

Subdivided Module Catalogue
for the Subject
Business Management
as a Master's with 1 major
with the degree "Master of Science"
(120 ECTS credits)

Examination regulations version: 2010
Responsible: Faculty of Business Management and Economics

Course of Studies - Contents and Objectives

No translation available.

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:

ASPO2009

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

26-Aug-2010 (2010-33) except for new versions of some modules

17-Jan-2011 (2011-13) except for new versions of some modules

21-Feb-2011 (2011-21)

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
Specialisation (60 ECTS credits)				
Specialisation Areas (60 ECTS credits)				
Business Information Systems (60 ECTS credits)				
Compulsory Modules (30 ECTS credits)				
12-ITA-102-m01	IT and Labor Market	5	NUM	28
12-IS-072-m01	Information Systems Analysis and Design	5	NUM	26
12-IU-072-m01	Information Processing within Organizations	5	NUM	29
12-LA-072-m01	Logistic Concepts and Processes	5	NUM	31
12-LM-072-m01	Operations Research	5	NUM	32
12-M-IBS-102-m01	Internet-Based Systems	5	NUM	73
Compulsory Electives (30 ECTS credits)				
12-M-RM1-102-m01	Financial Reporting and Risk Management	5	NUM	109
12-M-BE-102-m01	Electronic Procurement	5	NUM	46
12-GPU-072-m01	Business Processes in different Lines of Business	5	NUM	24
12-PSM-092-m01	Process and System Modelling	5	NUM	146
12-MM-092-m01	Management Methods	5	NUM	83
12-BI-092-m01	Business Intelligence	5	NUM	21
12-ACSE-092-m01	Adaption and Continuous System Engineering	5	NUM	19
12-GLP-092-m01	Introduction to Logistical Process Design	5	NUM	23
12-RM-KS-092-m01	Risk Management - Concepts and Systems	5	NUM	150
12-BSA-092-m01	Business Service Architecture	5	NUM	22
12-M-DSS-102-m01	Decision Support Systems	5	NUM	48
12-M-ISR-102-m01	Information Systems Research	5	NUM	78
12-M-PROM-102-m01	Project Management and Controlling	5	NUM	104
Finance, Accounting and Taxation (60 ECTS credits)				
Compulsory Electives I				
12-M-F1-102-m01	Policy of Taxation	5	NUM	65
12-M-ER-102-m01	Advanced Financial Accounting (German GAAP, IFRS)	5	NUM	61
12-M-B1a-102-m01	Portfolio Selection and Capital Market Theory	5	NUM	41
12-M-SP-102-m01	Economics of Tax Planning	5	NUM	123
12-M-KOBO-102-m01	Coordination, Budgeting and Incentives in Enterprises	5	NUM	80
Compulsory Electives II				
12-M-F3-102-m01	Social Insurance and the Welfare State	5	NUM	67
12-M-OST-102-m01	Optimal Tax Theory	5	NUM	102
12-M-FMO-102-m01	Analysis of Financial Market Data	5	NUM	69
12-M-MIK-102-m01	Microeconometrics	5	NUM	84
12-M-OE1-102-m01	Econometrics 1	5	NUM	94
12-M-OE2-102-m01	Econometrics 2	5	NUM	96
12-M-OE3-102-m01	Econometrics 3	5	NUM	98
12-M-UA-102-m01	Financial Statement Analysis and Business Valuation	5	NUM	140
12-M-WPF-102-m01	Advanced Auditing	5	NUM	144
12-M-B1b-102-m01	Agency Theory	5	NUM	42
Master's with 1 major Business Management (2010)		JMU Würzburg • generated 26-Aug-2024 • exam. reg. data record Master (120 ECTS) Business Management - 2010		page 4 / 156

12-M-B2-102-m01	Option Pricing Theory	10	NUM	43
12-M-B3-102-m01	Financial Markets: Institutions and Regulation	10	NUM	44
12-M-FER-102-m01	Case Studies on Business Taxation	5	NUM	68
12-M-IB-102-m01	International Taxation	5	NUM	72
12-M-RFW-102-m01	Tax-Optimized Business Organization	5	NUM	108
12-M-PROM-102-m01	Project Management and Controlling	5	NUM	104
12-M-AFER-102-m01	Selected Studies of Empirical Accounting Research	5	NUM	34
12-M-INST-102-m01	Instruments of Strategic Controlling	5	NUM	77
12-M-REKA-102-m01	Accounting and Capital Markets	5	NUM	107
Human Resources and Labour Relations (60 ECTS credits)				
Compulsory Modules (40 ECTS credits)				
12-M-OE1-102-m01	Econometrics 1	5	NUM	94
12-M-TSP-102-m01	Theory of Social Policy	5	NUM	139
12-M-OEA-102-m01	Labor Market Economics	5	NUM	100
12-ITA-102-m01	IT and Labor Market	5	NUM	28
12-M-AO-102-m01	Incentives in Organizations	5	NUM	39
12-M-HRM-102-m01	Human Resource Management and Industrial Relations	5	NUM	71
12-M-MWT-102-m01	Strategic Management of Innovation and Growth	5	NUM	90
02-J6-102-m01	Employment Law	5	NUM	17
Compulsory Electives (20 ECTS credits)				
12-M-F3-102-m01	Social Insurance and the Welfare State	5	NUM	67
12-M-MIK-102-m01	Microeconometrics	5	NUM	84
12-M-MNE-102-m01	Multinational Enterprises	5	NUM	87
12-M-AM-102-m01	Advanced Microeconomics	5	NUM	36
12-M-EW-102-m01	Common European Labor Market	5	NUM	62
12-M-SM-102-m01	Strategic Marketing	5	NUM	120
12-M-EPF-102-m01	Empirical HR Research	5	NUM	60
12-M-EGF2-102-m01	Empirical Research in Entrepreneurship and Management	5	NUM	55
12-IS-072-m01	Information Systems Analysis and Design	5	NUM	26
12-M-KOBO-102-m01	Coordination, Budgeting and Incentives in Enterprises	5	NUM	80
12-M-NUF-102-m01	Management of Corporate Sustainability	5	NUM	92
Risk Management (60 ECTS credits)				
Compulsory Modules (35 ECTS credits)				
12-Wipr1-F-082-m01	Financial Accounting and Auditing 1 - Financial Statements (German GAAP, IFRS)	5	NUM	154
12-Risk-082-m01	Economic Basics of Risk Management	5	NUM	148
12-M-OE1-102-m01	Econometrics 1	5	NUM	94
12-M-RM1-102-m01	Financial Reporting and Risk Management	5	NUM	109
12-IU-072-m01	Information Processing within Organizations	5	NUM	29
12-RM-KS-092-m01	Risk Management - Concepts and Systems	5	NUM	150
12-RM-RW-102-m01	Stochastic Models for Risk Assessment	5	NUM	152
Compulsory Electives (25 ECTS credits)				
12-M-B1a-102-m01	Portfolio Selection and Capital Market Theory	5	NUM	41
12-M-FMO-102-m01	Analysis of Financial Market Data	5	NUM	69
12-M-UA-102-m01	Financial Statement Analysis and Business Valuation	5	NUM	140
12-M-B1b-102-m01	Agency Theory	5	NUM	42
Master's with 1 major Business Management (2010)		JMU Würzburg • generated 26-Aug-2024 • exam. reg. data record Master (120 ECTS) Business Management - 2010		page 5 / 156

