting managerial decision-making processes by analyzing and presenting large amounts of data. The module provides an overview of the corresponding analytical information systems, their technical architecture and areas of application. In the practical exercises, the concepts taught are practically demonstrated and applied by the example of a state-of-the-art BI software suite. |                          |                                             |
| <b>Intended learning outcomes</b>                                                                                                                                                                                                                                                                                                                                                                                                                                |                          |                                             |
| <ul style="list-style-type: none"> <li>• Understand the technological foundations of data warehouses and BI tools.</li> <li>• Analyse and design conceptual models for analytical information systems.</li> <li>• Apply real-world BI software products to analyse large structured data sets.</li> </ul>                                                                                                                                                        |                          |                                             |
| <b>Courses</b> (type, number of weekly contact hours, language — if other than German)                                                                                                                                                                                                                                                                                                                                                                           |                          |                                             |
| V (2) + Ü (2)<br>Module taught in: German and/or English                                                                                                                                                                                                                                                                                                                                                                                                         |                          |                                             |
| <b>Method of assessment</b> (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)                                                                                                                                                                                                                                                                             |                          |                                             |
| a) written examination (approx. 60 to 120 minutes) or<br>b) portfolio (approx. 50 hours total)<br>Language of assessment: German and/or English<br>creditable for bonus                                                                                                                                                                                                                                                                                          |                          |                                             |
| <b>Allocation of places</b>                                                                                                                                                                                                                                                                                                                                                                                                                                      |                          |                                             |
| --                                                                                                                                                                                                                                                                                                                                                                                                                                                               |                          |                                             |
| <b>Additional information</b>                                                                                                                                                                                                                                                                                                                                                                                                                                    |                          |                                             |
| Qualification goal: scientific competences                                                                                                                                                                                                                                                                                                                                                                                                                       |                          |                                             |
| <b>Workload</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                  |                          |                                             |
| 150 h                                                                                                                                                                                                                                                                                                                                                                                                                                                            |                          |                                             |
| <b>Teaching cycle</b>                                                                                                                                                                                                                                                                                                                                                                                                                                            |                          |                                             |
| Teaching cycle: every year, winter semester                                                                                                                                                                                                                                                                                                                                                                                                                      |                          |                                             |
| <b>Referred to in LPO I</b> (examination regulations for teaching-degree programmes)                                                                                                                                                                                                                                                                                                                                                                             |                          |                                             |
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|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------|---------------------------------------------|
| <b>Module title</b>                                                                                                                                                                                                                           |                          | <b>Abbreviation</b>                         |
| <b>Management, Economics, and Sustainability</b>                                                                                                                                                                                              |                          | 12-BNE-262-m01                              |
| <b>Module coordinator</b>                                                                                                                                                                                                                     |                          | <b>Module offered by</b>                    |
| --                                                                                                                                                                                                                                            |                          | Faculty of Management and Economics         |
| <b>ECTS</b>                                                                                                                                                                                                                                   | <b>Method of grading</b> | <b>Only after succ. compl. of module(s)</b> |
| 5                                                                                                                                                                                                                                             | numerical grade          | --                                          |
| <b>Duration</b>                                                                                                                                                                                                                               | <b>Module level</b>      | <b>Other prerequisites</b>                  |
| 1 semester                                                                                                                                                                                                                                    | --                       | --                                          |
| <b>Contents</b>                                                                                                                                                                                                                               |                          |                                             |
| --                                                                                                                                                                                                                                            |                          |                                             |
| <b>Intended learning outcomes</b>                                                                                                                                                                                                             |                          |                                             |
| --                                                                                                                                                                                                                                            |                          |                                             |
| <b>Courses</b> (type, number of weekly contact hours, language — if other than German)                                                                                                                                                        |                          |                                             |
| V (2) + Ü (1)<br>Module taught in: German and/or English                                                                                                                                                                                      |                          |                                             |
| <b>Method of assessment</b> (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)                                                          |                          |                                             |
| a) written examination (approx. 60 to 120 minutes) or<br>b) portfolio (approx. 50 hours total)<br>Language of assessment: German and/or English<br>Assessment offered: In the semester in which the course is offered<br>creditable for bonus |                          |                                             |
| <b>Allocation of places</b>                                                                                                                                                                                                                   |                          |                                             |
| --                                                                                                                                                                                                                                            |                          |                                             |
| <b>Additional information</b>                                                                                                                                                                                                                 |                          |                                             |
| --                                                                                                                                                                                                                                            |                          |                                             |
| <b>Workload</b>                                                                                                                                                                                                                               |                          |                                             |
| 150 h                                                                                                                                                                                                                                         |                          |                                             |
| <b>Teaching cycle</b>                                                                                                                                                                                                                         |                          |                                             |
| --                                                                                                                                                                                                                                            |                          |                                             |
| <b>Referred to in LPO I</b> (examination regulations for teaching-degree programmes)                                                                                                                                                          |                          |                                             |
| --                                                                                                                                                                                                                                            |                          |                                             |

| Module title                                                                                                                                                                         |                   | Abbreviation                         |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------|--------------------------------------|
| Business Plan Lab                                                                                                                                                                    |                   | 12-BPLAB-262-m01                     |
| Module coordinator                                                                                                                                                                   |                   | Module offered by                    |
| --                                                                                                                                                                                   |                   | Faculty of Management and Economics  |
| ECTS                                                                                                                                                                                 | Method of grading | Only after succ. compl. of module(s) |
| 5                                                                                                                                                                                    | numerical grade   | --                                   |
| Duration                                                                                                                                                                             | Module level      | Other prerequisites                  |
| 1 semester                                                                                                                                                                           | --                | --                                   |
| <b>Contents</b>                                                                                                                                                                      |                   |                                      |
| --                                                                                                                                                                                   |                   |                                      |
| <b>Intended learning outcomes</b>                                                                                                                                                    |                   |                                      |
| --                                                                                                                                                                                   |                   |                                      |
| <b>Courses</b> (type, number of weekly contact hours, language — if other than German)                                                                                               |                   |                                      |
| S (2)<br>Module taught in: German and/or English                                                                                                                                     |                   |                                      |
| <b>Method of assessment</b> (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus) |                   |                                      |
| a) written examination (approx. 60 to 120 minutes) or<br>b) portfolio (approx. 50 hours total)<br>Language of assessment: German and/or English<br>creditable for bonus              |                   |                                      |
| <b>Allocation of places</b>                                                                                                                                                          |                   |                                      |
| --                                                                                                                                                                                   |                   |                                      |
| <b>Additional information</b>                                                                                                                                                        |                   |                                      |
| --                                                                                                                                                                                   |                   |                                      |
| <b>Workload</b>                                                                                                                                                                      |                   |                                      |
| 150 h                                                                                                                                                                                |                   |                                      |
| <b>Teaching cycle</b>                                                                                                                                                                |                   |                                      |
| --                                                                                                                                                                                   |                   |                                      |
| <b>Referred to in LPO I</b> (examination regulations for teaching-degree programmes)                                                                                                 |                   |                                      |
| --                                                                                                                                                                                   |                   |                                      |

| Module title                                                                                                                                                                                                                                                                               |                   | Abbreviation                         |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------|--------------------------------------|
| Operations Management                                                                                                                                                                                                                                                                      |                   | 12-BPL-G-262-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) + Ü (2)<br>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<br>b) portfolio (approx. 50 hours total)<br>Language of assessment: German and/or English<br>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 title                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |                   | Abbreviation                         |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------|--------------------------------------|
| <b>Business Strategy for Information and Network Industries</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |                   | 12-BSINI-262-mo1                     |
| 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"> <li>Pricing of information goods <ul style="list-style-type: none"> <li>market segmentation methods</li> <li>digital rights management and piracy</li> <li>alternative monetisation strategies</li> </ul> </li> <li>Network effects <ul style="list-style-type: none"> <li>consumer demand in markets with network effects, rational expectations</li> <li>monopoly pricing</li> <li>competition in markets with network effects</li> <li>compatibility and multi-homing: dynamic competition</li> </ul> </li> <li>Competition in markets with switching costs</li> <li>Two (multi)-sided markets and platforms <ul style="list-style-type: none"> <li>monopoly pricing in platform markets</li> <li>competition in platform markets: non-price strategies</li> </ul> </li> </ol> <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)<br>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 to 120 minutes) or<br>b) portfolio (approx. 50 hours total)<br>Language of assessment: English                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |                   |                                      |
| 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 title                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |                                                                                                                          | Abbreviation                         |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------|--------------------------------------|
| Customer Analytics                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |                                                                                                                          | 12-CA-262-m01                        |
| Module coordinator                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |                                                                                                                          | Module offered by                    |
| holder of the Junior Professorship of Marketing Analytics                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |                                                                                                                          | Faculty of Management and Economics  |
| ECTS                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    | Method of grading                                                                                                        | Only after succ. compl. of module(s) |
| 5                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       | numerical grade                                                                                                          | --                                   |
| Duration                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | Module level                                                                                                             | Other prerequisites                  |
| 1 semester                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              | 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"> <li>• Understand the importance of customer value and its impact on business success.</li> <li>• Learn key methods and analytical tools to effectively address customer heterogeneity in marketing strategies.</li> <li>• Develop practical data analysis skills for data-driven marketing decisions.</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |                                                                                                                          |                                      |
| Courses (type, number of weekly contact hours, language — if other than German)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |                                                                                                                          |                                      |
| V (2) + Ü (2)<br>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 to 120 minutes) or<br>b) portfolio (approx. 50 hours total)<br>Language of assessment: English<br>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)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |                                                                                                                          |                                      |
| --                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |                                                                                                                          |                                      |
| Bachelor's with 1 major Digital Business & Data Science (2026)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          | JMU Würzburg • generated 24-Mär-2026 • exam. reg. data record Bachelor (180 ECTS) Digital Business & Data Science - 2026 | page 26 / 120                        |