12-M-AO-102-m01	Incentives in Organizations	5	NUM	39
12-IS-072-m01	Information Systems Analysis and Design	5	NUM	26
12-LA-072-m01	Logistic Concepts and Processes	5	NUM	31
12-BI-092-m01	Business Intelligence	5	NUM	21
12-M-INST-102-m01	Instruments of Strategic Controlling	5	NUM	77
12-M-REKA-102-m01	Accounting and Capital Markets	5	NUM	107
12-M-NUF-102-m01	Management of Corporate Sustainability	5	NUM	92
12-M-RA-102-m01	Stochastic Models for Risk Analysis	5	NUM	106
Strategic Management (60 ECTS credits)				
Compulsory Modules (30 ECTS credits)				
12-M-SM-102-m01	Strategic Marketing	5	NUM	120
12-M-IMM-102-m01	International Marketing	5	NUM	75
12-M-MWT-102-m01	Strategic Management of Innovation and Growth	5	NUM	90
12-M-TI1-102-m01	Theory of Industrial Organization 1	5	NUM	135
12-M-INST-102-m01	Instruments of Strategic Controlling	5	NUM	77
12-M-NUF-102-m01	Management of Corporate Sustainability	5	NUM	92
Compulsory Electives (30 ECTS credits)				
12-M-SP-102-m01	Economics of Tax Planning	5	NUM	123
12-M-AO-102-m01	Incentives in Organizations	5	NUM	39
12-M-MNE-102-m01	Multinational Enterprises	5	NUM	87
12-M-EGF2-102-m01	Empirical Research in Entrepreneurship and Management	5	NUM	55
12-M-SBM-102-m01	Strategic Supply Management	5	NUM	115
12-M-MS-102-m01	Strategic Networks in Industry	5	NUM	88
12-M-MM-102-m01	Marketing & Brand Management	5	NUM	86
12-M-TI2-102-m01	Theory of Industrial Organization 2	5	NUM	137
12-IS-072-m01	Information Systems Analysis and Design	5	NUM	26
12-MM-092-m01	Management Methods	5	NUM	83
12-BI-092-m01	Business Intelligence	5	NUM	21
12-RM-KS-092-m01	Risk Management - Concepts and Systems	5	NUM	150
12-M-LUP-102-m01	Lead User Project	10	NUM	82
12-M-PROM-102-m01	Project Management and Controlling	5	NUM	104
Value Chain Management (60 ECTS credits)				
Compulsory Modules (35 ECTS credits)				
12-M-LA-102-m01	Lot Sizing and Scheduling	5	NUM	81
12-M-SBM-102-m01	Strategic Supply Management	5	NUM	115
12-M-SPM-102-m01	Strategic Production Management	5	NUM	125
12-IU-072-m01	Information Processing within Organizations	5	NUM	29
12-LA-072-m01	Logistic Concepts and Processes	5	NUM	31
12-LM-072-m01	Operations Research	5	NUM	32
12-GLP-092-m01	Introduction to Logistical Process Design	5	NUM	23
Compulsory Electives (25 ECTS credits)				
12-M-BE-102-m01	Electronic Procurement	5	NUM	46
12-M-MS-102-m01	Strategic Networks in Industry	5	NUM	88
12-M-IMM-102-m01	International Marketing	5	NUM	75
12-M-TI2-102-m01	Theory of Industrial Organization 2	5	NUM	137
12-PSM-092-m01	Process and System Modelling	5	NUM	146
Master's with 1 major Business Management (2010)		JMU Würzburg • generated 26-Aug-2024 • exam. reg. data record Master (120 ECTS) Business Management - 2010		page 6 / 156

12-RM-KS-092-m01	Risk Management - Concepts and Systems	5	NUM	150
12-M-DSS-102-m01	Decision Support Systems	5	NUM	48
12-M-IBS-102-m01	Internet-Based Systems	5	NUM	73
12-M-ISR-102-m01	Information Systems Research	5	NUM	78
12-M-PROM-102-m01	Project Management and Controlling	5	NUM	104
Type 2 (60 ECTS credits)				
Three focuses with 20 ECTS credits each				
Focus Business Management				
No less than two focuses.				
Banking and Finance (20 ECTS credits)				
Compulsory Modules (10 ECTS credits)				
12-M-B1a-102-m01	Portfolio Selection and Capital Market Theory	5	NUM	41
12-M-B1b-102-m01	Agency Theory	5	NUM	42
Compulsory Electives (10 ECTS credits)				
12-M-B2-102-m01	Option Pricing Theory	10	NUM	43
12-M-B3-102-m01	Financial Markets: Institutions and Regulation	10	NUM	44
Managerial Accounting (20 ECTS credits)				
Compulsory Modules (5 ECTS credits)				
12-M-KOBO-102-m01	Coordination, Budgeting and Incentives in Enterprises	5	NUM	80
Compulsory Electives (15 ECTS credits)				
12-M-AO-102-m01	Incentives in Organizations	5	NUM	39
12-M-TI1-102-m01	Theory of Industrial Organization 1	5	NUM	135
12-M-PROM-102-m01	Project Management and Controlling	5	NUM	104
12-M-AFER-102-m01	Selected Studies of Empirical Accounting Research	5	NUM	34
12-M-INST-102-m01	Instruments of Strategic Controlling	5	NUM	77
12-M-REKA-102-m01	Accounting and Capital Markets	5	NUM	107
Finance, Accounting and Taxation (20 ECTS credits)				
Compulsory Electives (20 ECTS credits)				
12-M-ER-102-m01	Advanced Financial Accounting (German GAAP, IFRS)	5	NUM	61
12-M-B1a-102-m01	Portfolio Selection and Capital Market Theory	5	NUM	41
12-M-SP-102-m01	Economics of Tax Planning	5	NUM	123
12-M-WPF-102-m01	Advanced Auditing	5	NUM	144
12-M-B1b-102-m01	Agency Theory	5	NUM	42
12-M-KOBO-102-m01	Coordination, Budgeting and Incentives in Enterprises	5	NUM	80
12-M-PROM-102-m01	Project Management and Controlling	5	NUM	104
Research Methods (20 ECTS credits)				
Compulsory Modules (15 ECTS credits)				
12-M-OE1-102-m01	Econometrics 1	5	NUM	94
12-M-AM-102-m01	Advanced Microeconomics	5	NUM	36
12-M-AME-102-m01	Advanced Macroeconomics	5	NUM	37
Compulsory Electives (5 ECTS credits)				
12-M-OST-102-m01	Optimal Tax Theory	5	NUM	102
12-M-FMO-102-m01	Analysis of Financial Market Data	5	NUM	69
12-M-MIK-102-m01	Microeconometrics	5	NUM	84
12-M-OE2-102-m01	Econometrics 2	5	NUM	96
12-M-OE3-102-m01	Econometrics 3	5	NUM	98

12-M-MNE-102-m01	Multinational Enterprises	5	NUM	87
12-M-EPF-102-m01	Empirical HR Research	5	NUM	60
12-M-EGF2-102-m01	Empirical Research in Entrepreneurship and Management	5	NUM	55
12-M-SPM-102-m01	Strategic Production Management	5	NUM	125
12-M-TI2-102-m01	Theory of Industrial Organization 2	5	NUM	137
12-M-NGM-102-m01	Applied General Equilibrium Models	5	NUM	91
12-M-TI1-102-m01	Theory of Industrial Organization 1	5	NUM	135
12-M-DMM-102-m01	DSGE Modelling	5	NUM	47
12-M-TIT-102-m01	Topics in International Trade	5	NUM	138
12-M-AIT-102-m01	Advanced International Trade	5	NUM	35
12-M-DWT-102-m01	Economic Dynamics	5	NUM	50
12-M-EWS-102-m01	European Economic Statistics	5	NUM	64
12-M-QWP-102-m01	Quantitative Economic Policy	5	NUM	105
12-M-ISR-102-m01	Information Systems Research	5	NUM	78
12-M-AFER-102-m01	Selected Studies of Empirical Accounting Research	5	NUM	34
12-M-REKA-102-m01	Accounting and Capital Markets	5	NUM	107
12-M-NUF-102-m01	Management of Corporate Sustainability	5	NUM	92
Industrial Management (20 ECTS credits)				
Compulsory Modules (15 ECTS credits)				
12-M-LA-102-m01	Lot Sizing and Scheduling	5	NUM	81
12-M-SBM-102-m01	Strategic Supply Management	5	NUM	115
12-M-SPM-102-m01	Strategic Production Management	5	NUM	125
Compulsory Electives (5 ECTS credits)				
12-M-BE-102-m01	Electronic Procurement	5	NUM	46
12-GPU-072-m01	Business Processes in different Lines of Business	5	NUM	24
12-IU-072-m01	Information Processing within Organizations	5	NUM	29
12-LA-072-m01	Logistic Concepts and Processes	5	NUM	31
12-LM-072-m01	Operations Research	5	NUM	32
12-PSM-092-m01	Process and System Modelling	5	NUM	146
12-MM-092-m01	Management Methods	5	NUM	83
12-GLP-092-m01	Introduction to Logistical Process Design	5	NUM	23
12-RM-KS-092-m01	Risk Management - Concepts and Systems	5	NUM	150
Information Management (20 ECTS credits)				
Compulsory Modules (10 ECTS credits)				
12-IU-072-m01	Information Processing within Organizations	5	NUM	29
12-M-IBS-102-m01	Internet-Based Systems	5	NUM	73
Compulsory Electives (10 ECTS credits)				
12-ITA-102-m01	IT and Labor Market	5	NUM	28
12-GPU-072-m01	Business Processes in different Lines of Business	5	NUM	24
12-IS-072-m01	Information Systems Analysis and Design	5	NUM	26
12-BI-092-m01	Business Intelligence	5	NUM	21
12-ACSE-092-m01	Adaption and Continuous System Engineering	5	NUM	19
12-BSA-092-m01	Business Service Architecture	5	NUM	22
12-M-DSS-102-m01	Decision Support Systems	5	NUM	48
12-M-ISR-102-m01	Information Systems Research	5	NUM	78
Logistics (20 ECTS credits)				
Master's with 1 major Business Management (2010)		JMU Würzburg • generated 26-Aug-2024 • exam. reg. data record Master (120 ECTS) Business Management - 2010		page 8 / 156