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| <b>Module title</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |                          | <b>Abbreviation</b>                         |
| <b>Challenges of China's Economic Rise</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |                          | 12-CCER-262-mo1                             |
| <b>Module coordinator</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |                          | <b>Module offered by</b>                    |
| holder of the Chair of China Business and Economics                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |                          | Faculty of Management and Economics         |
| <b>ECTS</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    | <b>Method of grading</b> | <b>Only after succ. compl. of module(s)</b> |
| 5                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              | numerical grade          | --                                          |
| <b>Duration</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | <b>Module level</b>      | <b>Other prerequisites</b>                  |
| 1 semester                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     | undergraduate            | --                                          |
| <b>Contents</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |                          |                                             |
| <p>This course will be taught in English. Over the last 30 years, China has experienced an unprecedented economic growth period. This economic success is awesome and challenging at the same time. Within this seminar we take a look at a selection of challenges resulting from China's economic rise. We look into challenges arising within China, but also into selected international ones. We approach the challenges by first looking at how they have been discussed in Western media. Starting from there we look 'behind the curtain' to analyse the topics and debates more in-depth in the context of China's economic rise and relevant economic theories. To attend this class you do not need ex ante knowledge about China. You should, however, be willing to read texts, also academic texts, in English language. Apart from reading, participants of the seminar are expected to prepare inputs for the seminar and to participate in class discussion. The seminar ends with a written examination.</p> |                          |                                             |
| <b>Intended learning outcomes</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |                          |                                             |
| Students of the seminar gain knowledge about China and its global relevance. In addition they learn how the experiences of an emerging markets at times defy mainstream economic theory.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |                          |                                             |
| <b>Courses</b> (type, number of weekly contact hours, language — if other than German)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |                          |                                             |
| V (2)<br>Module taught in: German and/or English                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |                          |                                             |
| <b>Method of assessment</b> (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |                          |                                             |
| a) written examination (approx. 60 to 120 minutes) or<br>b) portfolio (approx. 50 hours total)<br>Language of assessment: German and/or English<br>creditable for bonus                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |                          |                                             |
| <b>Allocation of places</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |                          |                                             |
| 30 places. WA1:<br>(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.<br>(2) Places on all courses of the module with a restricted number of places will be allocated in the same procedure.<br>(3) A waiting list will be maintained and places re-allocated by lot as they become available.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |                          |                                             |
| <b>Additional information</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |                          |                                             |
| --                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |                          |                                             |
| <b>Workload</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |                          |                                             |
| 150 h                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |                          |                                             |
| <b>Teaching cycle</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |                          |                                             |
| Teaching cycle: summer semester                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |                          |                                             |
| <b>Referred to in LPO I</b> (examination regulations for teaching-degree programmes)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |                          |                                             |
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| Module title                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |                   |                                      | Abbreviation       |
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| Career planning and professional skills for students of Management and Economics                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |                   |                                      | 12-CC-KPBK-262-m01 |
| Module coordinator                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |                   | Module offered by                    |                    |
| Dean of the Faculty of Business Management and Economics                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |                   | Faculty of Management and Economics  |                    |
| ECTS                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      | Method of grading | Only after succ. compl. of module(s) |                    |
| 5                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         | numerical grade   | --                                   |                    |
| Duration                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  | Module level      | Other prerequisites                  |                    |
| 1 semester                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | 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)<br>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<br>b) portfolio (approx. 50 hours total)<br>Language of assessment: German and/or English<br>Assessment offered: In the semester in which the course is offered<br>creditable for bonus                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |                   |                                      |                    |
| Allocation of places                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |                   |                                      |                    |
| 15 places. WA1:<br>(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.<br>(2) Places on all courses of the module with a restricted number of places will be allocated in the same procedure.<br>(3) A waiting list will be maintained and places re-allocated by lot as they become available.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |                   |                                      |                    |
| Additional information                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |                   |                                      |                    |
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|--------------------------------------------------------------------------------------|
| <b>Workload</b>                                                                      |
| 150 h                                                                                |
| <b>Teaching cycle</b>                                                                |
| Teaching cycle: each semester                                                        |
| <b>Referred to in LPO I</b> (examination regulations for teaching-degree programmes) |
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| Module title                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |                   | Abbreviation                         |
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| Computer Lab in Applied Econometrics                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |                   | 12-CQW-262-m01                       |
| Module coordinator                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |                   | Module offered by                    |
| holder of the Chair of Econometrics                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |                   | Faculty of Management and Economics  |
| ECTS                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       | Method of grading | Only after succ. compl. of module(s) |
| 5                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          | numerical grade   | --                                   |
| Duration                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | Module level      | Other prerequisites                  |
| 1 semester                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 | 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"> <li>(i) get an overview of several distributions;</li> <li>(ii) know how to simulate those distributions in MS Excel and are able to estimate and interpret the related theoretical moments;</li> <li>(iii) can perform smaller simulations in Excel;</li> <li>(iv) get to know a variety of different Excel commands which are important for statistical working;</li> <li>(v) are introduced to the linear regression analysis, can perform it in Excel and Gretl, and know how to interpret the results.</li> </ul>                        |                   |                                      |
| Courses (type, number of weekly contact hours, language — if other than German)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |                   |                                      |
| <p>P (2)<br/>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<br/>b) portfolio (approx. 50 hours total)<br/>Language of assessment: German and/or English<br/>creditable for bonus</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |                   |                                      |
| Allocation of places                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |                   |                                      |
| <p>20 places. WA1:<br/>(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.<br/>(2) Places on all courses of the module with a restricted number of places will be allocated in the same procedure.<br/>(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)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |                   |                                      |
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| Module title                                                                                                                                                                         |                   | Abbreviation                         |
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| Case Studies on Entrepreneurial Behaviour                                                                                                                                            |                   | 12-CSEB-262-m01                      |
| Module coordinator                                                                                                                                                                   |                   | Module offered by                    |
| --                                                                                                                                                                                   |                   | Faculty of Management and Economics  |
| ECTS                                                                                                                                                                                 | Method of grading | Only after succ. compl. of module(s) |
| 5                                                                                                                                                                                    | numerical grade   | --                                   |
| Duration                                                                                                                                                                             | Module level      | Other prerequisites                  |
| 1 semester                                                                                                                                                                           | --                | --                                   |
| <b>Contents</b>                                                                                                                                                                      |                   |                                      |
| --                                                                                                                                                                                   |                   |                                      |
| <b>Intended learning outcomes</b>                                                                                                                                                    |                   |                                      |
| --                                                                                                                                                                                   |                   |                                      |
| <b>Courses</b> (type, number of weekly contact hours, language — if other than German)                                                                                               |                   |                                      |
| S (2)<br>Module taught in: German and/or English                                                                                                                                     |                   |                                      |
| <b>Method of assessment</b> (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus) |                   |                                      |
| a) written examination (approx. 60 to 120 minutes) or<br>b) portfolio (approx. 50 hours total)<br>Language of assessment: German and/or English<br>creditable for bonus              |                   |                                      |
| <b>Allocation of places</b>                                                                                                                                                          |                   |                                      |
| --                                                                                                                                                                                   |                   |                                      |
| <b>Additional information</b>                                                                                                                                                        |                   |                                      |
| --                                                                                                                                                                                   |                   |                                      |
| <b>Workload</b>                                                                                                                                                                      |                   |                                      |
| 150 h                                                                                                                                                                                |                   |                                      |
| <b>Teaching cycle</b>                                                                                                                                                                |                   |                                      |
| --                                                                                                                                                                                   |                   |                                      |
| <b>Referred to in LPO I</b> (examination regulations for teaching-degree programmes)                                                                                                 |                   |                                      |
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| Module title                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |                   | Abbreviation                         |
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| <b>Crossmedia Storytelling in Business Communication</b>                                                                                                                                                                                                                                                                                                                                                                                                                           |                   | 12-CWK-262-m01                       |
| Module coordinator                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |                   | Module offered by                    |
| holder of the Professorship of Economic Journalism                                                                                                                                                                                                                                                                                                                                                                                                                                 |                   | Faculty of Management and Economics  |
| ECTS                                                                                                                                                                                                                                                                                                                                                                                                                                                                               | Method of grading | Only after succ. compl. of module(s) |
| 5                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  | numerical grade   | --                                   |
| Duration                                                                                                                                                                                                                                                                                                                                                                                                                                                                           | Module level      | Other prerequisites                  |
| 1 semester                                                                                                                                                                                                                                                                                                                                                                                                                                                                         | 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)<br>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<br>b) portfolio (approx. 50 hours total)<br>Language of assessment: German and/or English<br>Assessment offered: In the semester in which the course is offered<br>creditable for bonus                                                                                                                                                                                                                                      |                   |                                      |
| Allocation of places                                                                                                                                                                                                                                                                                                                                                                                                                                                               |                   |                                      |
| 20 places. WA1:<br>(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.<br>(2) Places on all courses of the module with a restricted number of places will be allocated in the same procedure.<br>(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 title                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |                   | Abbreviation                         |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------|--------------------------------------|
| Microeconometrics                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |                   | 12-DAS-262-m01                       |
| Module coordinator                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |                   | Module offered by                    |
| holder of the Chair of Data Science in Business and Economics                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |                   | Faculty of Management and Economics  |
| ECTS                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     | Method of grading | Only after succ. compl. of module(s) |
| 5                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        | numerical grade   | --                                   |
| Duration                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 | Module level      | Other prerequisites                  |
| 1 semester                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               | 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)<br>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 to 120 minutes) or<br>b) portfolio (approx. 50 hours total)<br>Language of assessment: English<br>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 title                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |                   | Abbreviation                         |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------|--------------------------------------|
| <b>DATEV: Introduction to DATEV-Software for Tax Accounting</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |                   | 12-DAT-262-m01                       |
| Module coordinator                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |                   | Module offered by                    |
| holder of the Chair of Business Management and Business Taxation                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |                   | Faculty of Management and Economics  |
| ECTS                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        | Method of grading | Only after succ. compl. of module(s) |
| 5                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           | numerical grade   | --                                   |
| Duration                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    | Module level      | Other prerequisites                  |
| 1 semester                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  | 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)<br>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<br>b) portfolio (approx. 50 hours total)<br>Language of assessment: German and/or English<br>creditable for bonus                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |                   |                                      |
| Allocation of places                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |                   |                                      |
| 10 places. WA1:<br>(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.<br>(2) Places on all courses of the module with a restricted number of places will be allocated in the same procedure.<br>(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 title                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |                   | Abbreviation                         |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------|--------------------------------------|
| <b>Data-Driven Decisions in Practice</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |                   | 12-DDD-262-m01                       |
| Module coordinator                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |                   | Module offered by                    |
| holder of the Chair of Business Informatics and AI for Enterprise                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |                   | Faculty of Management and Economics  |
| ECTS                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       | Method of grading | Only after succ. compl. of module(s) |
| 5                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          | numerical grade   | --                                   |
| Duration                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | Module level      | Other prerequisites                  |
| 1 semester                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 | 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)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |                   |                                      |
| V (2) + Ü (2)<br>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 to 120 minutes) or<br>b) portfolio (approx. 50 hours total)<br>Language of assessment: English<br>creditable for bonus                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |                   |                                      |
| Allocation of places                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |                   |                                      |
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| Additional information                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |                   |                                      |
| --                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |                   |                                      |
| Workload                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |                   |                                      |
| 150 h                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |                   |                                      |
| Teaching cycle                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |                   |                                      |
| Teaching cycle: summer semester                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |                   |                                      |
| Referred to in LPO I (examination regulations for teaching-degree programmes)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |                   |                                      |
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| Module title                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |                   | Abbreviation                         |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------|--------------------------------------|
| Data-Driven Supply Chain Management                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |                   | 12-DDSCM-262-m01                     |
| Module coordinator                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |                   | Module offered by                    |
| holder of the Chair of Logistics and Quantitative Methods                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |                   | Faculty of Management and Economics  |
| ECTS                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       | Method of grading | Only after succ. compl. of module(s) |
| 5                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          | numerical grade   | --                                   |
| Duration                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | Module level      | Other prerequisites                  |
| 1 semester                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 | 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"> <li>• Students understand the importance of data-driven decisions in SCM and the potential of machine learning.</li> <li>• After the course, participants will know key DSCM procedures and their applicability to planning problems.</li> <li>• Students learn to analyze corporate data and use machine learning to achieve better SCM planning results.</li> <li>• Through case studies, participants recognize the transferability of insights to other SCM areas and potential implementation problems.</li> <li>• Participants can describe real data descriptively using Python and implement DSCM procedures with machine learning after the course.</li> </ul> |                   |                                      |
| Courses (type, number of weekly contact hours, language — if other than German)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |                   |                                      |
| V (2) + Ü (2)<br>Module taught in: German and/or English<br>Course type: online course Virtuelle Hochschule Bayern (vhb)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |                   |                                      |
| 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<br>b) portfolio (approx. 50 hours total)<br>Language of assessment: German and/or English<br>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 title                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |                   | Abbreviation                         |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------|--------------------------------------|
| <b>Data Management and Analysis</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |                   | 12-DM-F-262-m01                      |
| Module coordinator                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |                   | Module offered by                    |
| holder of the Chair of Business Analytics                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |                   | Faculty of Management and Economics  |
| ECTS                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             | Method of grading | Only after succ. compl. of module(s) |
| 5                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | numerical grade   | --                                   |
| Duration                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         | Module level      | Other prerequisites                  |
| 1 semester                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       | 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"> <li>• Fundamentals and application of semantic data modelling</li> <li>• Fundamentals and application of the relational data model</li> <li>• Fundamentals and application of data query languages</li> <li>• Hypothesis-driven and model-building data analysis</li> <li>• Data analysis processes and their comparison</li> <li>• Supervised and unsupervised learning processes</li> </ul> |                   |                                      |
| Intended learning outcomes                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |                   |                                      |
| <p>Upon completion of the module students are able</p> <ul style="list-style-type: none"> <li>• to design good conceptual and logical data models;</li> <li>• to transform conceptual data models into physical data schemas;</li> <li>• to formulate complex database queries;</li> <li>• to design different applications with databases</li> <li>• perform and interpret hypothesis testing on real data</li> <li>• understand the basics of supervised and unsupervised machine learning</li> </ul>                                                                                                                                                                          |                   |                                      |
| Courses (type, number of weekly contact hours, language — if other than German)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |                   |                                      |
| V (2) + Ü (2)<br>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<br>b) portfolio (approx. 50 hours total)<br>Language of assessment: German and/or English<br>creditable for bonus                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |                   |                                      |
| Allocation of places                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |                   |                                      |
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| Additional information                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |                   |                                      |
| --                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |                   |                                      |
| Workload                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |                   |                                      |
| 150 h                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |                   |                                      |
| Teaching cycle                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |                   |                                      |
| Teaching cycle: summer semester                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |                   |                                      |
| Referred to in LPO I (examination regulations for teaching-degree programmes)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |                   |                                      |
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| Module title                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |                                                                                                                          | Abbreviation                         |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------|--------------------------------------|
| Decision-Making in Organizations and Teams                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |                                                                                                                          | 12-DMOT-262-m01                      |
| Module coordinator                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |                                                                                                                          | Module offered by                    |
| holder of the Junior Professorship of Applied Microeconomics, esp. Human-Machine Interaction                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |                                                                                                                          | Faculty of Management and Economics  |
| ECTS                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    | Method of grading                                                                                                        | Only after succ. compl. of module(s) |
| 5                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       | numerical grade                                                                                                          | --                                   |
| Duration                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | Module level                                                                                                             | Other prerequisites                  |
| 1 semester                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              | 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:<br/>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"> <li>• students will be able to understand and reflect on modern microeconomic concepts and current organizational economics.</li> <li>• students will learn to master and apply quantitative microeconomic methods.</li> <li>• students will be enabled to classify and relate specialized knowledge from theoretical microeconomics, experimental and empirical microeconomics, business administration, and psychology.</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |                                                                                                                          |                                      |
| Courses (type, number of weekly contact hours, language — if other than German)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |                                                                                                                          |                                      |
| V (2) + Ü (2)<br>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)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |                                                                                                                          |                                      |
| <p>a) written examination (approx. 60 to 120 minutes) or<br/>b) portfolio (approx. 50 hours total)<br/>Language of assessment: English<br/>creditable for bonus</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |                                                                                                                          |                                      |
| Allocation of places                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |                                                                                                                          |                                      |
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| Additional information                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |                                                                                                                          |                                      |
| --                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |                                                                                                                          |                                      |
| Workload                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |                                                                                                                          |                                      |
| 150 h                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |                                                                                                                          |                                      |
| Teaching cycle                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |                                                                                                                          |                                      |
| Teaching cycle: summer semester                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |                                                                                                                          |                                      |
| Referred to in LPO I (examination regulations for teaching-degree programmes)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |                                                                                                                          |                                      |
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| Bachelor's with 1 major Digital Business & Data Science (2026)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          | JMU Würzburg • generated 24-Mär-2026 • exam. reg. data record Bachelor (180 ECTS) Digital Business & Data Science - 2026 | page 38 / 120                        |

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|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------|---------------------------------------------|
| <b>Module title</b>                                                                                                                                                                  |                          | <b>Abbreviation</b>                         |
| <b>Economics and Psychology</b>                                                                                                                                                      |                          | 12-EAP-262-m01                              |
| <b>Module coordinator</b>                                                                                                                                                            |                          | <b>Module offered by</b>                    |
| --                                                                                                                                                                                   |                          | Faculty of Management and Economics         |
| <b>ECTS</b>                                                                                                                                                                          | <b>Method of grading</b> | <b>Only after succ. compl. of module(s)</b> |
| 5                                                                                                                                                                                    | numerical grade          | --                                          |
| <b>Duration</b>                                                                                                                                                                      | <b>Module level</b>      | <b>Other prerequisites</b>                  |
| 1 semester                                                                                                                                                                           | --                       | --                                          |
| <b>Contents</b>                                                                                                                                                                      |                          |                                             |
| --                                                                                                                                                                                   |                          |                                             |
| <b>Intended learning outcomes</b>                                                                                                                                                    |                          |                                             |
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| <b>Courses</b> (type, number of weekly contact hours, language — if other than German)                                                                                               |                          |                                             |
| V (2) + Ü (2)<br>Module taught in: English                                                                                                                                           |                          |                                             |
| <b>Method of assessment</b> (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus) |                          |                                             |
| a) written examination (approx. 60 to 120 minutes) or<br>b) portfolio (approx. 50 hours total)<br>Language of assessment: English<br>creditable for bonus                            |                          |                                             |
| <b>Allocation of places</b>                                                                                                                                                          |                          |                                             |
| --                                                                                                                                                                                   |                          |                                             |
| <b>Additional information</b>                                                                                                                                                        |                          |                                             |
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| <b>Workload</b>                                                                                                                                                                      |                          |                                             |
| 150 h                                                                                                                                                                                |                          |                                             |
| <b>Teaching cycle</b>                                                                                                                                                                |                          |                                             |
| --                                                                                                                                                                                   |                          |                                             |
| <b>Referred to in LPO I</b> (examination regulations for teaching-degree programmes)                                                                                                 |                          |                                             |
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| Module title                                                                                                                                                                                                                                                                                                                                                                                                  |                   | Abbreviation                         |
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| <b>No Code Analytics</b>                                                                                                                                                                                                                                                                                                                                                                                      |                   | 12-EBP-262-m01                       |
| Module coordinator                                                                                                                                                                                                                                                                                                                                                                                            |                   | Module offered by                    |
| holder of the Chair of Information Systems Engineering                                                                                                                                                                                                                                                                                                                                                        |                   | Faculty of Management and Economics  |
| ECTS                                                                                                                                                                                                                                                                                                                                                                                                          | Method of grading | Only after succ. compl. of module(s) |
| 5                                                                                                                                                                                                                                                                                                                                                                                                             | numerical grade   | --                                   |
| Duration                                                                                                                                                                                                                                                                                                                                                                                                      | Module level      | Other prerequisites                  |
| 1 semester                                                                                                                                                                                                                                                                                                                                                                                                    | undergraduate     | --                                   |
| <b>Contents</b>                                                                                                                                                                                                                                                                                                                                                                                               |                   |                                      |
| In this course, students will acquire the technical, organisational and social skills necessary for a real e-business. The principal distinguishing feature of this course is its high practical relevance. The project work - evolving from the conceptual design to status presentations and final report - will be completed in small groups.                                                              |                   |                                      |
| <b>Intended learning outcomes</b>                                                                                                                                                                                                                                                                                                                                                                             |                   |                                      |
| <ul style="list-style-type: none"> <li>• Understand challenges of real e-business organisations</li> <li>• Apply the acquired knowledge to solve a specific, real problem</li> <li>• Present the developed results</li> </ul>                                                                                                                                                                                 |                   |                                      |
| <b>Courses</b> (type, number of weekly contact hours, language — if other than German)                                                                                                                                                                                                                                                                                                                        |                   |                                      |
| V (2) + Ü (2)<br>Module taught in: German and/or English                                                                                                                                                                                                                                                                                                                                                      |                   |                                      |
| <b>Method of assessment</b> (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)                                                                                                                                                                                                                          |                   |                                      |
| a) written examination (approx. 60 to 120 minutes) or<br>b) portfolio (approx. 50 hours total)<br>Language of assessment: German and/or English<br>creditable for bonus                                                                                                                                                                                                                                       |                   |                                      |
| <b>Allocation of places</b>                                                                                                                                                                                                                                                                                                                                                                                   |                   |                                      |
| 20 places. WA1:<br>(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.<br>(2) Places on all courses of the module with a restricted number of places will be allocated in the same procedure.<br>(3) A waiting list will be maintained and places re-allocated by lot as they become available. |                   |                                      |
| <b>Additional information</b>                                                                                                                                                                                                                                                                                                                                                                                 |                   |                                      |
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| <b>Workload</b>                                                                                                                                                                                                                                                                                                                                                                                               |                   |                                      |
| 150 h                                                                                                                                                                                                                                                                                                                                                                                                         |                   |                                      |
| <b>Teaching cycle</b>                                                                                                                                                                                                                                                                                                                                                                                         |                   |                                      |
| Teaching cycle: winter semester                                                                                                                                                                                                                                                                                                                                                                               |                   |                                      |
| <b>Referred to in LPO I</b> (examination regulations for teaching-degree programmes)                                                                                                                                                                                                                                                                                                                          |                   |                                      |
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| Module title                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |                   | Abbreviation                         |
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| <b>E-Business</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |                   | 12-Ebus-F-262-m01                    |
| Module coordinator                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |                   | Module offered by                    |
| holder of the Chair of Information Systems Engineering                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |                   | Faculty of Management and Economics  |
| ECTS                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | Method of grading | Only after succ. compl. of module(s) |
| 5                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      | numerical grade   | --                                   |
| Duration                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               | Module level      | Other prerequisites                  |
| 1 semester                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             | 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:<br>(i) E-Procurement<br>(ii) E-Shop<br>(iii) E-Marketplace<br>(iv) E-Community                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |                   |                                      |
| Courses (type, number of weekly contact hours, language — if other than German)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |                   |                                      |
| V (2) + Ü (2)<br>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<br>b) portfolio (approx. 50 hours total)<br>Language of assessment: German and/or English<br>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 title                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |                   | Abbreviation                         |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------|--------------------------------------|
| Introduction to Management                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |                   | 12-EBWL-G-262-m01                    |
| Module coordinator                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |                   | Module offered by                    |
| holder of the Chair for Human Resource Management and Organisation                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |                   | Faculty of Management and Economics  |
| ECTS                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | Method of grading | Only after succ. compl. of module(s) |
| 5                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      | numerical grade   | --                                   |
| Duration                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               | Module level      | Other prerequisites                  |
| 1 semester                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             | 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) + 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 to 120 minutes) or<br>b) portfolio (approx. 50 hours total)<br>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 title                                                                                                                                                                  |                   | Abbreviation                         |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------|--------------------------------------|
| Economic Experiments                                                                                                                                                          |                   | 12-EcEx-262-m01                      |
| Module coordinator                                                                                                                                                            |                   | Module offered by                    |
| --                                                                                                                                                                            |                   | Faculty of Management and Economics  |
| ECTS                                                                                                                                                                          | Method of grading | Only after succ. compl. of module(s) |
| 5                                                                                                                                                                             | numerical grade   | --                                   |
| Duration                                                                                                                                                                      | Module level      | Other prerequisites                  |
| 1 semester                                                                                                                                                                    | --                | --                                   |
| Contents                                                                                                                                                                      |                   |                                      |
| --                                                                                                                                                                            |                   |                                      |
| Intended learning outcomes                                                                                                                                                    |                   |                                      |
| --                                                                                                                                                                            |                   |                                      |
| Courses (type, number of weekly contact hours, language — if other than German)                                                                                               |                   |                                      |
| V (2) + Ü (2)<br>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 to 120 minutes) or<br>b) portfolio (approx. 50 hours total)<br>Language of assessment: English<br>creditable for bonus                     |                   |                                      |
| Allocation of places                                                                                                                                                          |                   |                                      |
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| Additional information                                                                                                                                                        |                   |                                      |
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| Workload                                                                                                                                                                      |                   |                                      |
| 150 h                                                                                                                                                                         |                   |                                      |
| Teaching cycle                                                                                                                                                                |                   |                                      |
| --                                                                                                                                                                            |                   |                                      |
| Referred to in LPO I (examination regulations for teaching-degree programmes)                                                                                                 |                   |                                      |
| --                                                                                                                                                                            |                   |                                      |

| Module title                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |                   | Abbreviation                         |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------|--------------------------------------|
| Entrepreneurship                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |                   | 12-EPS-262-m01                       |
| Module coordinator                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |                   | Module offered by                    |
| holder of the Chair of Entrepreneurship and Strategy                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |                   | Faculty of Management and Economics  |
| ECTS                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | Method of grading | Only after succ. compl. of module(s) |
| 5                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | numerical grade   | --                                   |
| Duration                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            | Module level      | Other prerequisites                  |
| 1 semester                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          | 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"> <li>1. Introduction to entrepreneurship</li> <li>2. Human resources in start-ups</li> <li>3. Opportunity analysis</li> <li>4. Business modelling</li> <li>5. Entrepreneurship in the digital industry</li> <li>6. Business planning</li> <li>7. Finance</li> <li>8. Marketing in start-ups</li> </ol> |                   |                                      |
| Intended learning outcomes                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |                   |                                      |
| <p>After completing the module "Entrepreneurship", the students should be able to</p> <ul style="list-style-type: none"> <li>(i) describe and problematize the concept of entrepreneurship and the entrepreneurial perspective;</li> <li>(ii) describe and analyze the entrepreneurial process, its drivers, characteristics and context;</li> <li>(iii) apply theories within the entrepreneurship field to real life situations;</li> <li>(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;</li> <li>(v) plan human resources and marketing in a start-up.</li> </ul>                                                                                                                                             |                   |                                      |
| 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) portfolio (approx. 50 hours total)</p> <p>Language of assessment: German and/or English</p> <p>creditable for bonus</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |                   |                                      |
| Allocation of places                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |                   |                                      |
| --                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |                   |                                      |
| Additional information                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |                   |                                      |
| --                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |                   |                                      |
| Workload                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |                   |                                      |
| 150 h                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |                   |                                      |

|                                                                                      |
|--------------------------------------------------------------------------------------|
| <b>Teaching cycle</b>                                                                |
| Teaching cycle: every year, winter semester                                          |
| <b>Referred to in LPO I</b> (examination regulations for teaching-degree programmes) |
| --                                                                                   |

| Module title                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |                   | Abbreviation                         |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------|--------------------------------------|
| Introduction to Risk Management                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |                   | 12-ERM-262-m01                       |
| Module coordinator                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |                   | Module offered by                    |
| holder of the Chair of Business Management and Corporate Finance                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |                   | Faculty of Management and Economics  |
| ECTS                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    | Method of grading | Only after succ. compl. of module(s) |
| 5                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       | numerical grade   | --                                   |
| Duration                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | Module level      | Other prerequisites                  |
| 1 semester                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              | 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.<br/> Risk identification<br/> Risk assessment and aggregation<br/> Risk control<br/> Risk control and reporting<br/> Risk management information systems (RMIS)<br/> 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.<br/> 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.<br/> 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