Compulsory Modules (10 ECTS credits)				
12-LA-072-m01	Logistic Concepts and Processes	5	NUM	31
12-LM-072-m01	Operations Research	5	NUM	32
Compulsory Electives (10 ECTS credits)				
12-M-BE-102-m01	Electronic Procurement	5	NUM	46
12-M-LA-102-m01	Lot Sizing and Scheduling	5	NUM	81
12-M-SBM-102-m01	Strategic Supply Management	5	NUM	115
12-M-SPM-102-m01	Strategic Production Management	5	NUM	125
12-GPU-072-m01	Business Processes in different Lines of Business	5	NUM	24
12-IU-072-m01	Information Processing within Organizations	5	NUM	29
12-PSM-092-m01	Process and System Modelling	5	NUM	146
12-GLP-092-m01	Introduction to Logistical Process Design	5	NUM	23
Human Resource Management and Organization (20 ECTS credits)				
Compulsory Modules (10 ECTS credits)				
12-M-AO-102-m01	Incentives in Organizations	5	NUM	39
12-M-HRM-102-m01	Human Resource Management and Industrial Relations	5	NUM	71
Compulsory Electives (10 ECTS credits)				
12-M-F3-102-m01	Social Insurance and the Welfare State	5	NUM	67
12-M-MIK-102-m01	Microeconometrics	5	NUM	84
12-M-OE1-102-m01	Econometrics 1	5	NUM	94
12-M-OE2-102-m01	Econometrics 2	5	NUM	96
12-M-TSP-102-m01	Theory of Social Policy	5	NUM	139
12-M-OEA-102-m01	Labor Market Economics	5	NUM	100
12-ITA-102-m01	IT and Labor Market	5	NUM	28
12-M-AM-102-m01	Advanced Microeconomics	5	NUM	36
12-M-EPF-102-m01	Empirical HR Research	5	NUM	60
12-M-TI2-102-m01	Theory of Industrial Organization 2	5	NUM	137
02-J6-102-m01	Employment Law	5	NUM	17
12-M-NUF-102-m01	Management of Corporate Sustainability	5	NUM	92
Strategic Marketing Management (20 ECTS credits)				
Compulsory Modules (20 ECTS credits)				
12-M-SM-102-m01	Strategic Marketing	5	NUM	120
12-M-MS-102-m01	Strategic Networks in Industry	5	NUM	88
12-M-IMM-102-m01	International Marketing	5	NUM	75
12-M-MM-102-m01	Marketing & Brand Management	5	NUM	86
Entrepreneurship and Management (20 ECTS credits)				
Compulsory Modules (10 ECTS credits)				
12-M-MWT-102-m01	Strategic Management of Innovation and Growth	5	NUM	90
12-M-NUF-102-m01	Management of Corporate Sustainability	5	NUM	92
Compulsory Electives (10 ECTS credits)				
12-M-AO-102-m01	Incentives in Organizations	5	NUM	39
12-M-AM-102-m01	Advanced Microeconomics	5	NUM	36
12-M-EGF2-102-m01	Empirical Research in Entrepreneurship and Management	5	NUM	55
12-M-MS-102-m01	Strategic Networks in Industry	5	NUM	88
02-J6-102-m01	Employment Law	5	NUM	17
12-M-LUP-102-m01	Lead User Project	10	NUM	82
Master's with 1 major Business Management (2010)		JMU Würzburg • generated 26-Aug-2024 • exam. reg. data record Master (120 ECTS) Business Management - 2010		page 9 / 156

12-M-EMN-102-m01	Entrepreneurial Management in Science and Engineering	10	NUM	57
Econometrics (20 ECTS credits)				
Compulsory Modules (10 ECTS credits)				
12-M-OE1-102-m01	Econometrics 1	5	NUM	94
12-M-OE2-102-m01	Econometrics 2	5	NUM	96
Compulsory Electives (10 ECTS credits)				
12-M-FMO-102-m01	Analysis of Financial Market Data	5	NUM	69
12-M-MIK-102-m01	Microeconometrics	5	NUM	84
12-M-OE3-102-m01	Econometrics 3	5	NUM	98
12-M-EPF-102-m01	Empirical HR Research	5	NUM	60
12-M-EGF2-102-m01	Empirical Research in Entrepreneurship and Management	5	NUM	55
12-M-NGM-102-m01	Applied General Equilibrium Models	5	NUM	91
12-M-AFER-102-m01	Selected Studies of Empirical Accounting Research	5	NUM	34
Focus Economics No more than one focus.				
Research Methods (20 ECTS credits)				
Compulsory Modules (15 ECTS credits)				
12-M-OE1-102-m01	Econometrics 1	5	NUM	94
12-M-AM-102-m01	Advanced Microeconomics	5	NUM	36
12-M-AME-102-m01	Advanced Macroeconomics	5	NUM	37
Compulsory Electives (5 ECTS credits)				
12-M-OST-102-m01	Optimal Tax Theory	5	NUM	102
12-M-FMO-102-m01	Analysis of Financial Market Data	5	NUM	69
12-M-MIK-102-m01	Microeconometrics	5	NUM	84
12-M-OE2-102-m01	Econometrics 2	5	NUM	96
12-M-OE3-102-m01	Econometrics 3	5	NUM	98
12-M-MNE-102-m01	Multinational Enterprises	5	NUM	87
12-M-EPF-102-m01	Empirical HR Research	5	NUM	60
12-M-EGF2-102-m01	Empirical Research in Entrepreneurship and Management	5	NUM	55
12-M-SPM-102-m01	Strategic Production Management	5	NUM	125
12-M-TI2-102-m01	Theory of Industrial Organization 2	5	NUM	137
12-M-NGM-102-m01	Applied General Equilibrium Models	5	NUM	91
12-M-TI1-102-m01	Theory of Industrial Organization 1	5	NUM	135
12-M-DMM-102-m01	DSGE Modelling	5	NUM	47
12-M-TIT-102-m01	Topics in International Trade	5	NUM	138
12-M-AIT-102-m01	Advanced International Trade	5	NUM	35
12-M-DWT-102-m01	Economic Dynamics	5	NUM	50
12-M-EWS-102-m01	European Economic Statistics	5	NUM	64
12-M-QWP-102-m01	Quantitative Economic Policy	5	NUM	105
12-M-ISR-102-m01	Information Systems Research	5	NUM	78
12-M-AFER-102-m01	Selected Studies of Empirical Accounting Research	5	NUM	34
12-M-REKA-102-m01	Accounting and Capital Markets	5	NUM	107
12-M-NUF-102-m01	Management of Corporate Sustainability	5	NUM	92
Econometrics (20 ECTS credits)				
Compulsory Modules (10 ECTS credits)				
12-M-OE1-102-m01	Econometrics 1	5	NUM	94
Master's with 1 major Business Management (2010)		JMU Würzburg • generated 26-Aug-2024 • exam. reg. data record Master (120 ECTS) Business Management - 2010		page 10 / 156