Course type: online course Virtuelle Hochschule Bayern (vhb)

#### 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) portfolio (approx. 50 hours total)

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 title                                                                                                                                                                         |                   | Abbreviation                         |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------|--------------------------------------|
| Introduction to Economics                                                                                                                                                            |                   | 12-EVWL-262-m01                      |
| Module coordinator                                                                                                                                                                   |                   | Module offered by                    |
| --                                                                                                                                                                                   |                   | Faculty of Management and Economics  |
| ECTS                                                                                                                                                                                 | Method of grading | Only after succ. compl. of module(s) |
| 5                                                                                                                                                                                    | numerical grade   | --                                   |
| Duration                                                                                                                                                                             | Module level      | Other prerequisites                  |
| 1 semester                                                                                                                                                                           | --                | --                                   |
| <b>Contents</b>                                                                                                                                                                      |                   |                                      |
| --                                                                                                                                                                                   |                   |                                      |
| <b>Intended learning outcomes</b>                                                                                                                                                    |                   |                                      |
| --                                                                                                                                                                                   |                   |                                      |
| <b>Courses</b> (type, number of weekly contact hours, language — if other than German)                                                                                               |                   |                                      |
| V (2) + Ü (2)                                                                                                                                                                        |                   |                                      |
| <b>Method of assessment</b> (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus) |                   |                                      |
| a) written examination (approx. 60 to 120 minutes) or<br>b) portfolio (approx. 50 hours total)<br>creditable for bonus                                                               |                   |                                      |
| <b>Allocation of places</b>                                                                                                                                                          |                   |                                      |
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| <b>Additional information</b>                                                                                                                                                        |                   |                                      |
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| <b>Workload</b>                                                                                                                                                                      |                   |                                      |
| 150 h                                                                                                                                                                                |                   |                                      |
| <b>Teaching cycle</b>                                                                                                                                                                |                   |                                      |
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| <b>Referred to in LPO I</b> (examination regulations for teaching-degree programmes)                                                                                                 |                   |                                      |
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| Module title                                                                                                                                                                  |                              |                                      | Abbreviation     |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------|--------------------------------------|------------------|
| Introduction to Management and Economics                                                                                                                                      |                              |                                      | 12-EWIWI-262-m01 |
| Module coordinator                                                                                                                                                            |                              | Module offered by                    |                  |
| --                                                                                                                                                                            |                              | 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                                                                                                                                                                    | --                           | --                                   |                  |
| Contents                                                                                                                                                                      |                              |                                      |                  |
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| Intended learning outcomes                                                                                                                                                    |                              |                                      |                  |
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| Courses (type, number of weekly contact hours, language — if other than German)                                                                                               |                              |                                      |                  |
| V (2) + T (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. 60 to 120 minutes) or<br>b) portfolio (approx. 50 hours total)                                                                                |                              |                                      |                  |
| Allocation of places                                                                                                                                                          |                              |                                      |                  |
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| Additional information                                                                                                                                                        |                              |                                      |                  |
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| Workload                                                                                                                                                                      |                              |                                      |                  |
| 150 h                                                                                                                                                                         |                              |                                      |                  |
| Teaching cycle                                                                                                                                                                |                              |                                      |                  |
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| Referred to in LPO I (examination regulations for teaching-degree programmes)                                                                                                 |                              |                                      |                  |
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| Module title                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |                   | Abbreviation                         |
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| Digital Corporate Communication                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |                   | 12-EWJ-262-m01                       |
| Module coordinator                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |                   | Module offered by                    |
| holder of the Professorship of Economic Journalism                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |                   | Faculty of Management and Economics  |
| ECTS                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  | Method of grading | Only after succ. compl. of module(s) |
| 5                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     | numerical grade   | --                                   |
| Duration                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              | Module level      | Other prerequisites                  |
| 1 semester                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            | undergraduate     | --                                   |
| Contents                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |                   |                                      |
| 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? |                   |                                      |
| Intended learning outcomes                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |                   |                                      |
| 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.                                                                                                                                                                                                                                                                                                                                                                                          |                   |                                      |
| Courses (type, number of weekly contact hours, language — if other than German)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |                   |                                      |
| V (2) + Ü (2)<br>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<br>b) portfolio (approx. 50 hours total)<br>Language of assessment: German and/or English<br>Assessment offered: In the semester in which the course is offered<br>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 title                                                                                                                                                                  |                   | Abbreviation                         |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------|--------------------------------------|
| Financial Markets Fundamentals                                                                                                                                                |                   | 12-FMF-262-m01                       |
| Module coordinator                                                                                                                                                            |                   | Module offered by                    |
| --                                                                                                                                                                            |                   | Faculty of Management and Economics  |
| ECTS                                                                                                                                                                          | Method of grading | Only after succ. compl. of module(s) |
| 5                                                                                                                                                                             | numerical grade   | --                                   |
| Duration                                                                                                                                                                      | Module level      | Other prerequisites                  |
| 1 semester                                                                                                                                                                    | --                | --                                   |
| Contents                                                                                                                                                                      |                   |                                      |
| --                                                                                                                                                                            |                   |                                      |
| Intended learning outcomes                                                                                                                                                    |                   |                                      |
| --                                                                                                                                                                            |                   |                                      |
| Courses (type, number of weekly contact hours, language — if other than German)                                                                                               |                   |                                      |
| V (2) + Ü (2)<br>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 to 120 minutes) or<br>b) portfolio (approx. 50 hours total)<br>Language of assessment: English<br>creditable for bonus                     |                   |                                      |
| Allocation of places                                                                                                                                                          |                   |                                      |
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| Additional information                                                                                                                                                        |                   |                                      |
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| Workload                                                                                                                                                                      |                   |                                      |
| 150 h                                                                                                                                                                         |                   |                                      |
| Teaching cycle                                                                                                                                                                |                   |                                      |
| --                                                                                                                                                                            |                   |                                      |
| Referred to in LPO I (examination regulations for teaching-degree programmes)                                                                                                 |                   |                                      |
| --                                                                                                                                                                            |                   |                                      |

| Module title                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |                                                                                                                          | Abbreviation                         |
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| Forward and Reverse Business Engineering                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |                                                                                                                          | 12-FRBE-F-262-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"> <li>1. Students acquire profound expertise in the process of adapting business software libraries and learn how to apply this knowledge to practical scenarios.</li> <li>2. Mastery of forward engineering methods such as situation analysis, requirements analysis, process modeling, and business blueprinting, as well as reverse engineering methods like reverse business engineering and their practical implementation in corresponding tools.</li> <li>3. Students develop interdisciplinary methodological skills that enable them to independently and flexibly tackle complex challenges. This includes, in particular, the application of the aforementioned methods of forward and reverse engineering</li> </ol>                                                                                               |                                                                                                                          |                                      |
| Courses (type, number of weekly contact hours, language — if other than German)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |                                                                                                                          |                                      |
| <p>V (2) + Ü (2)<br/>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<br/>b) portfolio (approx. 50 hours total)<br/>Language of assessment: German and/or English<br/>Assessment offered: in the semester in which the course is offered<br/>creditable for bonus</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |                                                                                                                          |                                      |
| Allocation of places                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |                                                                                                                          |                                      |
| <p>45 places. WB3<br/>Should the number of applications exceed the number of available places, places will be allocated as follows:<br/>(1) Bachelor's students of Wirtschaftsinformatik (Business Information Systems) (BSc with 180 ECTS credits) will be given preferential consideration.<br/>(2) The remaining places will be allocated to students of other subjects.<br/>(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.<br/>(4) A waiting list will be maintained and places re-allocated by lot as they become available.</p>                                                                                                                                                                                                                                                                                   |                                                                                                                          |                                      |
| Additional information                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |                                                                                                                          |                                      |
| --                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |                                                                                                                          |                                      |
| Bachelor's with 1 major Digital Business & Data Science (2026)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 | JMU Würzburg • generated 24-Mär-2026 • exam. reg. data record Bachelor (180 ECTS) Digital Business & Data Science - 2026 | page 52 / 120                        |

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|--------------------------------------------------------------------------------------|
| <b>Workload</b>                                                                      |
| 150 h                                                                                |
| <b>Teaching cycle</b>                                                                |
| Teaching cycle: winter semester                                                      |
| <b>Referred to in LPO I</b> (examination regulations for teaching-degree programmes) |
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| Module title                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |                   | Abbreviation                         |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------|--------------------------------------|
| <b>Geospatial Data Analytics &amp; Smart Cities</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |                   | 12-GDA-262-m01                       |
| Module coordinator                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |                   | Module offered by                    |
| holder of the Chair of Business Informatics and AI for Enterprise                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |                   | Faculty of Management and Economics  |
| ECTS                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       | Method of grading | Only after succ. compl. of module(s) |
| 5                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          | numerical grade   | --                                   |
| Duration                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | Module level      | Other prerequisites                  |
| 1 semester                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 | 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)<br>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 to 120 minutes) or<br>b) portfolio (approx. 50 hours total)<br>Language of assessment: English<br>creditable for bonus                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |                   |                                      |
| Allocation of places                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |                   |                                      |
| --                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |                   |                                      |
| Additional information                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |                   |                                      |
| --                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |                   |                                      |
| Workload                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |                   |                                      |
| 150 h                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |                   |                                      |
| Teaching cycle                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |                   |                                      |
| Teaching cycle: after announcement                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |                   |                                      |
| Referred to in LPO I (examination regulations for teaching-degree programmes)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |                   |                                      |
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| Module title                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |                   | Abbreviation                         |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------|--------------------------------------|
| <b>Fundamentals of Business Information Systems (SAP)</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |                   | 12-GP-G-262-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"> <li>1. reflect technical principles and operational models of ERP systems,</li> <li>2. understand the functionality of ERP systems and</li> <li>3. perform and understand business processes within the ERP system SAP Business ByDesign.</li> </ol>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |                   |                                      |
| Courses (type, number of weekly contact hours, language — if other than German)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |                   |                                      |
| <p>V (2) + Ü (2)<br/>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<br/>b) portfolio (approx. 50 hours total)<br/>Language of assessment: German and/or English<br/>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 title                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |                   | Abbreviation                         |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------|--------------------------------------|
| <b>Decision Theory</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |                   | 12-I&F-F-262-m01                     |
| Module coordinator                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |                   | Module offered by                    |
| holder of the Chair of Business Management and Corporate Finance                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |                   | Faculty of Management and Economics  |
| ECTS                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          | Method of grading | Only after succ. compl. of module(s) |
| 5                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             | numerical grade   | --                                   |
| Duration                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      | Module level      | Other prerequisites                  |
| 1 semester                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    | 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 <math>\mu - \#</math> theory.</p> <p>Syllabus:</p> <p>Part 1: Decisions under certainty</p> <ol style="list-style-type: none"> <li>1. Fisher mode</li> <li>2. Revealed preferences</li> <li>3. Preference relations</li> </ol> <p>Part 2: Decisions under uncertainty: Expected Utility Theory</p> <ol style="list-style-type: none"> <li>1. The basic model</li> <li>2. Risk preferences</li> <li>3. Intensity of risk aversion</li> <li>4. Stochastic dominance</li> <li>5. Prospect Theory</li> </ol> <p>Part 3: Decisions under uncertainty: <math>\mu - \#</math> principle</p> <ol style="list-style-type: none"> <li>1. Introduction</li> <li>2. Relation to expected utility theory</li> <li>3. Application in Portfolio Theory &amp; Tobin-Separation</li> <li>4. Properties</li> </ol> |                   |                                      |
| 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)<br>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<br>b) portfolio (approx. 50 hours total)<br>Language of assessment: German and/or English<br>creditable for bonus                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |                   |                                      |
| Allocation of places                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |                   |                                      |
| --                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |                   |                                      |
| Additional information                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |                   |                                      |
| --                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |                   |                                      |
| Workload                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |                   |                                      |
| 150 h                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |                   |                                      |

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|--------------------------------------------------------------------------------------|
| <b>Teaching cycle</b>                                                                |
| Teaching cycle: summer semester                                                      |
| <b>Referred to in LPO I</b> (examination regulations for teaching-degree programmes) |
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| Module title                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |                   | Abbreviation                         |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------|--------------------------------------|
| Finance                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |                   | 12-I&F-G-262-m01                     |
| Module coordinator                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |                   | Module offered by                    |
| holder of the Chair of Business Management and Corporate Finance                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |                   | Faculty of Management and Economics  |
| ECTS                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    | Method of grading | Only after succ. compl. of module(s) |
| 5                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       | numerical grade   | --                                   |
| Duration                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | Module level      | Other prerequisites                  |
| 1 semester                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              | undergraduate     | --                                   |
| Contents                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |                   |                                      |
| <p>Content:<br/>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"> <li>1. Principles of financial mathematics</li> <li>2. Fundamental concepts</li> <li>3. Problems of investment and finance in one commodity world under certainty</li> <li>4. Problems of investment and finance in one commodity world under uncertainty</li> <li>5. Problems of investment and finance in many commodities world under uncertainty</li> <li>6. Capital market and corporate financing in Germany</li> </ol> |                   |                                      |
| 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) + 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 to 120 minutes) or</p> <p>b) portfolio (approx. 50 hours total)</p> <p>creditable for bonus</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |                   |                                      |
| 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)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |                   |                                      |
| --                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |                   |                                      |

| Module title                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |                   | Abbreviation                         |
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| International Money & Finance                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |                   | 12-IFM-262-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)<br>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<br>b) portfolio (approx. 50 hours total)<br>Language of assessment: German and/or English<br>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 title                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |                   | Abbreviation                         |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------|--------------------------------------|
| Training of Intercultural Competences                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |                   | 12-IK-262-m01                        |
| Module coordinator                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |                   | Module offered by                    |
| Dean of the Faculty of Business Management and Economics                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |                   | Faculty of Management and Economics  |
| ECTS                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         | Method of grading | Only after succ. compl. of module(s) |
| 5                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            | numerical grade   | --                                   |
| Duration                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     | Module level      | Other prerequisites                  |
| 1 semester                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | undergraduate     | --                                   |
| Contents                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |                   |                                      |
| <p>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.</p> |                   |                                      |
| Intended learning outcomes                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |                   |                                      |
| <p>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.</p>                                                                                                                                                                                                                                                        |                   |                                      |
| Courses (type, number of weekly contact hours, language — if other than German)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |                   |                                      |
| <p>S (2)<br/>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<br/>b) portfolio (approx. 50 hours total)<br/>Language of assessment: German and/or English<br/>Assessment offered: In the semester in which the course is offered<br/>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)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |                   |                                      |
| --                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |                   |                                      |

| Module title                                                                                                                                                                                                                                                                                                                                                                                                  |                   | Abbreviation                         |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------|--------------------------------------|
| Intercultural Competence                                                                                                                                                                                                                                                                                                                                                                                      |                   | 12-IKG-262-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 multiculturalism 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)<br>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<br>b) portfolio (approx. 50 hours total)<br>Language of assessment: German and/or English<br>Assessment offered: In the semester in which the course is offered<br>creditable for bonus                                                                                                                                                                 |                   |                                      |
| Allocation of places                                                                                                                                                                                                                                                                                                                                                                                          |                   |                                      |
| 30 places. WA1:<br>(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.<br>(2) Places on all courses of the module with a restricted number of places will be allocated in the same procedure.<br>(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: after announcement                                                                                                                                                                                                                                                                                                                                                                            |                   |                                      |
| Referred to in LPO I (examination regulations for teaching-degree programmes)                                                                                                                                                                                                                                                                                                                                 |                   |                                      |
| --                                                                                                                                                                                                                                                                                                                                                                                                            |                   |                                      |

| Module title                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |                   | Abbreviation                         |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------|--------------------------------------|
| Globalization and International Economics                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |                   | 12-IntÖk-262-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>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<br/> II Internationale Trade<br/> 1 Ricardian Theory: Labor productivity and comparative advantage<br/> 2 Heckscher-Ohlin-factor proportion theory and the general neoclassical model<br/> 3 New Trade Theory: Product differentiation, scale economies, firm heterogeneity<br/> 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:<br/> 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                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |                   |                                      |
| <p>The students acquire the ability to critically reflect and understand trends and developments concerning the real side of the world economy: trade flows and international factor movements. They are enabled to understand and defend the causes and consequences of globalization both analytically as well as in an intuitive manner. They acquire the scientific knowledge to evaluate controversies associated with the ongoing deepening of the international division of labor.</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |                   |                                      |
| Courses (type, number of weekly contact hours, language — if other than German)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |                   |                                      |
| <p>V (2) + Ü (2)<br/> 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<br/> b) portfolio (approx. 50 hours total)<br/> Language of assessment: German and/or English<br/> creditable for bonus</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |                   |                                      |
| Allocation of places                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |                   |                                      |
| --                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |                   |                                      |
| Additional information                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |                   |                                      |
| --                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |                   |                                      |