12-M-OE2-102-m01	Econometrics 2	5	NUM	96
Compulsory Electives (10 ECTS credits)				
12-M-FM0-102-m01	Analysis of Financial Market Data	5	NUM	69
12-M-MIK-102-m01	Microeconometrics	5	NUM	84
12-M-OE3-102-m01	Econometrics 3	5	NUM	98
12-M-EPF-102-m01	Empirical HR Research	5	NUM	60
12-M-EGF2-102-m01	Empirical Research in Entrepreneurship and Management	5	NUM	55
12-M-NGM-102-m01	Applied General Equilibrium Models	5	NUM	91
12-M-AFER-102-m01	Selected Studies of Empirical Accounting Research	5	NUM	34
Public Finance (20 ECTS credits)				
Compulsory Modules (10 ECTS credits)				
12-M-F1-102-m01	Policy of Taxation	5	NUM	65
12-M-F2-102-m01	Public Debt	5	NUM	66
Compulsory Electives (10 ECTS credits)				
12-M-F3-102-m01	Social Insurance and the Welfare State	5	NUM	67
12-M-OST-102-m01	Optimal Tax Theory	5	NUM	102
12-M-PRE-102-m01	Principles of European Regulation	5	NUM	103
12-M-EFP-102-m01	European Public Finance	5	NUM	51
12-M-NGM-102-m01	Applied General Equilibrium Models	5	NUM	91
National and International Monetary Economics (20 ECTS credits)				
Compulsory Modules (10 ECTS credits)				
12-M-EG1-102-m01	European Monetary Policy - Closed Economy	5	NUM	52
12-M-EG2-102-m01	European Monetary Policy - Open Economy	5	NUM	53
Compulsory Electives (10 ECTS credits)				
12-M-B1a-102-m01	Portfolio Selection and Capital Market Theory	5	NUM	41
12-M-DMM-102-m01	DSGE Modelling	5	NUM	47
12-M-EMP-102-m01	European Macroeconomic Policy	5	NUM	58
Industrial Economics (20 ECTS credits)				
Compulsory Modules (10 ECTS credits)				
12-M-TI1-102-m01	Theory of Industrial Organization 1	5	NUM	135
12-M-WPE-102-m01	European Competition Policy	5	NUM	142
Compulsory Electives (10 ECTS credits)				
12-M-MNE-102-m01	Multinational Enterprises	5	NUM	87
12-M-AM-102-m01	Advanced Microeconomics	5	NUM	36
12-M-TI2-102-m01	Theory of Industrial Organization 2	5	NUM	137
12-M-PRE-102-m01	Principles of European Regulation	5	NUM	103
12-M-NUF-102-m01	Management of Corporate Sustainability	5	NUM	92
International Trade (20 ECTS credits)				
Compulsory Modules (15 ECTS credits)				
12-M-MNE-102-m01	Multinational Enterprises	5	NUM	87
12-M-TIT-102-m01	Topics in International Trade	5	NUM	138
12-M-AIT-102-m01	Advanced International Trade	5	NUM	35
Compulsory Electives (5 ECTS credits)				
12-M-OE1-102-m01	Econometrics 1	5	NUM	94
12-M-F2-102-m01	Public Debt	5	NUM	66
12-M-EFP-102-m01	European Public Finance	5	NUM	51
Master's with 1 major Business Management (2010)		JMU Würzburg • generated 26-Aug-2024 • exam. reg. data record Master (120 ECTS) Business Management - 2010		page 11 / 156

12-M-WPE-102-m01	European Competition Policy	5	NUM	142
12-M-EG2-102-m01	European Monetary Policy - Open Economy	5	NUM	53
12-M-AME-102-m01	Advanced Macroeconomics	5	NUM	37
Social Policy (20 ECTS credits)				
Compulsory Modules (10 ECTS credits)				
12-M-TSP-102-m01	Theory of Social Policy	5	NUM	139
12-M-OEA-102-m01	Labor Market Economics	5	NUM	100
Compulsory Electives (10 ECTS credits)				
12-M-F3-102-m01	Social Insurance and the Welfare State	5	NUM	67
12-M-HRM-102-m01	Human Resource Management and Industrial Relations	5	NUM	71
12-M-EW-102-m01	Common European Labor Market	5	NUM	62
12-M-SPÜ-102-m01	Topics in Labor Market Economics and Social Policy	5	NUM	127
Economic Policy (20 ECTS credits)				
Compulsory Electives (20 ECTS credits)				
12-M-F3-102-m01	Social Insurance and the Welfare State	5	NUM	67
12-M-TSP-102-m01	Theory of Social Policy	5	NUM	139
12-M-OEA-102-m01	Labor Market Economics	5	NUM	100
12-M-F2-102-m01	Public Debt	5	NUM	66
12-M-WPE-102-m01	European Competition Policy	5	NUM	142
12-M-AIT-102-m01	Advanced International Trade	5	NUM	35
12-M-QWP-102-m01	Quantitative Economic Policy	5	NUM	105
Type 3 (60 ECTS credits)				
Focus Business Management (20 ECTS credits)				
One focus with 20 ECTS credits				
Banking and Finance (20 ECTS credits)				
Compulsory Modules (10 ECTS credits)				
12-M-B1a-102-m01	Portfolio Selection and Capital Market Theory	5	NUM	41
12-M-B1b-102-m01	Agency Theory	5	NUM	42
Compulsory Electives (10 ECTS credits)				
12-M-B2-102-m01	Option Pricing Theory	10	NUM	43
12-M-B3-102-m01	Financial Markets: Institutions and Regulation	10	NUM	44
Managerial Accounting (20 ECTS credits)				
Compulsory Modules (5 ECTS credits)				
12-M-KOBO-102-m01	Coordination, Budgeting and Incentives in Enterprises	5	NUM	80
Compulsory Electives (15 ECTS credits)				
12-M-AO-102-m01	Incentives in Organizations	5	NUM	39
12-M-TI1-102-m01	Theory of Industrial Organization 1	5	NUM	135
12-M-PROM-102-m01	Project Management and Controlling	5	NUM	104
12-M-AFER-102-m01	Selected Studies of Empirical Accounting Research	5	NUM	34
12-M-INST-102-m01	Instruments of Strategic Controlling	5	NUM	77
12-M-REKA-102-m01	Accounting and Capital Markets	5	NUM	107
Finance, Accounting and Taxation (20 ECTS credits)				
Compulsory Electives (20 ECTS credits)				
12-M-ER-102-m01	Advanced Financial Accounting (German GAAP, IFRS)	5	NUM	61
12-M-B1a-102-m01	Portfolio Selection and Capital Market Theory	5	NUM	41
12-M-SP-102-m01	Economics of Tax Planning	5	NUM	123
Master's with 1 major Business Management (2010)		JMU Würzburg • generated 26-Aug-2024 • exam. reg. data record Master (120 ECTS) Business Management - 2010		page 12 / 156

12-M-WPF-102-m01	Advanced Auditing	5	NUM	144
12-M-B1b-102-m01	Agency Theory	5	NUM	42
12-M-KOBO-102-m01	Coordination, Budgeting and Incentives in Enterprises	5	NUM	80
12-M-PROM-102-m01	Project Management and Controlling	5	NUM	104
Industrial Management (20 ECTS credits)				
Compulsory Modules (15 ECTS credits)				
12-M-LA-102-m01	Lot Sizing and Scheduling	5	NUM	81
12-M-SBM-102-m01	Strategic Supply Management	5	NUM	115
12-M-SPM-102-m01	Strategic Production Management	5	NUM	125
Compulsory Electives (5 ECTS credits)				
12-M-BE-102-m01	Electronic Procurement	5	NUM	46
12-GPU-072-m01	Business Processes in different Lines of Business	5	NUM	24
12-IU-072-m01	Information Processing within Organizations	5	NUM	29
12-LA-072-m01	Logistic Concepts and Processes	5	NUM	31
12-LM-072-m01	Operations Research	5	NUM	32
12-PSM-092-m01	Process and System Modelling	5	NUM	146
12-MM-092-m01	Management Methods	5	NUM	83
12-GLP-092-m01	Introduction to Logistical Process Design	5	NUM	23
12-RM-KS-092-m01	Risk Management - Concepts and Systems	5	NUM	150
Information Management (20 ECTS credits)				
Compulsory Modules (10 ECTS credits)				
12-IU-072-m01	Information Processing within Organizations	5	NUM	29
12-M-IBS-102-m01	Internet-Based Systems	5	NUM	73
Compulsory Electives (10 ECTS credits)				
12-ITA-102-m01	IT and Labor Market	5	NUM	28
12-GPU-072-m01	Business Processes in different Lines of Business	5	NUM	24
12-IS-072-m01	Information Systems Analysis and Design	5	NUM	26
12-BI-092-m01	Business Intelligence	5	NUM	21
12-ACSE-092-m01	Adaption and Continuous System Engineering	5	NUM	19
12-BSA-092-m01	Business Service Architecture	5	NUM	22
12-M-DSS-102-m01	Decision Support Systems	5	NUM	48
12-M-ISR-102-m01	Information Systems Research	5	NUM	78
Logistics (20 ECTS credits)				
Compulsory Modules (10 ECTS credits)				
12-LA-072-m01	Logistic Concepts and Processes	5	NUM	31
12-LM-072-m01	Operations Research	5	NUM	32
Compulsory Electives (10 ECTS credits)				
12-M-BE-102-m01	Electronic Procurement	5	NUM	46
12-M-LA-102-m01	Lot Sizing and Scheduling	5	NUM	81
12-M-SBM-102-m01	Strategic Supply Management	5	NUM	115
12-M-SPM-102-m01	Strategic Production Management	5	NUM	125
12-GPU-072-m01	Business Processes in different Lines of Business	5	NUM	24
12-IU-072-m01	Information Processing within Organizations	5	NUM	29
12-PSM-092-m01	Process and System Modelling	5	NUM	146
12-GLP-092-m01	Introduction to Logistical Process Design	5	NUM	23
Human Resource Management and Organization (20 ECTS credits)				
Master's with 1 major Business Management (2010)		JMU Würzburg • generated 26-Aug-2024 • exam. reg. data record Master (120 ECTS) Business Management - 2010		page 13 / 156