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|--------------------------------------------------------------------------------------|
| <b>Workload</b>                                                                      |
| 150 h                                                                                |
| <b>Teaching cycle</b>                                                                |
| Teaching cycle: summer semester                                                      |
| <b>Referred to in LPO I</b> (examination regulations for teaching-degree programmes) |
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| Module title                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |                   | Abbreviation                         |
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| <b>Economics of Information</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |                   | 12-IÖ-262-m01                        |
| Module coordinator                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |                   | Module offered by                    |
| holder of the Chair for Economics, Contract Theory and Information Economics                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |                   | Faculty of Management and Economics  |
| ECTS                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      | Method of grading | Only after succ. compl. of module(s) |
| 5                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         | numerical grade   | --                                   |
| Duration                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  | Module level      | Other prerequisites                  |
| 1 semester                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | 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"> <li>• Laffont und Martimort (2002): "The Theory of Incentives"</li> </ul> |                   |                                      |
| Intended learning outcomes                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |                   |                                      |
| <p>After completing the course students will be able to</p> <ul style="list-style-type: none"> <li>• explain essential findings of contract theory,</li> <li>• apply the involved methods to given stylized examples on their own,</li> <li>• interpret the properties of real-life contracts as the outcome of the interaction between two or more contracting parties in the presence of asymmetric information,</li> <li>• evaluate government interventions with regard to their effect on the efficiency properties of the interaction between the contracting parties.</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |                   |                                      |
| 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 to 120 minutes) or<br/>b) portfolio (approx. 50 hours total)<br/>Language of assessment: German and/or English<br/>creditable for bonus</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |                   |                                      |
| Allocation of places                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |                   |                                      |
| --                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |                   |                                      |
| Additional information                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |                   |                                      |
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|--------------------------------------------------------------------------------------|
| <b>Workload</b>                                                                      |
| 150 h                                                                                |
| <b>Teaching cycle</b>                                                                |
| Teaching cycle: winter semester                                                      |
| <b>Referred to in LPO I</b> (examination regulations for teaching-degree programmes) |
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| Module title                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |                   |                                                                                                                          | Abbreviation    |
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| Data Privacy and IT-Law                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |                   |                                                                                                                          | 12-ITRW-262-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                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |                   |                                                                                                                          |                 |
| <b>Data protection law:</b><br><br>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.<br><br>Outline of syllabus: <ul style="list-style-type: none"><li>• Principles and historical development of data protection law</li><li>• Legal goals of data protection law</li><li>• Statutory powers for data use</li><li>• Privacy policy regarding IT and internet issues</li><li>• Privacy regarding IT outsourcing</li><li>• Privacy and marketing</li><li>• Consequences of data breaches</li><li>• Rights of the person concerned</li><li>• Employee data protection</li><li>• Outlook on the forthcoming EU Data Protection Regulation</li></ul> |                   |                                                                                                                          |                 |
| <b>Media law:</b><br><br>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:<br><br>After completing the course, the students will be able to<br><br>1. provide an overview of key aspects of the german and european data protection lay with practical examples.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |                   |                                                                                                                          |                 |
| Media Law:<br><br>After completing the course, the students will be able to<br><br>1. classify the two areas of law in the legal system,<br>2. reflect the principles of the law of reporting (press freedom, moral rights) and Internet Law,<br>3. constitute the basics of copyright and its manifestations in IT Law and<br>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 Digital Business & Data Science (2026)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |                   | JMU Würzburg • generated 24-Mär-2026 • exam. reg. data record Bachelor (180 ECTS) Digital Business & Data Science - 2026 | page 66 / 120   |

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|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Module taught in: German and/or English                                                                                                                                                                                                       |
| <b>Method of assessment</b> (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)                                                          |
| a) written examination (approx. 60 to 120 minutes) or<br>b) portfolio (approx. 50 hours total)<br>Language of assessment: German and/or English<br>Assessment offered: In the semester in which the course is offered<br>creditable for bonus |
| <b>Allocation of places</b>                                                                                                                                                                                                                   |
| --                                                                                                                                                                                                                                            |
| <b>Additional information</b>                                                                                                                                                                                                                 |
| --                                                                                                                                                                                                                                            |
| <b>Workload</b>                                                                                                                                                                                                                               |
| 150 h                                                                                                                                                                                                                                         |
| <b>Teaching cycle</b>                                                                                                                                                                                                                         |
| Teaching cycle: winter semester                                                                                                                                                                                                               |
| <b>Referred to in LPO I</b> (examination regulations for teaching-degree programmes)                                                                                                                                                          |
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|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------|---------------------------------------------|
| <b>Module title</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |                          | <b>Abbreviation</b>                         |
| <b>Controlling</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |                          | 12-KR-262-m01                               |
| <b>Module coordinator</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |                          | <b>Module offered by</b>                    |
| holder of the Chair of Business Management, Controlling and Accounting                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |                          | Faculty of Management and Economics         |
| <b>ECTS</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       | <b>Method of grading</b> | <b>Only after succ. compl. of module(s)</b> |
| 5                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 | numerical grade          | --                                          |
| <b>Duration</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | <b>Module level</b>      | <b>Other prerequisites</b>                  |
| 1 semester                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        | undergraduate            | --                                          |
| <b>Contents</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |                          |                                             |
| First, this module will discuss basic principles of accounting such as full and direct costing as well as cost and performance accounting in the context of decision-making. The course will then focus on decision-making processes (short-term production planning, pricing decisions) and internal control calculations (the role of controls, deviation analyses).                                                                                                                                                                            |                          |                                             |
| <b>Intended learning outcomes</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |                          |                                             |
| This module provides competences in order to apply systems of full and direct costing, cost and performance accounting with regard to decision-making and internal control processes. After completing the course unit, students will be able to understand and assess the theoretical principles and interrelationships in decision-making and control as well as be able to apply them to examples from corporate practice. The goal is to promote analytical thinking and problem-solving abilities by analyses of complex problem structures. |                          |                                             |
| <b>Courses</b> (type, number of weekly contact hours, language — if other than German)                                                                                                                                                                                                                                                                                                                                                                                                                                                            |                          |                                             |
| V (2) + Ü (2)<br>Module taught in: German and/or English                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |                          |                                             |
| <b>Method of assessment</b> (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)                                                                                                                                                                                                                                                                                                                                                              |                          |                                             |
| a) written examination (approx. 60 to 120 minutes) or<br>b) portfolio (approx. 50 hours total)<br>Language of assessment: German and/or English<br>creditable for bonus                                                                                                                                                                                                                                                                                                                                                                           |                          |                                             |
| <b>Allocation of places</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |                          |                                             |
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| <b>Additional information</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |                          |                                             |
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| <b>Workload</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |                          |                                             |
| 150 h                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |                          |                                             |
| <b>Teaching cycle</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |                          |                                             |
| Teaching cycle: winter semester                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |                          |                                             |
| <b>Referred to in LPO I</b> (examination regulations for teaching-degree programmes)                                                                                                                                                                                                                                                                                                                                                                                                                                                              |                          |                                             |
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| Module title                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |                   |                                      | Abbreviation      |
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| Marketing                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |                   |                                      | 12-Mark-G-262-m01 |
| Module coordinator                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |                   | Module offered by                    |                   |
| holder of the Chair of Business Administration and Marketing                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |                   | Faculty of Management and Economics  |                   |
| ECTS                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           | Method of grading | Only after succ. compl. of module(s) |                   |
| 5                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              | numerical grade   | --                                   |                   |
| Duration                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       | Module level      | Other prerequisites                  |                   |
| 1 semester                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     | undergraduate     | --                                   |                   |
| Contents                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |                   |                                      |                   |
| <p>Description</p> <p>In this module, students will acquire the theoretical foundations of market-oriented management.</p> <p>Content:</p> <p>With the stakeholder approach as a starting point, the basic design of market-oriented management will be explained and exemplified in the 5 classical steps: situation analysis, objectives, strategies, tools and controlling. The course will focus not only on the behavioural approaches of consumer behaviour but also on industrial purchasing behaviour. A case study introducing students to the fundamental principles of market research based on a conjoint analysis will provide students with deeper insights into the topic.</p> <p>Outline of syllabus:</p> <ol style="list-style-type: none"><li>1. Marketing, entrepreneurship and business management</li><li>2. Explanations of consumer behaviour</li><li>3. Fundamentals of market research</li><li>4. Strategic marketing; marketing tools</li><li>5. Corporate social responsibility versus creating shared value</li></ol> <p>Reading:</p> <p>Foscht, T. / Swoboda, B.: Käuferverhalten: Grundlagen -- Perspektiven -- Anwendungen, 4th revised and exp. ed., Wiesbaden 2011.</p> <p>Homburg, Ch.: Grundlagen des Marketingmanagements: Einführung in Strategie, Instrumente, Umsetzung und Unternehmensführung, 4th revised and exp. ed., Wiesbaden 2012.</p> <p>Homburg, Ch.: Grundlagen des Marketingmanagements: Einführung in Strategie, Instrumente, Umsetzung und Unternehmensführung, 3rd ed., Wiesbaden, 2012a.</p> <p>Kroeber-Riel, W. / Weinberg, P.: Konsumentenverhalten, 9th ed., Munich 2009.</p> <p>Meffert, H. / Burman, Ch / Kirchgeorg, M.: Marketing -- Grundlagen marktorientierter Unternehmensführung: Konzepte -- Instrumente -- Praxisbeispiele, 11th revised and exp. ed., Wiesbaden 2012.</p> <p>Meffert, H. / Burman, Ch / Becker, Ch.: Internationales Marketing-Management -- Ein markenorientierter Ansatz, 4th ed., Stuttgart 2010.</p> <p>Meyer, M.: Ökonomische Organisation der Industrie: Netzwerkarrangements zwischen Markt und Unternehmung, Wiesbaden 1995.</p> <p>Porter, M. E.: Wettbewerbsvorteile -- Spitzenleistungen erreichen und behaupten, 8th ed., Campus Frankfurt / New York 2014. (Original: Porter, M.: Competitive Advantage, New York 1985.)</p> <p>Simon, H. / Fassnacht, M.: Preismanagement, Strategie -- Analyse -- Entscheidung -- Umsetzung, 3rd ed., Wiesbaden 2009.</p> |                   |                                      |                   |
| 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                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |                   |                                      |                   |

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| <b>Method of assessment</b> (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<br>b) portfolio (approx. 50 hours total)<br>Language of assessment: German and/or English<br>creditable for bonus              |
| <b>Allocation of places</b>                                                                                                                                                          |
| --                                                                                                                                                                                   |
| <b>Additional information</b>                                                                                                                                                        |
| --                                                                                                                                                                                   |
| <b>Workload</b>                                                                                                                                                                      |
| 150 h                                                                                                                                                                                |
| <b>Teaching cycle</b>                                                                                                                                                                |
| Teaching cycle: summer semester                                                                                                                                                      |
| <b>Referred to in LPO I</b> (examination regulations for teaching-degree programmes)                                                                                                 |
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| <b>Module title</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |                          | <b>Abbreviation</b>                         |
| <b>Management &amp; Digital Transformation</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |                          | 12-MDT-262-m01                              |
| <b>Module coordinator</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |                          | <b>Module offered by</b>                    |
| holder of the Junior Professorship of Applied Microeconomics, esp. Human-Machine Interaction                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |                          | Faculty of Management and Economics         |
| <b>ECTS</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | <b>Method of grading</b> | <b>Only after succ. compl. of module(s)</b> |
| 5                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          | numerical grade          | --                                          |
| <b>Duration</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            | <b>Module level</b>      | <b>Other prerequisites</b>                  |
| 1 semester                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 | undergraduate            | --                                          |
| <b>Contents</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |                          |                                             |
| 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. |                          |                                             |
| <b>Intended learning outcomes</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |                          |                                             |
| 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.                                                                                                                                                                                      |                          |                                             |
| <b>Courses</b> (type, number of weekly contact hours, language — if other than German)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |                          |                                             |
| V (2) + Ü (2)<br>Module taught in: German and/or English                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |                          |                                             |
| <b>Method of assessment</b> (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |                          |                                             |
| a) written examination (approx. 60 to 120 minutes) or<br>b) portfolio (approx. 50 hours total)<br>Language of assessment: German and/or English<br>creditable for bonus                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |                          |                                             |
| <b>Allocation of places</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |                          |                                             |
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| <b>Additional information</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |                          |                                             |
| Qualification goal: employability skills                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |                          |                                             |
| <b>Workload</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |                          |                                             |
| 150 h                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |                          |                                             |
| <b>Teaching cycle</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |                          |                                             |
| Teaching cycle: every year, winter semester                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |                          |                                             |
| <b>Referred to in LPO I</b> (examination regulations for teaching-degree programmes)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |                          |                                             |
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| Module title                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |                   | Abbreviation                         |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------|--------------------------------------|
| Microeconomics                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |                   | 12-Mik1-G-262-m01                    |
| Module coordinator                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |                   | Module offered by                    |
| holder of the Chair for Economics, Contract Theory and Information Economics                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |                   | Faculty of Management and Economics  |
| ECTS                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             | Method of grading | Only after succ. compl. of module(s) |
| 5                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | numerical grade   | --                                   |
| Duration                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         | Module level      | Other prerequisites                  |
| 1 semester                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       | undergraduate     | --                                   |
| Contents                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |                   |                                      |
| <p>The lecture covers the following topics</p> <p>Theory of the household:</p> <ol style="list-style-type: none"> <li>1. Utility maximisation under constraints</li> <li>2. Comparative statics</li> <li>3. Income and substitution effects</li> <li>4. Labour supply</li> <li>5. Intertemporal consumption / savings decisions</li> </ol> <p>Theory of the firm:</p> <ol style="list-style-type: none"> <li>6. Production functions (technology)</li> <li>7. Profit maximisation</li> <li>8. Long run versus short run cost minimisation</li> <li>9. Supply of goods</li> </ol> |                   |                                      |
| 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) + 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 to 120 minutes) or<br>b) portfolio (approx. 50 hours total)<br>creditable for bonus                                                                                                                                                                                                                                                                                                                                                                                                                                                           |                   |                                      |
| Allocation of places                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |                   |                                      |
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| Additional information                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |                   |                                      |
| --                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |                   |                                      |
| Workload                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |                   |                                      |
| 150 h                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |                   |                                      |
| Teaching cycle                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |                   |                                      |
| Teaching cycle: summer semester                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |                   |                                      |
| Referred to in LPO I (examination regulations for teaching-degree programmes)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |                   |                                      |
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| Module title                                                                                                                                                                                                                                                                                                                                                                 |                   | Abbreviation                         |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------|--------------------------------------|
| <b>Managerial Problem Solving</b>                                                                                                                                                                                                                                                                                                                                            |                   | 12-MPS-262-m01                       |
| Module coordinator                                                                                                                                                                                                                                                                                                                                                           |                   | Module offered by                    |
| holder of the Chair of Business Analytics                                                                                                                                                                                                                                                                                                                                    |                   | Faculty of Management and Economics  |
| ECTS                                                                                                                                                                                                                                                                                                                                                                         | Method of grading | Only after succ. compl. of module(s) |
| 5                                                                                                                                                                                                                                                                                                                                                                            | numerical grade   | --                                   |
| Duration                                                                                                                                                                                                                                                                                                                                                                     | Module level      | Other prerequisites                  |
| 1 semester                                                                                                                                                                                                                                                                                                                                                                   | undergraduate     | --                                   |
| <b>Contents</b>                                                                                                                                                                                                                                                                                                                                                              |                   |                                      |
| 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.                                  |                   |                                      |
| <b>Intended learning outcomes</b>                                                                                                                                                                                                                                                                                                                                            |                   |                                      |
| <ol style="list-style-type: none"> <li>1. Prepare, visualize and analyze data sets using Excel</li> <li>2. Select and forecast different time series problems</li> <li>3. Understand simple, multiple and dummy regressions</li> <li>4. Implement and solve linear optimization problems using the Excel Solver</li> <li>5. Fundamentals of Excel VBA programming</li> </ol> |                   |                                      |
| <b>Courses</b> (type, number of weekly contact hours, language — if other than German)                                                                                                                                                                                                                                                                                       |                   |                                      |
| V (2) + Ü (2)<br>Module taught in: English                                                                                                                                                                                                                                                                                                                                   |                   |                                      |
| <b>Method of assessment</b> (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)                                                                                                                                                                                         |                   |                                      |
| a) written examination (approx. 60 to 120 minutes) or<br>b) portfolio (approx. 50 hours total)<br>Language of assessment: English<br>creditable for bonus                                                                                                                                                                                                                    |                   |                                      |
| <b>Allocation of places</b>                                                                                                                                                                                                                                                                                                                                                  |                   |                                      |
| --                                                                                                                                                                                                                                                                                                                                                                           |                   |                                      |
| <b>Additional information</b>                                                                                                                                                                                                                                                                                                                                                |                   |                                      |
| Qualification goal: employability skills                                                                                                                                                                                                                                                                                                                                     |                   |                                      |
| <b>Workload</b>                                                                                                                                                                                                                                                                                                                                                              |                   |                                      |
| 150 h                                                                                                                                                                                                                                                                                                                                                                        |                   |                                      |
| <b>Teaching cycle</b>                                                                                                                                                                                                                                                                                                                                                        |                   |                                      |
| Teaching cycle: every year, winter semester                                                                                                                                                                                                                                                                                                                                  |                   |                                      |
| <b>Referred to in LPO I</b> (examination regulations for teaching-degree programmes)                                                                                                                                                                                                                                                                                         |                   |                                      |
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| Module title                                                                                                                                                                         |                   | Abbreviation                         |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------|--------------------------------------|
| Marketing für Start-Ups                                                                                                                                                              |                   | 12-MSU-262-m01                       |
| Module coordinator                                                                                                                                                                   |                   | Module offered by                    |
| --                                                                                                                                                                                   |                   | Faculty of Management and Economics  |
| ECTS                                                                                                                                                                                 | Method of grading | Only after succ. compl. of module(s) |
| 5                                                                                                                                                                                    | numerical grade   | --                                   |
| Duration                                                                                                                                                                             | Module level      | Other prerequisites                  |
| 1 semester                                                                                                                                                                           | --                | --                                   |
| <b>Contents</b>                                                                                                                                                                      |                   |                                      |
| --                                                                                                                                                                                   |                   |                                      |
| <b>Intended learning outcomes</b>                                                                                                                                                    |                   |                                      |
| --                                                                                                                                                                                   |                   |                                      |
| <b>Courses</b> (type, number of weekly contact hours, language — if other than German)                                                                                               |                   |                                      |
| V (2) + Ü (2)                                                                                                                                                                        |                   |                                      |
| <b>Method of assessment</b> (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus) |                   |                                      |
| a) written examination (approx. 60 to 120 minutes) or<br>b) portfolio (approx. 50 hours total)<br>Language of assessment: German and/or English                                      |                   |                                      |
| <b>Allocation of places</b>                                                                                                                                                          |                   |                                      |
| --                                                                                                                                                                                   |                   |                                      |
| <b>Additional information</b>                                                                                                                                                        |                   |                                      |
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| <b>Workload</b>                                                                                                                                                                      |                   |                                      |
| 150 h                                                                                                                                                                                |                   |                                      |
| <b>Teaching cycle</b>                                                                                                                                                                |                   |                                      |
| --                                                                                                                                                                                   |                   |                                      |
| <b>Referred to in LPO I</b> (examination regulations for teaching-degree programmes)                                                                                                 |                   |                                      |
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| Module title                                                                                                                                                                         |                   | Abbreviation                         |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------|--------------------------------------|
| Mathematics for Management and Economics                                                                                                                                             |                   | 12-MWIWI-262-m01                     |
| Module coordinator                                                                                                                                                                   |                   | Module offered by                    |
| --                                                                                                                                                                                   |                   | Faculty of Management and Economics  |
| ECTS                                                                                                                                                                                 | Method of grading | Only after succ. compl. of module(s) |
| 5                                                                                                                                                                                    | numerical grade   | --                                   |
| Duration                                                                                                                                                                             | Module level      | Other prerequisites                  |
| 1 semester                                                                                                                                                                           | --                | --                                   |
| <b>Contents</b>                                                                                                                                                                      |                   |                                      |
| --                                                                                                                                                                                   |                   |                                      |
| <b>Intended learning outcomes</b>                                                                                                                                                    |                   |                                      |
| --                                                                                                                                                                                   |                   |                                      |
| <b>Courses</b> (type, number of weekly contact hours, language — if other than German)                                                                                               |                   |                                      |
| V (2) + Ü (2)                                                                                                                                                                        |                   |                                      |
| <b>Method of assessment</b> (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus) |                   |                                      |
| a) written examination (approx. 60 to 120 minutes) or<br>b) portfolio (approx. 50 hours total)<br>creditable for bonus                                                               |                   |                                      |
| <b>Allocation of places</b>                                                                                                                                                          |                   |                                      |
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| <b>Additional information</b>                                                                                                                                                        |                   |                                      |
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| <b>Workload</b>                                                                                                                                                                      |                   |                                      |
| 150 h                                                                                                                                                                                |                   |                                      |
| <b>Teaching cycle</b>                                                                                                                                                                |                   |                                      |
| --                                                                                                                                                                                   |                   |                                      |
| <b>Referred to in LPO I</b> (examination regulations for teaching-degree programmes)                                                                                                 |                   |                                      |
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| <b>Module title</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                |                          | <b>Abbreviation</b>                         |
| <b>Human Resource Management</b>                                                                                                                                                                                                                                                                                                                                                                                                                                   |                          | 12-P&O-F-262-m01                            |
| <b>Module coordinator</b>                                                                                                                                                                                                                                                                                                                                                                                                                                          |                          | <b>Module offered by</b>                    |
| holder of the Chair for Human Resource Management and Organisation                                                                                                                                                                                                                                                                                                                                                                                                 |                          | Faculty of Management and Economics         |
| <b>ECTS</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                        | <b>Method of grading</b> | <b>Only after succ. compl. of module(s)</b> |
| 5                                                                                                                                                                                                                                                                                                                                                                                                                                                                  | numerical grade          | --                                          |
| <b>Duration</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                    | <b>Module level</b>      | <b>Other prerequisites</b>                  |
| 1 semester                                                                                                                                                                                                                                                                                                                                                                                                                                                         | undergraduate            | --                                          |
| <b>Contents</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                    |                          |                                             |
| 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. |                          |                                             |
| <b>Intended learning outcomes</b>                                                                                                                                                                                                                                                                                                                                                                                                                                  |                          |                                             |
| Students should be able to understand, discuss and apply basic theories, econometric techniques as well as empirical findings in personnel management.                                                                                                                                                                                                                                                                                                             |                          |                                             |
| <b>Courses</b> (type, number of weekly contact hours, language — if other than German)                                                                                                                                                                                                                                                                                                                                                                             |                          |                                             |
| V (2) + Ü (2)<br>Module taught in: German and/or English                                                                                                                                                                                                                                                                                                                                                                                                           |                          |                                             |
| <b>Method of assessment</b> (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)                                                                                                                                                                                                                                                                               |                          |                                             |
| a) written examination (approx. 60 to 120 minutes) or<br>b) portfolio (approx. 50 hours total)<br>Language of assessment: German and/or English<br>creditable for bonus                                                                                                                                                                                                                                                                                            |                          |                                             |
| <b>Allocation of places</b>                                                                                                                                                                                                                                                                                                                                                                                                                                        |                          |                                             |
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| <b>Additional information</b>                                                                                                                                                                                                                                                                                                                                                                                                                                      |                          |                                             |
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| <b>Workload</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                    |                          |                                             |
| 150 h                                                                                                                                                                                                                                                                                                                                                                                                                                                              |                          |                                             |
| <b>Teaching cycle</b>                                                                                                                                                                                                                                                                                                                                                                                                                                              |                          |                                             |
| Teaching cycle: summer semester                                                                                                                                                                                                                                                                                                                                                                                                                                    |                          |                                             |
| <b>Referred to in LPO I</b> (examination regulations for teaching-degree programmes)                                                                                                                                                                                                                                                                                                                                                                               |                          |                                             |
| --                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |                          |                                             |

| Module title                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |                   | Abbreviation                         |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------|--------------------------------------|
| Practice of Data Analysis                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |                   | 12-PD-262-m01                        |
| Module coordinator                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |                   | Module offered by                    |
| holder of the Chair of Econometrics                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |                   | Faculty of Management and Economics  |
| ECTS                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          | Method of grading | Only after succ. compl. of module(s) |
| 5                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             | numerical grade   | --                                   |
| Duration                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      | Module level      | Other prerequisites                  |
| 1 semester                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    | 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)<br>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<br>b) portfolio (approx. 50 hours total)<br>Language of assessment: German and/or English<br>Assessment offered: In the semester in which the course is offered<br>creditable for bonus                                                                                                                                                                                                                                                                                                                                                                                                 |                   |                                      |
| Allocation of places                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |                   |                                      |
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| Additional information                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |                   |                                      |
| --                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |                   |                                      |
| Workload                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |                   |                                      |
| 150 h                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |                   |                                      |
| Teaching cycle                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |                   |                                      |
| Teaching cycle: summer semester                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |                   |                                      |
| Referred to in LPO I (examination regulations for teaching-degree programmes)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |                   |                                      |
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| Module title                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |                   | Abbreviation                         |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------|--------------------------------------|
| Introduction to Data Science                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |                   | 12-PDS-262-m01                       |
| Module coordinator                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |                   | Module offered by                    |
| holder of the Chair of Business Analytics                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |                   | Faculty of Management and Economics  |
| ECTS                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        | Method of grading | Only after succ. compl. of module(s) |
| 5                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           | numerical grade   | --                                   |
| Duration                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    | Module level      | Other prerequisites                  |
| 1 semester                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  | 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"> <li>• Data acquisition and processing</li> <li>• graph and network models</li> <li>• text analysis</li> <li>• working with geospatial data</li> <li>• Usage of machine learning models (supervised and unsupervised)</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                           |                   |                                      |
| Courses (type, number of weekly contact hours, language — if other than German)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |                   |                                      |
| <p>V (2) + Ü (2)<br/>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<br/>b) portfolio (approx. 50 hours total)<br/>Language of assessment: German and/or English<br/>creditable for bonus</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |                   |                                      |
| Allocation of places                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |                   |                                      |
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| Additional information                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |                   |                                      |
| Qualification goal: scientific competences                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |                   |                                      |
| 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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|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------|---------------------------------------------|
| <b>Module title</b>                                                                                                                                                                                                                                                                                                                                                                                                                                    |                          | <b>Abbreviation</b>                         |
| <b>Planning and Decision Making in Business Information Systems</b>                                                                                                                                                                                                                                                                                                                                                                                    |                          | 12-PEBI-262-m01                             |
| <b>Module coordinator</b>                                                                                                                                                                                                                                                                                                                                                                                                                              |                          | <b>Module offered by</b>                    |
| holder of the Chair of Business Analytics                                                                                                                                                                                                                                                                                                                                                                                                              |                          | Faculty of Management and Economics         |
| <b>ECTS</b>                                                                                                                                                                                                                                                                                                                                                                                                                                            | <b>Method of grading</b> | <b>Only after succ. compl. of module(s)</b> |
| 5                                                                                                                                                                                                                                                                                                                                                                                                                                                      | numerical grade          | --                                          |
| <b>Duration</b>                                                                                                                                                                                                                                                                                                                                                                                                                                        | <b>Module level</b>      | <b>Other prerequisites</b>                  |
| 1 semester                                                                                                                                                                                                                                                                                                                                                                                                                                             | undergraduate            | --                                          |
| <b>Contents</b>                                                                                                                                                                                                                                                                                                                                                                                                                                        |                          |                                             |
| Quantitative methods form a central basis for business planning and decision-making. From the information systems perspective, these methods must be integrated into IT systems and processes. The lecture presents fundamental concepts and methods from the areas of decision theory and analysis, mathematical optimization and discrete Markov chains. The methods are applied in the exercise on the basis of examples and solved computer-aided. |                          |                                             |
| <b>Intended learning outcomes</b>                                                                                                                                                                                                                                                                                                                                                                                                                      |                          |                                             |
| <ul style="list-style-type: none"> <li>• Normative and empirical decision theory</li> <li>• Fundamentals of linear programming</li> <li>• Sensitivity analysis</li> <li>• Discrete Optimization</li> <li>• Discrete Markov chains</li> </ul>                                                                                                                                                                                                           |                          |                                             |
| <b>Courses</b> (type, number of weekly contact hours, language — if other than German)                                                                                                                                                                                                                                                                                                                                                                 |                          |                                             |
| V (2) + Ü (2)                                                                                                                                                                                                                                                                                                                                                                                                                                          |                          |                                             |
| <b>Method of assessment</b> (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<br>b) portfolio (approx. 50 hours total)<br>creditable for bonus                                                                                                                                                                                                                                                                                                                                 |                          |                                             |
| <b>Allocation of places</b>                                                                                                                                                                                                                                                                                                                                                                                                                            |                          |                                             |
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| <b>Additional information</b>                                                                                                                                                                                                                                                                                                                                                                                                                          |                          |                                             |
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| <b>Workload</b>                                                                                                                                                                                                                                                                                                                                                                                                                                        |                          |                                             |
| 150 h                                                                                                                                                                                                                                                                                                                                                                                                                                                  |                          |                                             |
| <b>Teaching cycle</b>                                                                                                                                                                                                                                                                                                                                                                                                                                  |                          |                                             |
| Teaching cycle: winter semester                                                                                                                                                                                                                                                                                                                                                                                                                        |                          |                                             |
| <b>Referred to in LPO I</b> (examination regulations for teaching-degree programmes)                                                                                                                                                                                                                                                                                                                                                                   |                          |                                             |
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| Module title                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |                   | Abbreviation                         |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------|--------------------------------------|
| Programming for Management and Economics                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |                   | 12-PFM-262-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 the context of digitization, dealing with program code is regularly of great importance for economists, e.g. in automated data analysis or computer-aided modeling of value creation processes. Likewise, in digital transformation projects, it is of great importance to understand how a programmer thinks and implements the tasks assigned to him. This facilitates communication as well as the actual development, adaptation and debugging of the project.</p> <ul style="list-style-type: none"> <li>• Introduction to the basics of algorithms</li> <li>• Programmatic constructs and structures</li> <li>• Data structures</li> <li>• Concepts of object-oriented programming</li> <li>• Practical examples and exercises</li> </ul>                                                                                                                                                                                      |                   |                                      |
| Intended learning outcomes                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |                   |                                      |
| <p>The lecture teaches the basics of the programmer. At the end of the course, the participants should be able to understand simple Python programs and are able to independently implement simple small programming projects in practice with Python.</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |                   |                                      |
| Courses (type, number of weekly contact hours, language — if other than German)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |                   |                                      |
| <p>V (2) + Ü (2)<br/>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<br/>b) portfolio (approx. 50 hours total)<br/>Language of assessment: German and/or English<br/>creditable for bonus</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |                   |                                      |
| Allocation of places                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |                   |                                      |
| <p>WB4<br/>There is no limit on the number of applicants for the Digital Business Data Science program (B.Sc. with 180 ECTS).<br/>There are 60 places available for the remaining applicants. Should the number of applications exceed the number of available places, places will be allocated as follows:</p> <ol style="list-style-type: none"> <li>(1) Bachelor's students of Wirtschaftswissenschaft (Business Management and Economics) (B.Sc. with 180 ECTS credits) will be given preferential consideration.</li> <li>(2) The remaining places will be allocated to students of other subjects.</li> <li>(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.</li> <li>(4) A waiting list will be maintained and places re-allocated by lot as they become available.</li> </ol> |                   |                                      |
| Additional information                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |                   |                                      |
| --                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |                   |                                      |
| Workload                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |                   |                                      |
| 150 h                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |                   |                                      |