Compulsory Modules (10 ECTS credits)				
12-M-AO-102-m01	Incentives in Organizations	5	NUM	39
12-M-HRM-102-m01	Human Resource Management and Industrial Relations	5	NUM	71
Compulsory Electives (10 ECTS credits)				
12-M-F3-102-m01	Social Insurance and the Welfare State	5	NUM	67
12-M-MIK-102-m01	Microeconometrics	5	NUM	84
12-M-OE1-102-m01	Econometrics 1	5	NUM	94
12-M-OE2-102-m01	Econometrics 2	5	NUM	96
12-M-TSP-102-m01	Theory of Social Policy	5	NUM	139
12-M-OEA-102-m01	Labor Market Economics	5	NUM	100
12-ITA-102-m01	IT and Labor Market	5	NUM	28
12-M-AM-102-m01	Advanced Microeconomics	5	NUM	36
12-M-EPF-102-m01	Empirical HR Research	5	NUM	60
12-M-TI2-102-m01	Theory of Industrial Organization 2	5	NUM	137
02-J6-102-m01	Employment Law	5	NUM	17
12-M-NUF-102-m01	Management of Corporate Sustainability	5	NUM	92
Strategic Marketing Management (20 ECTS credits)				
Compulsory Modules (20 ECTS credits)				
12-M-SM-102-m01	Strategic Marketing	5	NUM	120
12-M-MS-102-m01	Strategic Networks in Industry	5	NUM	88
12-M-IMM-102-m01	International Marketing	5	NUM	75
12-M-MM-102-m01	Marketing & Brand Management	5	NUM	86
Entrepreneurship and Management (20 ECTS credits)				
Compulsory Modules (10 ECTS credits)				
12-M-MWT-102-m01	Strategic Management of Innovation and Growth	5	NUM	90
12-M-NUF-102-m01	Management of Corporate Sustainability	5	NUM	92
Compulsory Electives (10 ECTS credits)				
12-M-AO-102-m01	Incentives in Organizations	5	NUM	39
12-M-AM-102-m01	Advanced Microeconomics	5	NUM	36
12-M-EGF2-102-m01	Empirical Research in Entrepreneurship and Management	5	NUM	55
12-M-MS-102-m01	Strategic Networks in Industry	5	NUM	88
02-J6-102-m01	Employment Law	5	NUM	17
12-M-LUP-102-m01	Lead User Project	10	NUM	82
12-M-EMN-102-m01	Entrepreneurial Management in Science and Engineering	10	NUM	57
Research Methods (40 ECTS credits)				
Compulsory Modules (15 ECTS credits)				
12-M-OE1-102-m01	Econometrics 1	5	NUM	94
12-M-AM-102-m01	Advanced Microeconomics	5	NUM	36
12-M-AME-102-m01	Advanced Macroeconomics	5	NUM	37
Compulsory Electives (25 ECTS credits)				
12-M-OST-102-m01	Optimal Tax Theory	5	NUM	102
12-M-OE2-102-m01	Econometrics 2	5	NUM	96
12-M-OE3-102-m01	Econometrics 3	5	NUM	98
12-M-MNE-102-m01	Multinational Enterprises	5	NUM	87
12-M-EPF-102-m01	Empirical HR Research	5	NUM	60
12-M-EGF2-102-m01	Empirical Research in Entrepreneurship and Management	5	NUM	55
Master's with 1 major Business Management (2010)		JMU Würzburg • generated 26-Aug-2024 • exam. reg. data record Master (120 ECTS) Business Management - 2010		page 14 / 156

12-M-SPM-102-m01	Strategic Production Management	5	NUM	125
12-M-TI2-102-m01	Theory of Industrial Organization 2	5	NUM	137
12-M-NGM-102-m01	Applied General Equilibrium Models	5	NUM	91
12-M-TI1-102-m01	Theory of Industrial Organization 1	5	NUM	135
12-M-TIT-102-m01	Topics in International Trade	5	NUM	138
12-M-AIT-102-m01	Advanced International Trade	5	NUM	35
12-M-DWT-102-m01	Economic Dynamics	5	NUM	50
12-M-ISR-102-m01	Information Systems Research	5	NUM	78
12-M-AFER-102-m01	Selected Studies of Empirical Accounting Research	5	NUM	34
12-M-REKA-102-m01	Accounting and Capital Markets	5	NUM	107
Interdisciplinary Part (30 ECTS credits)				
Seminars (20 ECTS credits)				
12-M-SV1-102-m01	Advanced Seminar: Monetary policy	10	NUM	130
12-M-STT-102-m01	Advanced Seminar: Trade Theory and Policy	10	NUM	129
12-M-SEWF-102-m01	Advanced Seminar: Business Cycles and Economic Growth	10	NUM	117
12-M-SIO-102-m01	Advanced Seminar: Industrial Organization	10	NUM	119
12-M-SWOSP-102-m01	Advanced Seminar: Economic Order and Social Policy	10	NUM	132
12-M-SV5-102-m01	Advanced Seminar: Public Finance	10	NUM	131
12-M-SOE-102-m01	Advanced Seminar: Econometrics	10	NUM	122
12-M-MSS-102-m01	Advanced Seminar: Marketing Strategy	10	NUM	89
12-M-SI-102-m01	Advanced Seminar: Productions and Operations Management	10	NUM	118
12-M-SER-102-m01	Advanced Seminar: Financial Accounting and Auditing	10	NUM	116
12-M-SBL-102-m01	Advanced Seminar: Banking	10	NUM	114
12-M-SSL-102-m01	Advanced Seminar: Selected Problems in Analytical Tax Research	10	NUM	128
12-M-SPO-102-m01	Advanced Seminar: Topics in Personnel Economics and Organizational Theory	10	NUM	126
12-M-SAS-102-m01	Advanced Seminar: Entrepreneurship and Management	10	NUM	113
12-M-S11-102-m01	Advanced Seminar: Business Information Systems	10	NUM	112
12-M-S10-102-m01	Advanced Seminar: Logistics and Quantitative Methods	10	NUM	111
12-WI-Sem-092-m01	Advanced Seminar: Business Information Systems	10	NUM	156
12-LogSem-092-m01	Advanced Seminar: Logistics	10	NUM	33
12-M-AUAS-102-m01	Advanced Seminar: Selected Aspects of Managerial Accounting	10	NUM	40
Other Courses (10 ECTS credits)				
12-M-F1-102-m01	Policy of Taxation	5	NUM	65
12-M-B1a-102-m01	Portfolio Selection and Capital Market Theory	5	NUM	41
12-M-SP-102-m01	Economics of Tax Planning	5	NUM	123
12-M-F3-102-m01	Social Insurance and the Welfare State	5	NUM	67
12-M-OE1-102-m01	Econometrics 1	5	NUM	94
12-M-UA-102-m01	Financial Statement Analysis and Business Valuation	5	NUM	140
12-M-B1b-102-m01	Agency Theory	5	NUM	42
12-M-TSP-102-m01	Theory of Social Policy	5	NUM	139
12-M-AO-102-m01	Incentives in Organizations	5	NUM	39
12-M-MNE-102-m01	Multinational Enterprises	5	NUM	87
12-M-AM-102-m01	Advanced Microeconomics	5	NUM	36
Master's with 1 major Business Management (2010)		JMU Würzburg • generated 26-Aug-2024 • exam. reg. data record Master (120 ECTS) Business Management - 2010		page 15 / 156

12-M-EW-102-m01	Common European Labor Market	5	NUM	62
12-M-SBM-102-m01	Strategic Supply Management	5	NUM	115
12-M-SPM-102-m01	Strategic Production Management	5	NUM	125
12-M-IMM-102-m01	International Marketing	5	NUM	75
12-M-MM-102-m01	Marketing & Brand Management	5	NUM	86
12-M-MWT-102-m01	Strategic Management of Innovation and Growth	5	NUM	90
12-M-F2-102-m01	Public Debt	5	NUM	66
12-M-PRE-102-m01	Principles of European Regulation	5	NUM	103
12-M-EFP-102-m01	European Public Finance	5	NUM	51
12-M-TI1-102-m01	Theory of Industrial Organization 1	5	NUM	135
12-M-WPE-102-m01	European Competition Policy	5	NUM	142
12-M-EMP-102-m01	European Macroeconomic Policy	5	NUM	58
12-M-EWS-102-m01	European Economic Statistics	5	NUM	64
12-GPU-072-m01	Business Processes in different Lines of Business	5	NUM	24
12-MM-092-m01	Management Methods	5	NUM	83
12-M-KOBO-102-m01	Coordination, Budgeting and Incentives in Enterprises	5	NUM	80
Thesis (30 ECTS credits)				
12-M-THB-102-m01	Master Thesis Business Management	30	NUM	133