|                                                                                      |
|--------------------------------------------------------------------------------------|
| <b>Teaching cycle</b>                                                                |
| Teaching cycle: summer semester                                                      |
| <b>Referred to in LPO I</b> (examination regulations for teaching-degree programmes) |
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|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------|--------------------------------------|----------------|
| Module title                                                                                                                                                                  |                   |                                      | Abbreviation   |
| Process and Project Management                                                                                                                                                |                   |                                      | 12-PPM-262-m01 |
| Module coordinator                                                                                                                                                            |                   | Module offered by                    |                |
| --                                                                                                                                                                            |                   | Faculty of Management and Economics  |                |
| ECTS                                                                                                                                                                          | Method of grading | Only after succ. compl. of module(s) |                |
| 5                                                                                                                                                                             | numerical grade   | --                                   |                |
| Duration                                                                                                                                                                      | Module level      | Other prerequisites                  |                |
| 1 semester                                                                                                                                                                    | --                | --                                   |                |
| Contents                                                                                                                                                                      |                   |                                      |                |
| --                                                                                                                                                                            |                   |                                      |                |
| Intended learning outcomes                                                                                                                                                    |                   |                                      |                |
| --                                                                                                                                                                            |                   |                                      |                |
| Courses (type, number of weekly contact hours, language — if other than German)                                                                                               |                   |                                      |                |
| V (2) + Ü (2)<br>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<br>b) portfolio (approx. 50 hours total)<br>Language of assessment: German and/or English<br>creditable for bonus       |                   |                                      |                |
| Allocation of places                                                                                                                                                          |                   |                                      |                |
| --                                                                                                                                                                            |                   |                                      |                |
| Additional information                                                                                                                                                        |                   |                                      |                |
| --                                                                                                                                                                            |                   |                                      |                |
| Workload                                                                                                                                                                      |                   |                                      |                |
| 150 h                                                                                                                                                                         |                   |                                      |                |
| Teaching cycle                                                                                                                                                                |                   |                                      |                |
| --                                                                                                                                                                            |                   |                                      |                |
| Referred to in LPO I (examination regulations for teaching-degree programmes)                                                                                                 |                   |                                      |                |
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|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------|---------------------------------------------|
| <b>Module title</b>                                                                                                                                                                                   |                          | <b>Abbreviation</b>                         |
| <b>Internship (at least 8 weeks, graded)</b>                                                                                                                                                          |                          | 12-Prak1-262-mo1                            |
| <b>Module coordinator</b>                                                                                                                                                                             |                          | <b>Module offered by</b>                    |
| Dean of the Faculty of Business Management and Economics                                                                                                                                              |                          | Faculty of Management and Economics         |
| <b>ECTS</b>                                                                                                                                                                                           | <b>Method of grading</b> | <b>Only after succ. compl. of module(s)</b> |
| 5                                                                                                                                                                                                     | numerical grade          | --                                          |
| <b>Duration</b>                                                                                                                                                                                       | <b>Module level</b>      | <b>Other prerequisites</b>                  |
| 1 semester                                                                                                                                                                                            | undergraduate            | --                                          |
| <b>Contents</b>                                                                                                                                                                                       |                          |                                             |
| 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. |                          |                                             |
| <b>Intended learning outcomes</b>                                                                                                                                                                     |                          |                                             |
| Students have the knowledge of relevant practical problem areas and the ability to implement the knowledge acquired in the course of study.                                                           |                          |                                             |
| <b>Courses</b> (type, number of weekly contact hours, language — if other than German)                                                                                                                |                          |                                             |
| P (2)                                                                                                                                                                                                 |                          |                                             |
| <b>Method of assessment</b> (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. 50 hours total)                                                                                                                                                                    |                          |                                             |
| <b>Allocation of places</b>                                                                                                                                                                           |                          |                                             |
| --                                                                                                                                                                                                    |                          |                                             |
| <b>Additional information</b>                                                                                                                                                                         |                          |                                             |
| --                                                                                                                                                                                                    |                          |                                             |
| <b>Workload</b>                                                                                                                                                                                       |                          |                                             |
| 150 h                                                                                                                                                                                                 |                          |                                             |
| <b>Teaching cycle</b>                                                                                                                                                                                 |                          |                                             |
| Teaching cycle: each semester                                                                                                                                                                         |                          |                                             |
| <b>Referred to in LPO I</b> (examination regulations for teaching-degree programmes)                                                                                                                  |                          |                                             |
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| Module title                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |                   | Abbreviation                         |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------|--------------------------------------|
| <b>Fundamentals of Econometrics</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |                   | 12-QWF-G-262-m01                     |
| Module coordinator                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |                   | Module offered by                    |
| holder of the Chair of Econometrics                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |                   | Faculty of Management and Economics  |
| ECTS                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     | Method of grading | Only after succ. compl. of module(s) |
| 5                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        | numerical grade   | --                                   |
| Duration                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 | Module level      | Other prerequisites                  |
| 1 semester                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               | 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"> <li>1. Random variables and their distributions</li> <li>2. Distribution parameters</li> <li>3. On the importance of the normal distribution</li> <li>4. Central limit theorems</li> <li>5. Inferential statistics</li> <li>6. Interval estimation</li> <li>7. Hypothesis testing</li> <li>8. Regression analysis</li> </ol> |                   |                                      |
| 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) + Ü (2)<br>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<br>b) portfolio (approx. 50 hours total)<br>Language of assessment: German and/or English<br>creditable for bonus                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |                   |                                      |
| Allocation of places                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |                   |                                      |
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|--------------------------------------------------------------------------------------|
| <b>Additional information</b>                                                        |
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| <b>Workload</b>                                                                      |
| 150 h                                                                                |
| <b>Teaching cycle</b>                                                                |
| Teaching cycle: winter semester                                                      |
| <b>Referred to in LPO I</b> (examination regulations for teaching-degree programmes) |
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| Module title                                                                                                                                                                                                                                                                                                                                        |                   | Abbreviation                         |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------|--------------------------------------|
| <b>Economic Principles of Risk Management</b>                                                                                                                                                                                                                                                                                                       |                   | 12-Risk-262-m01                      |
| Module coordinator                                                                                                                                                                                                                                                                                                                                  |                   | Module offered by                    |
| holder of the Chair for Economics, Contract Theory and Information Economics                                                                                                                                                                                                                                                                        |                   | Faculty of Management and Economics  |
| ECTS                                                                                                                                                                                                                                                                                                                                                | Method of grading | Only after succ. compl. of module(s) |
| 5                                                                                                                                                                                                                                                                                                                                                   | numerical grade   | --                                   |
| Duration                                                                                                                                                                                                                                                                                                                                            | Module level      | Other prerequisites                  |
| 1 semester                                                                                                                                                                                                                                                                                                                                          | graduate          | --                                   |
| Contents                                                                                                                                                                                                                                                                                                                                            |                   |                                      |
| Rational decisions under uncertainty<br>1. Measures of risk aversion<br>2. Mean preserving spread<br>3. Axiomatic foundations of the expected utility hypothesis (Neumann/Morgenstern, Savage)<br>4. Insurance contracts<br>5. Optimal portfolios<br>6. Adverse selection<br>7. Moral Hazard<br>8. Experimental evidence and alternative approaches |                   |                                      |
| Intended learning outcomes                                                                                                                                                                                                                                                                                                                          |                   |                                      |
| After completing the course students are able to<br>1. explain the results of the economic theory of decisions under risk,<br>2. apply the involved methods to given simple examples on their own,<br>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)<br>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<br>b) portfolio (approx. 50 hours total)<br>Language of assessment: German and/or English<br>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 title                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |                   | Abbreviation                         |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------|--------------------------------------|
| <b>Games and Strategies</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |                   | 12-S&W1-F-262-m01                    |
| Module coordinator                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |                   | Module offered by                    |
| holder of the Chair of Industrial Economics                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |                   | Faculty of Management and Economics  |
| ECTS                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     | Method of grading | Only after succ. compl. of module(s) |
| 5                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        | numerical grade   | --                                   |
| Duration                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 | Module level      | Other prerequisites                  |
| 1 semester                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               | undergraduate     | --                                   |
| Contents                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |                   |                                      |
| <p>Outline of syllabus:</p> <ol style="list-style-type: none"> <li>Static games with complete information <ul style="list-style-type: none"> <li>Concept of a game</li> <li>Solution concepts and the Nash equilibrium</li> <li>Continuous strategy sets</li> <li>Nash equilibrium in mixed strategies</li> </ul> </li> <li>Dynamic games with complete information <ul style="list-style-type: none"> <li>Subgame perfect Nash equilibrium</li> <li>Repeated games</li> </ul> </li> <li>Static games with incomplete information: Bayesian Nash equilibrium</li> <li>Dynamic games with incomplete information <ul style="list-style-type: none"> <li>Perfect Bayesian Nash equilibrium</li> <li>Signaling games</li> </ul> </li> </ol> |                   |                                      |
| Intended learning outcomes                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |                   |                                      |
| <p>Students which complete this course will be able to</p> <p>(i) explain different equilibrium concepts (Nash equilibrium, subgame perfect equilibrium, bayesian equilibrium, perfect bayesian equilibrium);</p> <p>(ii) explain for which kind of strategic situation each of these equilibrium concepts were developed;</p> <p>(iii) apply these concepts to simple realistic strategic situations;</p> <p>(iv) choose the appropriate equilibrium concept which fits best to a given strategic situation.</p>                                                                                                                                                                                                                        |                   |                                      |
| Courses (type, number of weekly contact hours, language — if other than German)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |                   |                                      |
| V (2) + Ü (2)<br>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 to 120 minutes) or<br>b) portfolio (approx. 50 hours total)<br>Language of assessment: English<br>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 title                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |                   | Abbreviation                         |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------|--------------------------------------|
| Social Commerce                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |                   | 12-SC-262-m01                        |
| Module coordinator                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |                   | Module offered by                    |
| holder of the Chair of Business Administration and Marketing                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |                   | Faculty of Management and Economics  |
| ECTS                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    | Method of grading | Only after succ. compl. of module(s) |
| 5                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       | numerical grade   | --                                   |
| Duration                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | Module level      | Other prerequisites                  |
| 1 semester                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              | 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 &amp; e-commerce, defines social commerce, examines its business application, takes a look at future technologies (Web 3.0) and considers sustainability. This gives you a wide range of perspectives for understanding and shaping social commerce.</p> <p>Course structure:</p> <ol style="list-style-type: none"> <li>1. The path to social commerce</li> <li>2. Basics of social commerce</li> <li>3. Social commerce</li> <li>4. Social commerce management - integration into everyday business life</li> <li>5. Social commerce in the future - influence of new technologies</li> <li>6. Social commerce - acting responsibly</li> </ol> |                   |                                      |
| Intended learning outcomes                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |                   |                                      |
| <ul style="list-style-type: none"> <li>• Understanding the basics of social commerce (also from the areas of marketing &amp; e-commerce)</li> <li>• Application of the course content to develop a social commerce strategy</li> <li>• Self-competence through independent processing of the course content</li> <li>• Social competence (in particular communication and cooperation) by working together on parts of the portfolio exam</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                    |                   |                                      |
| Courses (type, number of weekly contact hours, language — if other than German)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |                   |                                      |
| <p>V (2) + Ü (2)<br/>Module taught in: German and/or English<br/>Course type: online course Virtuelle Hochschule Bayern (vhb)</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<br/>b) portfolio (approx. 50 hours total)<br/>Language of assessment: German and/or English<br/>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 title                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |                   | Abbreviation                         |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------|--------------------------------------|
| <b>Sustainability Marketing</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |                   | 12-SCRM-262-m01                      |
| Module coordinator                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |                   | Module offered by                    |
| holder of the Chair of Business Administration and Marketing                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |                   | Faculty of Management and Economics  |
| ECTS                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               | Method of grading | Only after succ. compl. of module(s) |
| 5                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  | numerical grade   | --                                   |
| Duration                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           | Module level      | Other prerequisites                  |
| 1 semester                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         | undergraduate     | --                                   |
| <b>Contents</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |                   |                                      |
| <p>A key challenge for companies in a marketing context is to choose the right approaches on how to deliver their products and services to customers. In doing so, companies need to carefully consider their customers' needs and requirements to successfully manage company-customer relationships.</p> <p>This course focuses on classic and new approaches of sales and customer relationship management. In particular, it covers the set-up of sales systems in terms of offline channels (e.g., retail stores) and online channels (e.g., online shops or market places), their interplay (e.g., multi-channel management), or the management of the sales force.</p> <p>Moreover, it focuses on different types of customer-firm interactions, on approaches of analyzing customer satisfaction and loyalty, as well as on customer complaint management, cross-selling management or customer experience management.</p> |                   |                                      |
| <b>Intended learning outcomes</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |                   |                                      |
| The major goal of this class is to learn about and understand how sales management and customer relationship management work and to be able to transfer respective concepts to real life / business practice.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |                   |                                      |
| <b>Courses</b> (type, number of weekly contact hours, language — if other than German)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |                   |                                      |
| V (2) + Ü (2)<br>Module taught in: English                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |                   |                                      |
| <b>Method of assessment</b> (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |                   |                                      |
| a) written examination (approx. 60 to 120 minutes) or<br>b) portfolio (approx. 50 hours total)<br>Language of assessment: English<br>creditable for bonus                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |                   |                                      |
| <b>Allocation of places</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |                   |                                      |
| --                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |                   |                                      |
| <b>Additional information</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |                   |                                      |
| --                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |                   |                                      |
| <b>Workload</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |                   |                                      |
| 150 h                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |                   |                                      |
| <b>Teaching cycle</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |                   |                                      |
| Teaching cycle: summer semester                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |                   |                                      |
| <b>Referred to in LPO I</b> (examination regulations for teaching-degree programmes)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |                   |                                      |
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| Module title                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |                   | Abbreviation                         |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------|--------------------------------------|
| Simulation for Decision Making                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |                   | 12-SDM-262-m01                       |
| Module coordinator                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |                   | Module offered by                    |
| holder of the Chair of Business Informatics and AI for Enterprise                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |                   | Faculty of Management and Economics  |
| ECTS                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     | Method of grading | Only after succ. compl. of module(s) |
| 5                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        | numerical grade   | --                                   |
| Duration                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 | Module level      | Other prerequisites                  |
| 1 semester                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               | 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)<br>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 to 120 minutes) or<br>b) portfolio (approx. 50 hours total)<br>Language of assessment: English<br>creditable for bonus                                                                                                                                                                                                                                                                                                                                                                                                |                   |                                      |
| Allocation of places                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |                   |                                      |
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| Additional information                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |                   |                                      |
| --                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |                   |                                      |
| Workload                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |                   |                                      |
| 150 h                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |                   |                                      |
| Teaching cycle                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |                   |                                      |
| Teaching cycle: summer semester                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |                   |                                      |
| Referred to in LPO I (examination regulations for teaching-degree programmes)                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |                   |                                      |
| --                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |                   |                                      |

| Module title                                                                                                                                                                                                                                                                                                      |                   | Abbreviation                         |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------|--------------------------------------|
| <b>An Introduction to Tax Law &amp; Tax Planning</b>                                                                                                                                                                                                                                                              |                   | 12-St1-F-262-m01                     |
| Module coordinator                                                                                                                                                                                                                                                                                                |                   | Module offered by                    |
| holder of the Chair of Business Management and Business Taxation                                                                                                                                                                                                                                                  |                   | Faculty of Management and Economics  |
| ECTS                                                                                                                                                                                                                                                                                                              | Method of grading | Only after succ. compl. of module(s) |
| 5                                                                                                                                                                                                                                                                                                                 | numerical grade   | --                                   |
| Duration                                                                                                                                                                                                                                                                                                          | Module level      | Other prerequisites                  |
| 1 semester                                                                                                                                                                                                                                                                                                        | undergraduate     | --                                   |
| <b>Contents</b>                                                                                                                                                                                                                                                                                                   |                   |                                      |
| This module will introduce students to the field of business taxation. It will provide an overview of German tax law and will analyse tax effects on economic decisions in standard models for investment and financing decisions.                                                                                |                   |                                      |
| <b>Intended learning outcomes</b>                                                                                                                                                                                                                                                                                 |                   |                                      |
| Students get an overview of the German tax law and they acquire the ability to recognize and understand the effect of taxation in fundamental economic decisions. Therefore, the module is recommended also for students who don't want to specialize in finance and accounting but rather in management studies. |                   |                                      |
| <b>Courses</b> (type, number of weekly contact hours, language — if other than German)                                                                                                                                                                                                                            |                   |                                      |
| V (2) + Ü (2)<br>Module taught in: German and/or English                                                                                                                                                                                                                                                          |                   |                                      |
| <b>Method of assessment</b> (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)                                                                                                                              |                   |                                      |
| a) written examination (approx. 60 to 120 minutes) or<br>b) portfolio (approx. 50 hours total)<br>Language of assessment: German and/or English<br>creditable for bonus                                                                                                                                           |                   |                                      |
| <b>Allocation of places</b>                                                                                                                                                                                                                                                                                       |                   |                                      |
| --                                                                                                                                                                                                                                                                                                                |                   |                                      |
| <b>Additional information</b>                                                                                                                                                                                                                                                                                     |                   |                                      |
| --                                                                                                                                                                                                                                                                                                                |                   |                                      |
| <b>Workload</b>                                                                                                                                                                                                                                                                                                   |                   |                                      |
| 150 h                                                                                                                                                                                                                                                                                                             |                   |                                      |
| <b>Teaching cycle</b>                                                                                                                                                                                                                                                                                             |                   |                                      |
| Teaching cycle: every year, summer semester                                                                                                                                                                                                                                                                       |                   |                                      |
| <b>Referred to in LPO I</b> (examination regulations for teaching-degree programmes)                                                                                                                                                                                                                              |                   |                                      |
| --                                                                                                                                                                                                                                                                                                                |                   |                                      |

| Module title                                                                                                                                                                                                                                |                   |                                      | Abbreviation     |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------|--------------------------------------|------------------|
| Corporate Taxation                                                                                                                                                                                                                          |                   |                                      | 12-St2-F-262-m01 |
| Module coordinator                                                                                                                                                                                                                          |                   | Module offered by                    |                  |
| holder of the Chair of Business Management and Business Taxation                                                                                                                                                                            |                   | Faculty of Management and Economics  |                  |
| ECTS                                                                                                                                                                                                                                        | Method of grading | Only after succ. compl. of module(s) |                  |
| 5                                                                                                                                                                                                                                           | numerical grade   | --                                   |                  |
| Duration                                                                                                                                                                                                                                    | Module level      | Other prerequisites                  |                  |
| 1 semester                                                                                                                                                                                                                                  | 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.                 |                   |                                      |                  |
| <b>1 INCOME TAX (EStG)</b>                                                                                                                                                                                                                  |                   |                                      |                  |
| 1.1 Income concepts and legal definitions of income                                                                                                                                                                                         |                   |                                      |                  |
| 1.2 Determining income in accordance with the EStG                                                                                                                                                                                          |                   |                                      |                  |
| <b>2 CORPORATE INCOME TAX (KStG)</b>                                                                                                                                                                                                        |                   |                                      |                  |
| 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                                                                                                                                                                                                              |                   |                                      |                  |
| <b>3 TRADE TAX (GewStG)</b>                                                                                                                                                                                                                 |                   |                                      |                  |
| 3.1 Basic principles                                                                                                                                                                                                                        |                   |                                      |                  |
| 3.2 Loss offset rules                                                                                                                                                                                                                       |                   |                                      |                  |
| 3.3 Group taxation in the trade tax                                                                                                                                                                                                         |                   |                                      |                  |
| <b>4 CASE STUDY PROFIT CALCULATION UNDER COMMERCIAL AND TAX LAW</b>                                                                                                                                                                         |                   |                                      |                  |
| 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)                                                               |                   |                                      |                  |
| a) written examination (approx. 60 to 120 minutes) or                                                                                                                                                                                       |                   |                                      |                  |
| b) portfolio (approx. 50 hours total)                                                                                                                                                                                                       |                   |                                      |                  |
| Language of assessment: German and/or English                                                                                                                                                                                               |                   |                                      |                  |
| Assessment offered: In the semester in which the course is offered                                                                                                                                                                          |                   |                                      |                  |
| creditable for bonus                                                                                                                                                                                                                        |                   |                                      |                  |
| Allocation of places                                                                                                                                                                                                                        |                   |                                      |                  |
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| Additional information                                                                                                                                                                                                                      |                   |                                      |                  |
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|--------------------------------------------------------------------------------------|
| <b>Workload</b>                                                                      |
| 150 h                                                                                |
| <b>Teaching cycle</b>                                                                |
| Teaching cycle: winter semester                                                      |
| <b>Referred to in LPO I</b> (examination regulations for teaching-degree programmes) |
| --                                                                                   |