Module title		Abbreviation
Employment Law		02-J6-102-m01
Module coordinator		Module offered by
holder of the Chair of Civil Law, Employment and Labour Law and Civil Procedure		Faculty of Law
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
2 semester	undergraduate	--
Contents		
German contents available but not translated yet.		
Grundlagen des Arbeitsrechts als Voraussetzung für berufliche Kontexte, die auch juristisches Hintergrundwissen benötigen.		
Intended learning outcomes		
German intended learning outcomes available but not translated yet.		
Die Studierenden haben gelernt, arbeitsrechtliche Grundlagen auf ein späteres berufliches Handlungsfeld zu applizieren.		
Courses (type, number of weekly contact hours, language — if other than German)		
V + K (no information on SWS (weekly contact hours) and course language available)		
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)		
methods of assessment: a) written examination (approx. 120 minutes), b) talk (approx. 30 minutes), c) presentation (approx. 15 minutes), d) written elaboration of presentation (approx. 10 pages); options a) and b) weighting: 3:2 or options a) and c) and d) weighting: 3:1:1		
Allocation of places		
Number of places: maximum 30, up to 10 of which will be set aside for students of the Master's degree programme Business Management. These places will be allocated in advance. Should the number of applications exceed the number of places available after deduction of the number of places mentioned above, places will be allocated by lot among all applicants who applied within the registration period. Should there be the need to take different specialisations among applicants into account, the above-mentioned maximum number of participants will be divided up into subject contingents according to the share of applications from students of the respective subjects in the total number of applications. Should the resulting numbers of places be fractional numbers, they will be rounded up (minimum: one place). The places available according to the subject contingents will be allocated by lot to applicants of the respective subject.		
Additional information		
--		
Workload		
--		
Teaching cycle		
--		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
--		
Module appears in		
Master's degree (1 major) Economathematics (2011) Master's degree (1 major) Business Management (2011) Master's degree (1 major) Business Management (2010)		
Master's with 1 major Business Management (2010)	JMU Würzburg • generated 26-Aug-2024 • exam. reg. data record Master (120 ECTS) Business Management - 2010	page 17 / 156

Master's degree (1 major) Economics (2011)
Master's degree (1 major) Economics (2010)
No final examination Special study offering (2010)

Module title			Abbreviation
Adaption and Continuous System Engineering			12-ACSE-092-m01
Module coordinator		Module offered by	
holder of the Chair of Business Management and Business Information Systems		Faculty of Business Management and Economics	
ECTS	Method of grading	Only after succ. compl. of module(s)	
5	numerical grade	--	
Duration	Module level	Other prerequisites	
1 semester	graduate	--	
Contents			
<p>Business Suite: The constantly changing environment with its organisational and IT-oriented developments forces companies to adapt their standard business software solutions. With the help of dynamic adaptation (Continuous System Engineering), this process of change can be supported effectively and efficiently. This module discusses both the systematic implementation of adaptation steps (so-called customising) using the example of the mySAP Business Suite and the concept of Continuous System Engineering using various practical examples. Business Apps: The course combines theory and practice in the area of cloud computing and ERP. Participants gain an insight into the architecture of the ByDesign platform and are presented with an opportunity to gain practical experience working with the corresponding software development kit.</p>			
<p>Content:</p> <ul style="list-style-type: none">- Fundamentals of cloud computing- Cloud business solutions- Architecture of the SAP Business ByDesign platform- Platform adaption and extensibility- Basics of software development in SAP Cloud Applications Studio- Hands-on SDK: independently designing and developing a demo app			
Intended learning outcomes			
<p>Business Suite: Students learn about the various ways of adapting a standard business software solution to the special requirements of a company. They also develop a fundamental understanding of the dynamic adaptation of business software libraries. Based on selected examples from the SAP Business Suite that the acquired knowledge will be deepened by using case studies. Business Apps: The course imparts knowledge and delivers skills in cloud computing for businesses, ERP systems architecture and software development at the example of the SAP Business ByDesign platform. The independent planning, implementation and documentation of a business app trains important core competencies of technology-oriented Business Informatics.</p>			
Courses (type, number of weekly contact hours, language — if other than German)			
V + Ü (no information on SWS (weekly contact hours) and course language available)			
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)			
written examination (approx. 60 minutes)			
Allocation of places			
<p>Number of places: 20. Should the number of applications exceed the number of available places, 15 places will be set aside for Master's students of Business Information Systems. (1) Should the number of applications exceed the number of available places, places will be allocated in a standardised procedure among all applicants irrespective of their subjects according to the following quotas: Quota 1 (50% of places): total number of ECTS credits already achieved in the respective degree subject; among applicants with the same number of ECTS credits achieved, places will be allocated by lot. Quota 2 (25% of places): number of subject semesters of the respective applicant; among applicants with the same number of subject semesters, places will be allocated by lot. Quota 3 (25% of places): allocation by lot. In this procedure, applicants who already have successfully completed at least one module component of the respective module will be given preferential consideration. (2) Places on all courses of the module component with a restricted number of places will be allocated in the same procedure. (3) A waiting list will be maintained and places re-allocated as they become available.</p>			
Master's with 1 major Business Management (2010)		JMU Würzburg • generated 26-Aug-2024 • exam. reg. data record Master (120 ECTS) Business Management - 2010	page 19 / 156

Additional information
--
Workload
--
Teaching cycle
--
Referred to in LPO I (examination regulations for teaching-degree programmes)
--
Module appears in
Master's degree (1 major) Business Information Systems (2010) Master's degree (1 major) Business Management (2010) Master's degree (1 major) Economics (2010)

Module title		Abbreviation
Business Intelligence		12-BI-092-m01
Module coordinator		Module offered by
holder of the Chair of Information Systems Engineering		Faculty of Business Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	graduate	--
Contents		
The course provides an overview of the structure and applications of analytical information systems. A special focus is on individual quantitative methods of data analysis. A basic knowledge of statistics and data modelling is a prerequisite for participation in this module.		
Intended learning outcomes		
The module provides students with knowledge of: (i) Data Warehousing & OLAP (ii) Operational application areas and methods of data analysis		
Courses (type, number of weekly contact hours, language — if other than German)		
V + Ü (no information on SWS (weekly contact hours) and course language available)		
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 (60 minutes)		
Allocation of places		
--		
Additional information		
--		
Workload		
--		
Teaching cycle		
--		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
--		
Module appears in		
Master's degree (1 major) Business Information Systems (2010) Master's degree (1 major) Business Management (2010) Master's degree (1 major) Economics (2010)		

Module title		Abbreviation
Business Service Architecture		12-BSA-092-m01
Module coordinator		Module offered by
holder of the Chair of Business Management and Business Information Systems		Faculty of Business Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	graduate	--
Contents		
<p>A next generation of enterprise systems called business service platforms is emerging using new disruptive technologies such as cloud computing, big data and mobility. These business service platforms apply the concept of product platforms to software. They will</p> <ol style="list-style-type: none"> 1. be services based 2. be offered as a service in the cloud 3. address new classes of users and types of business especially in the service business 4. allow for a high degree of business adaptability and extensibility. 5. be supplemented by a broad offer of partner add-ons supporting accelerated innovation. <p>These new business service platforms will play a key role in the digital transformation of the software industry.</p>		
Intended learning outcomes		
Be aware of the big business productivity progress enabled by BIS in the last 50 years. Understand the limitations of these systems in spite of the digital transformation of the software industry ahead. Be able to critically assess the business potential of new IC technologies. Understand the business demand for change. Understand the necessary organizational learning needed to leverage new technology for business change management.		
Courses (type, number of weekly contact hours, language — if other than German)		
V (no information on SWS (weekly contact hours) and course language available)		
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 (60 minutes) and management report (approx. 6 pages), weighted 2:1		
Allocation of places		
--		
Additional information		
--		
Workload		
--		
Teaching cycle		
--		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
--		
Module appears in		
Master's degree (1 major) Business Information Systems (2010) Master's degree (1 major) Business Management (2010) Master's degree (1 major) Economics (2010)		