| Module title                                                                                                                                                                                                                                  |                   | Abbreviation                         |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------|--------------------------------------|
| Introduction to VAT                                                                                                                                                                                                                           |                   | 12-St3-F-262-m01                     |
| Module coordinator                                                                                                                                                                                                                            |                   | Module offered by                    |
| holder of the Chair of Business Management and Business Taxation                                                                                                                                                                              |                   | Faculty of Management and Economics  |
| ECTS                                                                                                                                                                                                                                          | Method of grading | Only after succ. compl. of module(s) |
| 5                                                                                                                                                                                                                                             | numerical grade   | --                                   |
| Duration                                                                                                                                                                                                                                      | Module level      | Other prerequisites                  |
| 1 semester                                                                                                                                                                                                                                    | 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)<br>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<br>b) portfolio (approx. 50 hours total)<br>Language of assessment: German and/or English<br>Assessment offered: In the semester in which the course is offered<br>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 title                                                                                                                                                                         |                   | Abbreviation                         |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------|--------------------------------------|
| International Business Taxation and Aggressive Tax Planning                                                                                                                          |                   | 12-St4-262-m01                       |
| Module coordinator                                                                                                                                                                   |                   | Module offered by                    |
| --                                                                                                                                                                                   |                   | Faculty of Management and Economics  |
| ECTS                                                                                                                                                                                 | Method of grading | Only after succ. compl. of module(s) |
| 5                                                                                                                                                                                    | numerical grade   | --                                   |
| Duration                                                                                                                                                                             | Module level      | Other prerequisites                  |
| 1 semester                                                                                                                                                                           | --                | --                                   |
| <b>Contents</b>                                                                                                                                                                      |                   |                                      |
| --                                                                                                                                                                                   |                   |                                      |
| <b>Intended learning outcomes</b>                                                                                                                                                    |                   |                                      |
| --                                                                                                                                                                                   |                   |                                      |
| <b>Courses</b> (type, number of weekly contact hours, language — if other than German)                                                                                               |                   |                                      |
| V (2) + Ü (2)<br>Module taught in: English                                                                                                                                           |                   |                                      |
| <b>Method of assessment</b> (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus) |                   |                                      |
| a) written examination (approx. 60 to 120 minutes) or<br>b) portfolio (approx. 50 hours total)<br>Language of assessment: English<br>creditable for bonus                            |                   |                                      |
| <b>Allocation of places</b>                                                                                                                                                          |                   |                                      |
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| <b>Additional information</b>                                                                                                                                                        |                   |                                      |
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| <b>Workload</b>                                                                                                                                                                      |                   |                                      |
| 150 h                                                                                                                                                                                |                   |                                      |
| <b>Teaching cycle</b>                                                                                                                                                                |                   |                                      |
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| <b>Referred to in LPO I</b> (examination regulations for teaching-degree programmes)                                                                                                 |                   |                                      |
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| Module title                                                                                                                                                                                                                                  |                   | Abbreviation                         |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------|--------------------------------------|
| Testimonials from tax experts                                                                                                                                                                                                                 |                   | 12-St5-262-m01                       |
| Module coordinator                                                                                                                                                                                                                            |                   | Module offered by                    |
| --                                                                                                                                                                                                                                            |                   | Faculty of Management and Economics  |
| ECTS                                                                                                                                                                                                                                          | Method of grading | Only after succ. compl. of module(s) |
| 5                                                                                                                                                                                                                                             | numerical grade   | --                                   |
| Duration                                                                                                                                                                                                                                      | Module level      | Other prerequisites                  |
| 1 semester                                                                                                                                                                                                                                    | --                | --                                   |
| <b>Contents</b>                                                                                                                                                                                                                               |                   |                                      |
| --                                                                                                                                                                                                                                            |                   |                                      |
| <b>Intended learning outcomes</b>                                                                                                                                                                                                             |                   |                                      |
| --                                                                                                                                                                                                                                            |                   |                                      |
| <b>Courses</b> (type, number of weekly contact hours, language — if other than German)                                                                                                                                                        |                   |                                      |
| V (2) + Ü (2)<br>Module taught in: German and/or English                                                                                                                                                                                      |                   |                                      |
| <b>Method of assessment</b> (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)                                                          |                   |                                      |
| a) written examination (approx. 60 to 120 minutes) or<br>b) portfolio (approx. 50 hours total)<br>Language of assessment: German and/or English<br>Assessment offered: In the semester in which the course is offered<br>creditable for bonus |                   |                                      |
| <b>Allocation of places</b>                                                                                                                                                                                                                   |                   |                                      |
| --                                                                                                                                                                                                                                            |                   |                                      |
| <b>Additional information</b>                                                                                                                                                                                                                 |                   |                                      |
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| <b>Workload</b>                                                                                                                                                                                                                               |                   |                                      |
| 150 h                                                                                                                                                                                                                                         |                   |                                      |
| <b>Teaching cycle</b>                                                                                                                                                                                                                         |                   |                                      |
| --                                                                                                                                                                                                                                            |                   |                                      |
| <b>Referred to in LPO I</b> (examination regulations for teaching-degree programmes)                                                                                                                                                          |                   |                                      |
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| Module title                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |                                                                                                                          | Abbreviation                         |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------|--------------------------------------|
| <b>Statistics</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |                                                                                                                          | 12-Stat-G-262-m01                    |
| Module coordinator                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |                                                                                                                          | Module offered by                    |
| holder of the Chair of Econometrics                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |                                                                                                                          | Faculty of Management and Economics  |
| ECTS                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        | Method of grading                                                                                                        | Only after succ. compl. of module(s) |
| 5                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           | numerical grade                                                                                                          | --                                   |
| Duration                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    | Module level                                                                                                             | Other prerequisites                  |
| 1 semester                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  | 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"> <li>1. Basic terms in statistics</li> <li>2. Frequency distributions</li> <li>3. Distributional characteristics</li> <li>4. Multi-dimensional data</li> <li>5. Index calculus</li> <li>6. Fundamental probability calculus</li> <li>7. Random variables and distributions</li> </ol> <p>Reading:</p> <p>Assenmacher, W.: Deskriptive Statistik, Springer.<br/> Bamberg, G., Baur, F.: Statistik, Oldenbourg.<br/> Bohley, P.: Statistik, Oldenbourg.<br/> Hartung, J., Elpelt, B., Klösner, K.-H.: Statistik, Oldenbourg.<br/> Hippmann, H.-D.: Statistik, Schäffer-Poeschel.<br/> Leiner, B.: Einführung in die Statistik.<br/> Litz, H.-P.: Statistische Methoden in den Wirtschafts- und Sozialwissenschaften, Oldenbourg.<br/> Mosler, K., Schmid, F.: Beschreibende Statistik und Wirtschaftsstatistik, Springer.<br/> Schaich, E., Köhle, B., Hartung, J.: Statistik I für Volkswirte, Betriebswirte und Soziologen, Verlag Franz Vahlen.<br/> 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) + 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 to 120 minutes) or<br>b) portfolio (approx. 50 hours total)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |                                                                                                                          |                                      |
| Bachelor's with 1 major Digital Business & Data Science (2026)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              | JMU Würzburg • generated 24-Mär-2026 • exam. reg. data record Bachelor (180 ECTS) Digital Business & Data Science - 2026 | page 97 / 120                        |

|                                                                                      |
|--------------------------------------------------------------------------------------|
| creditable for bonus                                                                 |
| <b>Allocation of places</b>                                                          |
| --                                                                                   |
| <b>Additional information</b>                                                        |
| --                                                                                   |
| <b>Workload</b>                                                                      |
| 150 h                                                                                |
| <b>Teaching cycle</b>                                                                |
| Teaching cycle: summer semester                                                      |
| <b>Referred to in LPO I</b> (examination regulations for teaching-degree programmes) |
| --                                                                                   |

| Module title                                                                                                                                                                  |                   | Abbreviation                         |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------|--------------------------------------|
| Selected Topics in Subject-Specific Transferable Skills 1                                                                                                                     |                   | 12-STKC1-262-m01                     |
| Module coordinator                                                                                                                                                            |                   | Module offered by                    |
| --                                                                                                                                                                            |                   | Faculty of Management and Economics  |
| ECTS                                                                                                                                                                          | Method of grading | Only after succ. compl. of module(s) |
| 5                                                                                                                                                                             | numerical grade   | --                                   |
| Duration                                                                                                                                                                      | Module level      | Other prerequisites                  |
| 1 semester                                                                                                                                                                    | --                | --                                   |
| Contents                                                                                                                                                                      |                   |                                      |
| --                                                                                                                                                                            |                   |                                      |
| Intended learning outcomes                                                                                                                                                    |                   |                                      |
| --                                                                                                                                                                            |                   |                                      |
| Courses (type, number of weekly contact hours, language — if other than German)                                                                                               |                   |                                      |
| V (2) + Ü (2)<br>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<br>b) portfolio (approx. 50 hours total)<br>Language of assessment: German and/or English<br>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 title                                                                                                                                                                  |                   | Abbreviation                         |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------|--------------------------------------|
| Selected Topics in Management & Economics 1                                                                                                                                   |                   | 12-STME1-262-m01                     |
| Module coordinator                                                                                                                                                            |                   | Module offered by                    |
| --                                                                                                                                                                            |                   | Faculty of Management and Economics  |
| ECTS                                                                                                                                                                          | Method of grading | Only after succ. compl. of module(s) |
| 5                                                                                                                                                                             | numerical grade   | --                                   |
| Duration                                                                                                                                                                      | Module level      | Other prerequisites                  |
| 1 semester                                                                                                                                                                    | --                | --                                   |
| Contents                                                                                                                                                                      |                   |                                      |
| --                                                                                                                                                                            |                   |                                      |
| Intended learning outcomes                                                                                                                                                    |                   |                                      |
| --                                                                                                                                                                            |                   |                                      |
| Courses (type, number of weekly contact hours, language — if other than German)                                                                                               |                   |                                      |
| V (2) + Ü (2)<br>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<br>b) portfolio (approx. 50 hours total)<br>Language of assessment: German and/or English<br>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 title                                                                                                                                                                  |                   | Abbreviation                         |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------|--------------------------------------|
| Selected Topics in Management & Economics 2                                                                                                                                   |                   | 12-STME2-262-m01                     |
| Module coordinator                                                                                                                                                            |                   | Module offered by                    |
| --                                                                                                                                                                            |                   | Faculty of Management and Economics  |
| ECTS                                                                                                                                                                          | Method of grading | Only after succ. compl. of module(s) |
| 5                                                                                                                                                                             | numerical grade   | --                                   |
| Duration                                                                                                                                                                      | Module level      | Other prerequisites                  |
| 1 semester                                                                                                                                                                    | --                | --                                   |
| Contents                                                                                                                                                                      |                   |                                      |
| --                                                                                                                                                                            |                   |                                      |
| Intended learning outcomes                                                                                                                                                    |                   |                                      |
| --                                                                                                                                                                            |                   |                                      |
| Courses (type, number of weekly contact hours, language — if other than German)                                                                                               |                   |                                      |
| V (2) + Ü (2)<br>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<br>b) portfolio (approx. 50 hours total)<br>Language of assessment: German and/or English<br>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 title                                                                                                                                                                         |                   | Abbreviation                         |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------|--------------------------------------|
| Selected Topics in Management & Economics 3                                                                                                                                          |                   | 12-STME3-262-m01                     |
| Module coordinator                                                                                                                                                                   |                   | Module offered by                    |
| --                                                                                                                                                                                   |                   | Faculty of Management and Economics  |
| ECTS                                                                                                                                                                                 | Method of grading | Only after succ. compl. of module(s) |
| 5                                                                                                                                                                                    | numerical grade   | --                                   |
| Duration                                                                                                                                                                             | Module level      | Other prerequisites                  |
| 1 semester                                                                                                                                                                           | --                | --                                   |
| <b>Contents</b>                                                                                                                                                                      |                   |                                      |
| --                                                                                                                                                                                   |                   |                                      |
| <b>Intended learning outcomes</b>                                                                                                                                                    |                   |                                      |
| --                                                                                                                                                                                   |                   |                                      |
| <b>Courses</b> (type, number of weekly contact hours, language — if other than German)                                                                                               |                   |                                      |
| V (2) + Ü (2)<br>Module taught in: German and/or English                                                                                                                             |                   |                                      |
| <b>Method of assessment</b> (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus) |                   |                                      |
| a) written examination (approx. 60 to 120 minutes) or<br>b) portfolio (approx. 50 hours total)<br>Language of assessment: German and/or English<br>creditable for bonus              |                   |                                      |
| <b>Allocation of places</b>                                                                                                                                                          |                   |                                      |
| --                                                                                                                                                                                   |                   |                                      |
| <b>Additional information</b>                                                                                                                                                        |                   |                                      |
| --                                                                                                                                                                                   |                   |                                      |
| <b>Workload</b>                                                                                                                                                                      |                   |                                      |
| 150 h                                                                                                                                                                                |                   |                                      |
| <b>Teaching cycle</b>                                                                                                                                                                |                   |                                      |
| --                                                                                                                                                                                   |                   |                                      |
| <b>Referred to in LPO I</b> (examination regulations for teaching-degree programmes)                                                                                                 |                   |                                      |
| --                                                                                                                                                                                   |                   |                                      |

| Module title                                                                                                                                                                  |                   |                                      | Abbreviation     |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------|--------------------------------------|------------------|
| Selected Topics in Management & Economics 4                                                                                                                                   |                   |                                      | 12-STME4-262-m01 |
| Module coordinator                                                                                                                                                            |                   | Module offered by                    |                  |
| --                                                                                                                                                                            |                   | Faculty of Management and Economics  |                  |
| ECTS                                                                                                                                                                          | Method of grading | Only after succ. compl. of module(s) |                  |
| 5                                                                                                                                                                             | numerical grade   | --                                   |                  |
| Duration                                                                                                                                                                      | Module level      | Other prerequisites                  |                  |
| 1 semester                                                                                                                                                                    | --                | --                                   |                  |
| Contents                                                                                                                                                                      |                   |                                      |                  |
| --                                                                                                                                                                            |                   |                                      |                  |
| Intended learning outcomes                                                                                                                                                    |                   |                                      |                  |
| --                                                                                                                                                                            |                   |                                      |                  |
| Courses (type, number of weekly contact hours, language — if other than German)                                                                                               |                   |                                      |                  |
| V (2) + Ü (2)<br>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<br>b) portfolio (approx. 50 hours total)<br>Language of assessment: German and/or English<br>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 title                                                                                                                                                                  |                   |                                      | Abbreviation   |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------|--------------------------------------|----------------|
| Scale-up Excellence: Building, Scaling and the Growth of Young Ventures                                                                                                       |                   |                                      | 12-SUE-262-m01 |
| Module coordinator                                                                                                                                                            |                   | Module offered by                    |                |
| --                                                                                                                                                                            |                   | Faculty of Management and Economics  |                |
| ECTS                                                                                                                                                                          | Method of grading | Only after succ. compl. of module(s) |                |
| 5                                                                                                                                                                             | numerical grade   | --                                   |                |
| Duration                                                                                                                                                                      | Module level      | Other prerequisites                  |                |
| 1 semester                                                                                                                                                                    | --                | --                                   |                |
| Contents                                                                                                                                                                      |                   |                                      |                |
| --                                                                                                                                                                            |                   |                                      |                |
| Intended learning outcomes                                                                                                                                                    |                   |                                      |                |
| --                                                                                                                                                                            |                   |                                      |                |
| Courses (type, number of weekly contact hours, language — if other than German)                                                                                               |                   |                                      |                |
| V (2) + Ü (2)<br>Module taught in: German and/or English<br>Course type: online course Virtuelle Hochschule Bayern (vhb)                                                      |                   |                                      |                |
| 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<br>b) portfolio (approx. 50 hours total)<br>Language of assessment: German and/or English<br>creditable for bonus       |                   |                                      |                |
| Allocation of places                                                                                                                                                          |                   |                                      |                |
| --                                                                                                                                                                            |                   |                                      |                |
| Additional information                                                                                                                                                        |                   |                                      |                |
| --                                                                                                                                                                            |                   |                                      |                |
| Workload                                                                                                                                                                      |                   |                                      |                |
| 150 h                                                                                                                                                                         |                   |                                      |                |
| Teaching cycle                                                                                                                                                                |                   |                                      |                |
| --                                                                                                                                                                            |                   |                                      |                |
| Referred to in LPO I (examination regulations for teaching-degree programmes)                                                                                                 |                   |                                      |                |
| --                                                                                                                                                                            |                   |                                      |                |