Module title			Abbreviation
Introduction to Logistical Process Design			12-GLP-092-m01
Module coordinator		Module offered by	
holder of the Chair of Business Management and Business Information Systems		Faculty of Business Management and Economics	
ECTS	Method of grading	Only after succ. compl. of module(s)	
5	numerical grade	--	
Duration	Module level	Other prerequisites	
1 semester	graduate	--	
Contents			
ERP systems have become key elements of successful companies. Business processes in companies can no longer be managed without using such ERP systems. In financial departments of companies, such systems have been used for a long time, but business processes e. g. for logistical tasks have so far not been supported by ERP solutions. This module explains how this issue could be resolved as well as what constraints and what dependencies have to be considered.			
Intended learning outcomes			
After completing this module, students should be able to (i) know about actual business processes in companies; (ii) understand selected problems in the organization and design of logistical business processes and work out solutions; (iii) know and design basic data structures and data flows of an ERP system; (iv) map business processes within an ERP system; (v) consider the specifics of a certain industry (e. g. the process industry) when organizing business processes; (vi) map the core business processes within an ERP system.			
Courses (type, number of weekly contact hours, language — if other than German)			
V + Ü (no information on SWS (weekly contact hours) and course language available)			
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 (60 minutes)			
Allocation of places			
--			
Additional information			
--			
Workload			
--			
Teaching cycle			
--			
Referred to in LPO I (examination regulations for teaching-degree programmes)			
--			
Module appears in			
Master's degree (1 major) Business Information Systems (2010) Master's degree (1 major) Business Management (2010) Master's degree (1 major) Economics (2010)			

Module title			Abbreviation
Business Processes in different Lines of Business			12-GPU-072-m01
Module coordinator		Module offered by	
holder of the Chair of Business Management and Business Information Systems		Faculty of Business Management and Economics	
ECTS	Method of grading	Only after succ. compl. of module(s)	
5	numerical grade	--	
Duration	Module level	Other prerequisites	
1 semester	graduate	--	
Contents			
<p>Content:</p> <p>This module provides students with an overview of the structure of a business information system (SAP Business ByDesign) in depth.</p> <p>Outline of syllabus:</p> <p>1. Integrated information systems: integration, standard software, system architecture</p> <p>2. Working with standard business software</p> <p>3. Consulting in integrated information systems: project management, project organisation, presentation skills</p> <p>Description:</p> <p>The lecture will be accompanied by an exercise that will present students with an opportunity to access, in small groups, the enterprise resource planning system operated by the Chair in its ERP laboratory and to work with the software, dealing with a wide variety of business processes.</p> <p>If you would like to register for this course, please submit an application to the consultants (cover letter, CV, certificates; please also specify your degree programme and student ID number).</p>			
Intended learning outcomes			
<p>After completing the course "Business Software 1", students will be able to</p> <p>(i) understand an ERP system in its depth;</p> <p>(ii) understand the interaction of business processes;</p> <p>(iii) execute business tasks and processes in an ERP system independently (after participation in the practice lessons).</p>			
Courses (type, number of weekly contact hours, language — if other than German)			
V + Ü (no information on SWS (weekly contact hours) and course language available)			
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)			
term paper (approx. 20 pages) and presentation (approx. 20 minutes), weighted 2:1			
Allocation of places			
--			
Additional information			
--			
Workload			
--			
Teaching cycle			
--			
Referred to in LPO I (examination regulations for teaching-degree programmes)			
--			
Module appears in			
Master's degree (1 major) Economathematics (2011)			
Master's with 1 major Business Management (2010)		JMU Würzburg • generated 26-Aug-2024 • exam. reg. data record Master (120 ECTS) Business Management - 2010	page 24 / 156

Master's degree (1 major) Business Information Systems (2011)
 Master's degree (1 major) Business Information Systems (2007)
 Master's degree (1 major) Business Information Systems (2010)
 Master's degree (1 major) Business Management (2011)
 Master's degree (1 major) Business Management (2010)
 Master's degree (1 major) Economics (2011)
 Master's degree (1 major) Economics (2010)
 Master's degree (1 major) China Business and Economics (2014)
 Master's degree (1 major) China Business and Economics (2012)
 Master's degree (1 major) Chinese and Economics (2014)
 Master's degree (1 major) Chinese and Economics (2012)

Module title			Abbreviation
Information Systems Analysis and Design			12-IS-072-m01
Module coordinator		Module offered by	
holder of the Chair of Business Management and Business Information Systems		Faculty of Business Management and Economics	
ECTS	Method of grading	Only after succ. compl. of module(s)	
5	numerical grade	--	
Duration	Module level	Other prerequisites	
1 semester	graduate	--	
Contents			
(This course was discontinued and replaced by the course "IT-Management")			
Content: This course provides students with an in-depth overview of aims, tasks and appropriate methods of IT management.			
Outline of syllabus: 1. Organisation and distinction 2. IT strategy 3. IT organisation 4. Management of IT systems 5. Enterprise Architecture Management 6. IT project management 7. IT security 8. IT law 9. IT controlling			
Reading: - Hofmann/Schmidt: Masterkurs IT-Management, Wiesbaden. - Tiemeyer: Handbuch IT-Management, Munich. - Hanschke: Strategisches Management der IT-Landschaft, Munich.			
Intended learning outcomes			
After completing the course "IT Management", students will be able to 1. overview the different aspects to be considered regarding a purposeful IT management; 2. understand and apply appropriate methods and tools; 3. independently perform system search and selection in a team project (only after participation in the practice lessons).			
Courses (type, number of weekly contact hours, language — if other than German)			
V + Ü (no information on SWS (weekly contact hours) and course language available)			
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)			
written examination (approx. 60 minutes)			
Allocation of places			
--			
Additional information			
--			
Workload			
--			
Teaching cycle			
--			
Master's with 1 major Business Management (2010)		JMU Würzburg • generated 26-Aug-2024 • exam. reg. data record Master (120 ECTS) Business Management - 2010	page 26 / 156

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

--

Module appears in

Master's degree (1 major) Business Information Systems (2007)

Master's degree (1 major) Business Information Systems (2010)

Master's degree (1 major) Business Management (2010)

Master's degree (1 major) Economics (2010)

Module title		Abbreviation
IT and Labor Market		12-ITA-102-m01
Module coordinator		Module offered by
holder of the Chair of Business Management and Business Information Systems		Faculty of Business Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	graduate	--
Contents		
This module discusses relevant principles, concepts and applications of business information processing and its impact on organisational and process structures in today's business world.		
Intended learning outcomes		
The expertise gained from other modules related to business management issues can be interpreted and classified in a certain way by participating in this module. For decisions in regards to human resources planning, investment, and a company's strategy, the students will get to know all the relevant concepts and interdependencies, which come with taking information processing into account as the so called "fourth" factor of production.		
Courses (type, number of weekly contact hours, language — if other than German)		
V + Ü (no information on SWS (weekly contact hours) and course language available)		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)		
written examination (approx. 60 minutes)		
Allocation of places		
--		
Additional information		
--		
Workload		
--		
Teaching cycle		
--		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
--		
Module appears in		
Master's degree (1 major) Business Information Systems (2010) Master's degree (1 major) Business Management (2010) Master's degree (1 major) Economics (2010)		

Module title			Abbreviation
Information Processing within Organizations			12-IU-072-m01
Module coordinator		Module offered by	
holder of the Chair of Business Management and Business Information Systems		Faculty of Business Management and Economics	
ECTS	Method of grading	Only after succ. compl. of module(s)	
5	numerical grade	--	
Duration	Module level	Other prerequisites	
1 semester	graduate	--	
Contents			
Content: This course provides students with an in-depth overview of the structure and the application areas of business management information systems in enterprises and public institutions.			
Outline of syllabus: 1. What is software: concepts, categories, application 2. Software life cycle: duration, phases, steps 3. As-is analysis: tasks, problems 4. To-be concept: system design, data design, dialog design, function design 5. Object orientation: paradigm shift 6. Change management: meaning, methodologies, project management 7. Office automation: tasks, areas of application			
Intended learning outcomes			
After completing the course "Integrated Information Processing", students will be able to (i) understand the importance of integration in enterprises, especially in information systems; (ii) assess the progress of development of a software project, estimate cycle costs, know and consider requirements, which brings a software implementation with; (iii) select the correct procedures or practices in an as-is analysis and target conception and practically apply (with participation in the exercise); (iv) understand the importance of change management and project management and know the appropriate methods for specific applications.			
Courses (type, number of weekly contact hours, language — if other than German)			
V + Ü (no information on SWS (weekly contact hours) and course language available)			
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)			
written examination (approx. 60 minutes)			
Allocation of places			
--			
Additional information			
--			
Workload			
--			
Teaching cycle			
--			
Referred to in LPO I (examination regulations for teaching-degree programmes)			
--			
Module appears in			
Master's degree (1 major) Business Information Systems (2007)			
Master's with 1 major Business Management (2010)		JMU Würzburg • generated 26-Aug-2024 • exam. reg. data record Master (120 ECTS) Business Management - 2010	page 29 / 156