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|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------|---------------------------------------------|
| <b>Module title</b>                                                                                                                                                                  |                              | <b>Abbreviation</b>                         |
| <b>Student (Teaching) Assistant</b>                                                                                                                                                  |                              | 12-Tut1-262-m01                             |
| <b>Module coordinator</b>                                                                                                                                                            |                              | <b>Module offered by</b>                    |
| Dean of the Faculty of Business Management and Economics                                                                                                                             |                              | Faculty of Management and Economics         |
| <b>ECTS</b>                                                                                                                                                                          | <b>Method of grading</b>     | <b>Only after succ. compl. of module(s)</b> |
| 5                                                                                                                                                                                    | (not) successfully completed | --                                          |
| <b>Duration</b>                                                                                                                                                                      | <b>Module level</b>          | <b>Other prerequisites</b>                  |
| 1 semester                                                                                                                                                                           | undergraduate                | --                                          |
| <b>Contents</b>                                                                                                                                                                      |                              |                                             |
| This module includes tutoring activities in a tutorial offered by a Chair at the Faculty of Business Management and Economics.                                                       |                              |                                             |
| <b>Intended learning outcomes</b>                                                                                                                                                    |                              |                                             |
| Students have the ability to guide a group, to present content understandable and to develop training materials.                                                                     |                              |                                             |
| <b>Courses</b> (type, number of weekly contact hours, language — if other than German)                                                                                               |                              |                                             |
| No courses assigned to module                                                                                                                                                        |                              |                                             |
| <b>Method of assessment</b> (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. 50 hours total)                                                                                                                                                   |                              |                                             |
| <b>Allocation of places</b>                                                                                                                                                          |                              |                                             |
| --                                                                                                                                                                                   |                              |                                             |
| <b>Additional information</b>                                                                                                                                                        |                              |                                             |
| --                                                                                                                                                                                   |                              |                                             |
| <b>Workload</b>                                                                                                                                                                      |                              |                                             |
| 150 h                                                                                                                                                                                |                              |                                             |
| <b>Teaching cycle</b>                                                                                                                                                                |                              |                                             |
| Teaching cycle: each semester                                                                                                                                                        |                              |                                             |
| <b>Referred to in LPO I</b> (examination regulations for teaching-degree programmes)                                                                                                 |                              |                                             |
| --                                                                                                                                                                                   |                              |                                             |

| Module title                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |                   |                                      | Abbreviation     |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------|--------------------------------------|------------------|
| Business Valuation between Financial Mathematics and Data on Capital Market                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |                   |                                      | 12-UBW-F-262-m01 |
| Module coordinator                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |                   | Module offered by                    |                  |
| holder of the Chair of Business Management and Corporate Finance                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |                   | Faculty of Management and Economics  |                  |
| ECTS                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         | Method of grading | Only after succ. compl. of module(s) |                  |
| 5                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            | numerical grade   | --                                   |                  |
| Duration                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     | Module level      | Other prerequisites                  |                  |
| 1 semester                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | undergraduate     | --                                   |                  |
| Contents                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |                   |                                      |                  |
| <p>Content:</p> <p>This course deals with the "objectified corporate valuation" of public companies, the components of the discount rate and the mathematical structure of the DCF methods.</p> <p>Outline of syllabus:</p> <p>1. Introduction</p> <p>2. Uncertainty as the central problem in the valuation of a company</p> <p>3. Estimation of surpluses: accuracy and consistency</p> <p>4. Risk free rate: capitalised value under certainty applying different interest rate structures</p> <p>5. The risk premium: identification of the relevant risk and its equivalence for valuation object and alternative investment</p> <p>6. Different discounted cash flow valuation methods: formal foundations and economic principles</p> |                   |                                      |                  |
| Intended learning outcomes                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |                   |                                      |                  |
| <p>After completion of the module "Business valuation between Financial Mathematics and capital market data" students can</p> <p>(i) understand the modern process of objectified business valuation theory;</p> <p>(ii) examine submitted reviews according to consistent application of these methods.</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) portfolio (approx. 50 hours total)</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                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |                   |                                      |                  |
| --                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |                   |                                      |                  |
| Additional information                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |                   |                                      |                  |
| --                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |                   |                                      |                  |
| Workload                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |                   |                                      |                  |
| 150 h                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |                   |                                      |                  |
| Teaching cycle                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |                   |                                      |                  |
| Teaching cycle: after announcement                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |                   |                                      |                  |
| Referred to in LPO I (examination regulations for teaching-degree programmes)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |                   |                                      |                  |
| --                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |                   |                                      |                  |

| Module title                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |                                                                                                                          | Abbreviation                         |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------|--------------------------------------|
| <b>Managerial Practice Lectures</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |                                                                                                                          | 12-VGP-262-m01                       |
| Module coordinator                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |                                                                                                                          | Module offered by                    |
| holder of the Professorship of Economic Journalism                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |                                                                                                                          | Faculty of Management and Economics  |
| ECTS                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          | Method of grading                                                                                                        | Only after succ. compl. of module(s) |
| 5                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             | numerical grade                                                                                                          | --                                   |
| Duration                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      | Module level                                                                                                             | Other prerequisites                  |
| 1 semester                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    | 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"> <li>- What are the current challenges facing your company?</li> <li>- Which strategies do you employ to respond to these challenges?</li> <li>- How have leadership concepts and approaches changed in your company?</li> </ul> |                                                                                                                          |                                      |
| 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)</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) portfolio (approx. 50 hours total)</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                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |                                                                                                                          |                                      |
| --                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |                                                                                                                          |                                      |
| Additional information                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |                                                                                                                          |                                      |
| --                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |                                                                                                                          |                                      |
| Workload                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |                                                                                                                          |                                      |
| 150 h                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |                                                                                                                          |                                      |
| Teaching cycle                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |                                                                                                                          |                                      |
| Teaching cycle: each semester                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |                                                                                                                          |                                      |
| Referred to in LPO I (examination regulations for teaching-degree programmes)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |                                                                                                                          |                                      |
| --                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |                                                                                                                          |                                      |
| Bachelor's with 1 major Digital Business & Data Science (2026)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | JMU Würzburg • generated 24-Mär-2026 • exam. reg. data record Bachelor (180 ECTS) Digital Business & Data Science - 2026 | page 107 / 120                       |

| Module title                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |                   | Abbreviation                         |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------|--------------------------------------|
| <b>Economist Practice Lectures</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |                   | 12-VWP-262-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)<br>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 to 120 minutes) or<br/>b) portfolio (approx. 50 hours total)<br/>Language of assessment: German and/or English<br/>Assessment offered: In the semester in which the course is offered<br/>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 title                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |                   |                                                                                                                          | Abbreviation      |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------|--------------------------------------------------------------------------------------------------------------------------|-------------------|
| Web Programming                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |                   |                                                                                                                          | 12-WebP-F-262-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"><li>Fundamental understanding of databases, data modeling, and backend development (ERM, SQL/NoSQL DB, Python)</li><li>Understanding the basics of frontend development and the application of HTML, CSS, and JavaScript</li><li>Distinguishing between programming languages and frameworks (SQL, Python, Flask, HTML, CSS, JavaScript, React) in frontend and backend</li><li>Recognizing and understanding application architecture</li><li>Visualizing data through practical application of the D3.js library</li><li>Recognizing and understanding design patterns and current trends</li><li>Integrating backend and frontend by implementing a Flask web application</li><li>Strengthening modeling and programming skills through regular exercises</li></ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |                   |                                                                                                                          |                   |
| Intended learning outcomes                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |                   |                                                                                                                          |                   |
| <p>The "Web Programming" module aims to achieve the following learning outcomes:</p> <ol style="list-style-type: none"><li>Fundamentals of Web Technologies: Students acquire basic knowledge of HTML, CSS, and JavaScript to develop simple web applications. They also learn to distinguish between various programming languages and frameworks such as Python, Flask, and React, gaining insights into different aspects of web development and their applications.</li><li>Integration of Frontend and Backend: Through practical projects, students gain a deep understanding of the connection between frontend and backend. They analyze and implement data modeling, databases (SQL/NoSQL), and server-side programming, combining these with user interfaces.</li><li>Development of User-Centered Web Applications: Students use their knowledge of web technologies to create user-friendly and functional web applications. There is a strong focus on technical and visual implementation. Regular exercises support the deepening and application of the acquired knowledge.</li><li>Evaluation of Web Trends: Participants critically assess current and future trends in web development, particularly in the areas of usability and new web design techniques. They discuss their impact on practice, recognizing and understanding design patterns and current trends.</li></ol> |                   |                                                                                                                          |                   |
| Courses (type, number of weekly contact hours, language — if other than German)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |                   |                                                                                                                          |                   |
| V (2) + Ü (2)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |                   |                                                                                                                          |                   |
| Module taught in: German and/or English                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |                   |                                                                                                                          |                   |
| Course type: online course Virtuelle Hochschule Bayern (vhb)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |                   |                                                                                                                          |                   |
| 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) portfolio (approx. 50 hours total)</p> <p>Language of assessment: German and/or English</p> <p>creditable for bonus</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |                   |                                                                                                                          |                   |
| Bachelor's with 1 major Digital Business & Data Science (2026)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |                   | JMU Würzburg • generated 24-Mär-2026 • exam. reg. data record Bachelor (180 ECTS) Digital Business & Data Science - 2026 | page 109 / 120    |

|                                                                                      |
|--------------------------------------------------------------------------------------|
| <b>Allocation of places</b>                                                          |
| --                                                                                   |
| <b>Additional information</b>                                                        |
| --                                                                                   |
| <b>Workload</b>                                                                      |
| 150 h                                                                                |
| <b>Teaching cycle</b>                                                                |
| Teaching cycle: each semester                                                        |
| <b>Referred to in LPO I</b> (examination regulations for teaching-degree programmes) |
| --                                                                                   |

| Module title                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |                   | Abbreviation                                                                         |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------|--------------------------------------------------------------------------------------|
| Introduction to Scientific Work                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |                   | 12-WIA-262-m01                                                                       |
| Module coordinator                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |                   | Module offered by                                                                    |
| --                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |                   | Faculty of Management and Economics                                                  |
| ECTS                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     | Method of grading | Only after succ. compl. of module(s)                                                 |
| 5                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        | numerical grade   | --                                                                                   |
| Duration                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 | Module level      | Other prerequisites                                                                  |
| 2 semester                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               | --                | Students must have fulfilled the GOP requirements before registering for the course. |
| Contents                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |                   |                                                                                      |
| <p>The following topics will be covered:</p> <ul style="list-style-type: none"> <li>• Introduction to the subject: explanation of terms, purpose and benefits of academic writing and research</li> <li>• Stages of academic writing and research:</li> <li>• Stage 1 : orientation and planning</li> <li>• Stage 2 : collecting and evaluating material</li> <li>• Stage 3 : writing a draft</li> <li>• Stage 4 : revision and submission</li> <li>• Time management</li> <li>• Presentation</li> </ul> |                   |                                                                                      |
| 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)<br>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<br>b) portfolio (approx. 50 hours total)<br>Language of assessment: German and/or English<br>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 title                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |                   | Abbreviation                         |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------|--------------------------------------|
| <b>Economics of Public Policy</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |                   | 12-WiPo-G-262-m01                    |
| Module coordinator                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |                   | Module offered by                    |
| holder of the Chair of Labour Economics                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |                   | Faculty of Management and Economics  |
| ECTS                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         | Method of grading | Only after succ. compl. of module(s) |
| 5                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            | numerical grade   | --                                   |
| Duration                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     | Module level      | Other prerequisites                  |
| 1 semester                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | 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"> <li>• When should the government intervene?</li> <li>• How might the government intervene?</li> <li>• What is the effect of those interventions?</li> <li>• Why do governments choose to intervene in the way that they do?</li> </ul> <p>The lecture will cover the following topics:</p> <ol style="list-style-type: none"> <li>1. Introduction into public economics/finance</li> <li>2. Theoretical toolkit</li> <li>3. Empirical toolkit</li> <li>4. Public goods</li> <li>5. Cost Benefit Analysis</li> </ol> |                   |                                      |
| 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) + Ü (2)<br/>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 to 120 minutes) or<br/>b) portfolio (approx. 50 hours total)<br/>Language of assessment: English<br/>creditable for bonus</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |                   |                                      |
| Allocation of places                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |                   |                                      |
| --                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |                   |                                      |
| Additional information                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |                   |                                      |
| Qualification goal: scientific competences                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |                   |                                      |
| Workload                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |                   |                                      |
| 150 h                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |                   |                                      |
| Teaching cycle                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |                   |                                      |
| Teaching cycle: winter semester                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |                   |                                      |
| Referred to in LPO I (examination regulations for teaching-degree programmes)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |                   |                                      |
| --                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |                   |                                      |

| Module title                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |                   | Abbreviation                         |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------|--------------------------------------|
| Financial Accounting                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |                   | 12-Wipr1-F-262-m01                   |
| Module coordinator                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |                   | Module offered by                    |
| holder of the Chair of Business Management and Accounting                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |                   | Faculty of Management and Economics  |
| ECTS                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            | Method of grading | Only after succ. compl. of module(s) |
| 5                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               | numerical grade   | --                                   |
| Duration                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        | Module level      | Other prerequisites                  |
| 1 semester                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      | 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"> <li>• Introduction to the basic functions of accounting</li> <li>• Overview of the German system of Generally Accepted Accounting Principles (GAAP)</li> <li>• Recognition principles</li> <li>• Initial and subsequent measurement principles</li> <li>• Necessity of consolidated financial statements</li> <li>• Scope of consolidation</li> <li>• Basics of consolidation</li> </ul> |                   |                                      |
| Intended learning outcomes                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |                   |                                      |
| <p>Upon completion of this module, students will be able to:</p> <ul style="list-style-type: none"> <li>• Classify and evaluate various accounting issues from a theoretical perspective;</li> <li>• Evaluate alternative actions and develop appropriate accounting strategies;</li> <li>• Understand the necessity of consolidated financial statements and perform basic consolidation measures.</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |                   |                                      |
| Courses (type, number of weekly contact hours, language — if other than German)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |                   |                                      |
| <p>V (2) + Ü (2)<br/>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<br/>b) portfolio (approx. 50 hours total)<br/>Language of assessment: German and/or English<br/>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 title                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |                   | Abbreviation                         |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------|--------------------------------------|
| Integrated Reporting                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |                   | 12-Wipr2-F-262-m01                   |
| Module coordinator                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |                   | Module offered by                    |
| holder of the Chair of Business Management and Accounting                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |                   | Faculty of Management and Economics  |
| ECTS                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         | Method of grading | Only after succ. compl. of module(s) |
| 5                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            | numerical grade   | --                                   |
| Duration                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     | Module level      | Other prerequisites                  |
| 1 semester                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | 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> <p>Outline</p> <ul style="list-style-type: none"> <li>• Introduction to the basic functions of accounting</li> <li>• Overview of the institutional framework</li> <li>• Conceptual framework for financial reporting</li> <li>• Selected financial reporting standards</li> <li>• Conceptual framework for non-financial reporting</li> <li>• Selected non-financial reporting standards</li> </ul> |                   |                                      |
| Intended learning outcomes                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |                   |                                      |
| <p>Upon completion of this module, students will be able to:</p> <ul style="list-style-type: none"> <li>• Classify and evaluate various accounting issues from the perspective of integrated reporting;</li> <li>• Evaluate alternative actions and develop appropriate accounting strategies;</li> <li>• Understand the necessity of non-financial statements and an integrated approach to accounting.</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |                   |                                      |
| Courses (type, number of weekly contact hours, language — if other than German)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |                   |                                      |
| <p>V (2) + Ü (2)<br/>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 to 120 minutes) or<br/>b) portfolio (approx. 50 hours total)<br/>Language of assessment: English<br/>creditable for bonus</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |                   |                                      |
| Allocation of places                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |                   |                                      |
| --                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |                   |                                      |
| Additional information                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |                   |                                      |
| Qualification goal: scientific competences                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |                   |                                      |
| Workload                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |                   |                                      |
| 150 h                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |                   |                                      |
| Teaching cycle                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |                   |                                      |
| Teaching cycle: winter semester                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |                   |                                      |

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

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| <b>Module title</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |                          |                                             | <b>Abbreviation</b> |
| <b>Digital Accounting Practice</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |                          |                                             | 12-Wipr3-F-262-m01  |
| <b>Module coordinator</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |                          | <b>Module offered by</b>                    |                     |
| holder of the Chair of Business Management and Accounting                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |                          | Faculty of Management and Economics         |                     |
| <b>ECTS</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      | <b>Method of grading</b> | <b>Only after succ. compl. of module(s)</b> |                     |
| 5                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | numerical grade          | --                                          |                     |
| <b>Duration</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  | <b>Module level</b>      | <b>Other prerequisites</b>                  |                     |
| 1 semester                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       | undergraduate            | --                                          |                     |
| <b>Contents</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |                          |                                             |                     |
| 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.                                                                                                                                                                            |                          |                                             |                     |
| <b>Intended learning outcomes</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |                          |                                             |                     |
| Upon completion of this module, students will be able to: <ul style="list-style-type: none"><li>• Understand the basic structure of SAP S/4HANA and selected modules;</li><li>• Account for various transactions using SAP S/4HANA;</li><li>• Evaluate alternative actions and develop appropriate accounting strategies.</li></ul>                                                                                                                                                                                                                                                                                                                                                                              |                          |                                             |                     |
| <b>Courses</b> (type, number of weekly contact hours, language — if other than German)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |                          |                                             |                     |
| V (2) + Ü (2)<br>Module taught in: German and/or English                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |                          |                                             |                     |
| <b>Method of assessment</b> (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |                          |                                             |                     |
| a) written examination (approx. 60 to 120 minutes) or<br>b) portfolio (approx. 50 hours total)<br>Language of assessment: German and/or English<br>Assessment offered: In the semester in which the course is offered<br>creditable for bonus                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |                          |                                             |                     |
| <b>Allocation of places</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |                          |                                             |                     |
| 40 places. WB2: Should the number of applications exceed the number of available places, places will be allocated as follows:<br>(1) Preference will be given to applicants who have already completed modules in the “Finance Accounting” profile area. Places will be allocated according to the total number of ECTS credits achieved in the corresponding modules.<br>(2) The remaining places will be allocated to students of other subjects. Places will be allocated by lot.<br>(3) Places on all courses of the module component with a restricted number of places will be allocated in the same procedure.<br>(4) A waiting list will be maintained and places re-allocated as they become available. |                          |                                             |                     |
| <b>Additional information</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |                          |                                             |                     |
| --                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |                          |                                             |                     |
| <b>Workload</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |                          |                                             |                     |
| 150 h                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |                          |                                             |                     |
| <b>Teaching cycle</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |                          |                                             |                     |
| Teaching cycle: winter semester                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |                          |                                             |                     |
| <b>Referred to in LPO I</b> (examination regulations for teaching-degree programmes)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |                          |                                             |                     |
| --                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |                          |                                             |                     |

| Module title                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |                              | Abbreviation                         |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------|--------------------------------------|
| <b>Securities Management</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |                              | 12-WPM-262-m01                       |
| Module coordinator                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |                              | Module offered by                    |
| holder of the Chair of Business Management and Corporate Finance                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |                              | Faculty of Management and Economics  |
| ECTS                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | Method of grading            | Only after succ. compl. of module(s) |
| 5                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      | (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>a) written examination (approx. 60 to 120 minutes) or</p> <p>b) portfolio (approx. 50 hours total)</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>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                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |                              |                                      |
| --                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |                              |                                      |
| 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 title                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |                   | Abbreviation                         |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------|--------------------------------------|
| <b>Economic and Business Ethics</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |                   | 12-WUE-262-m01                       |
| Module coordinator                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |                   | Module offered by                    |
| holder of the Chair of Business Management and Business Taxation                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |                   | Faculty of Management and Economics  |
| ECTS                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      | Method of grading | Only after succ. compl. of module(s) |
| 5                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         | numerical grade   | --                                   |
| Duration                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  | Module level      | Other prerequisites                  |
| 1 semester                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | 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)<br>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<br>b) portfolio (approx. 50 hours total)<br>Language of assessment: German and/or English<br>Assessment offered: In the semester in which the course is offered<br>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)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |                   |                                      |
| --                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |                   |                                      |