Master's degree (1 major) Business Information Systems (2010)
Master's degree (1 major) Business Management (2010)
Master's degree (1 major) Economics (2010)

Module title		Abbreviation
Logistic Concepts and Processes		12-LA-072-m01
Module coordinator		Module offered by
Business Integration Prof. Thome		Faculty of Business Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	graduate	--
Contents		
This module discusses fundamental aspects and contemporary concepts of logistical tasks and processes.		
Intended learning outcomes		
Students will learn about the fundamental aspects and contemporary concepts of logistical tasks and processes especially in the field of Operations Management. Additionally students will be able to evaluate the business impacts of a better performance of logistical issues within a company.		
Courses (type, number of weekly contact hours, language — if other than German)		
V + Ü (no information on SWS (weekly contact hours) and course language available)		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)		
written examination (approx. 60 minutes)		
Allocation of places		
--		
Additional information		
--		
Workload		
--		
Teaching cycle		
--		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
--		
Module appears in		
Master's degree (1 major) Business Information Systems (2007) Master's degree (1 major) Business Information Systems (2010) Master's degree (1 major) Business Management (2010) Master's degree (1 major) Economics (2010)		

Module title			Abbreviation
Operations Research			12-LM-072-m01
Module coordinator		Module offered by	
holder of the Chair of Business Management and Business Information Systems		Faculty of Business Management and Economics	
ECTS	Method of grading	Only after succ. compl. of module(s)	
5	numerical grade	--	
Duration	Module level	Other prerequisites	
1 semester	graduate	--	
Contents			
Content: The module familiarises students with essential fundamentals, concepts and methods of logistics applications. - Modelling - Graph theory - Network technology - Flows in networks - Touring / route planning - From heuristics to optimisation - Simulation			
Intended learning outcomes			
The students (i) have significant knowledge of the fundamentals, concepts and methods of logistical applications and (ii) can recognize their economic importance and consequences.			
Courses (type, number of weekly contact hours, language — if other than German)			
V + Ü (no information on SWS (weekly contact hours) and course language available)			
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)			
written examination (approx. 60 minutes)			
Allocation of places			
--			
Additional information			
--			
Workload			
--			
Teaching cycle			
--			
Referred to in LPO I (examination regulations for teaching-degree programmes)			
--			
Module appears in			
Master's degree (1 major) Business Information Systems (2007) Master's degree (1 major) Business Information Systems (2010) Master's degree (1 major) Business Management (2010) Master's degree (1 major) Economics (2010)			

Module title		Abbreviation
Advanced Seminar: Logistics		12-LogSem-092-m01
Module coordinator		Module offered by
holder of the Chair of Logistics and Quantitative Methods		Faculty of Business Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
10	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	graduate	--
Contents		
In this seminar, students will learn, on a case-by-case basis, how companies have successfully implemented quantitative planning methods to optimise their processes in logistics and supply chain management.		
Intended learning outcomes		
After the seminar, students (i) recognize complex problems of logistics and understand mathematical model formulation to solve practical problems; (ii) understand, evaluate and scrutinize critically the results of such models; (iii) recognize, describe and assess the limitations of formal models in a practical context.		
Courses (type, number of weekly contact hours, language — if other than German)		
S (no information on SWS (weekly contact hours) and course language available)		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)		
term paper (approx. 20 pages) and presentation (approx. 20 minutes), weighted 2:1		
Allocation of places		
--		
Additional information		
--		
Workload		
--		
Teaching cycle		
--		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
--		
Module appears in		
Master's degree (1 major) Business Management (2010) Master's degree (1 major) Economics (2010)		

Module title		Abbreviation
Selected Studies of Empirical Accounting Research		12-M-AFER-102-m01
Module coordinator		Module offered by
Managing Director of the Institute of Business Management		Faculty of Business Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	undergraduate	--
Contents		
<p>This module will be discontinued, no courses are offered currently or will be offered in future.</p> <p>This may be due to one of the following reasons:</p> <ul style="list-style-type: none"> • the module belongs to a version of the examination regulations that no longer has any enrolled students • the lecturer who offered the course is no longer employed at the University of Würzburg • the contents are no longer taught and were substituted with comparable offers <p>For more information, please contact the Office of the Dean of Studies of the Faculty of Business Management and Economics.</p>		
Intended learning outcomes		
Due to the lack of relevance, no learning outcomes description is available because no courses are held for this module.		
Courses (type, number of weekly contact hours, language — if other than German)		
V + Ü (no information on SWS (weekly contact hours) and course language available)		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)		
written examination (approx. 60 minutes)		
Allocation of places		
--		
Additional information		
--		
Workload		
--		
Teaching cycle		
--		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
--		
Module appears in		
Master's degree (1 major) Business Management (2010)		
Master's degree (1 major) Economics (2010)		

Module title		Abbreviation
Advanced International Trade		12-M-AIT-102-m01
Module coordinator		Module offered by
holder of the Chair of International Economics		Faculty of Business Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	graduate	--
Contents		
<p>This module will be discontinued, no courses are offered currently or will be offered in future.</p> <p>This may be due to one of the following reasons:</p> <ul style="list-style-type: none"> • the module belongs to a version of the examination regulations that no longer has any enrolled students • the lecturer who offered the course is no longer employed at the University of Würzburg • the contents are no longer taught and were substituted with comparable offers <p>For more information, please contact the Office of the Dean of Studies of the Faculty of Business Management and Economics.</p>		
Intended learning outcomes		
Due to the lack of relevance, no learning outcomes description is available because no courses are held for this module.		
Courses (type, number of weekly contact hours, language — if other than German)		
V (no information on SWS (weekly contact hours) and course language available)		
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. 180 minutes) Language of assessment: English		
Allocation of places		
--		
Additional information		
--		
Workload		
--		
Teaching cycle		
--		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
--		
Module appears in		
Master's degree (1 major) Business Management (2010)		
Master's degree (1 major) Economics (2010)		

Module title		Abbreviation
Advanced Microeconomics		12-M-AM-102-m01
Module coordinator		Module offered by
holder of the Chair for Economics, Contract Theory and Information Economics		Faculty of Business Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	graduate	--
Contents		
<p>This course deals with essential microeconomic methods and problems at an advanced level (e. g. Mas-Colell, Whinston, Green: Microeconomic Theory). As this is a huge field, the course will concentrate on two or three topics such as</p> <ol style="list-style-type: none"> 1. Game theory 2. Principal-agent models 3. Theory of auctions 4. General equilibrium theory 5. Mechanism design 		
Intended learning outcomes		
<p>After completing the course students are able to</p> <ol style="list-style-type: none"> 1. explain essential findings of microeconomic theory, 2. apply the involved methods to given simple examples on their own, 3. recognize, in which real life situations and how the results can be applied. 		
Courses (type, number of weekly contact hours, language — if other than German)		
V + Ü (no information on SWS (weekly contact hours) and course language available)		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)		
written examination (approx. 60 minutes) or term paper (approx. 20 pages)		
Allocation of places		
--		
Additional information		
--		
Workload		
--		
Teaching cycle		
--		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
--		
Module appears in		
Master's degree (1 major) Business Management (2010)		
Master's degree (1 major) Economics (2010)		

Module title		Abbreviation
Advanced Macroeconomics		12-M-AME-102-m01
Module coordinator		Module offered by
holder of the Chair of International Economics		Faculty of Business Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	graduate	--
Contents		
<p>The course covers long-run aspects of macroeconomics. We start with a review of the facts of long-run growth and a review of the Solow growth model. The lecture then focuses on the infinite-horizon Ramsey-Cass-Koopmans model and on endogenous growth theory. Applications of this framework involving urban and regional growth, resources and the environment will be discussed, time permitting.</p> <p>Outline of syllabus I Facts and the Solow growth model II Infinite-horizon Ramsey-Cass-Koopmans model III Endogenous growth IV Human capital, social infrastructure and beyond V Applications (urban and regional growth; growth, resources and the environment)</p> <p>Reading: The course draws strongly on the following textbook: David Romer, Advanced Macroeconomics, 4th ed., McGraw-Hill Irwin. We will also use journal articles and research papers at several points of the lecture.</p>		
Intended learning outcomes		
<p>Students acquire a working knowledge of the key models and analytical tools of advanced macroeconomics. This enables them to identify the key forces that determine the determinants of income levels and growth rates of incomes, to make informed policy analysis and statements and to critically evaluate current controversies and developments as well as to conduct their own research.</p>		
Courses (type, number of weekly contact hours, language — if other than German)		
V (no information on SWS (weekly contact hours) and course language available)		
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. 120 minutes) Language of assessment: English</p>		
Allocation of places		
--		
Additional information		
--		
Workload		
--		
Teaching cycle		
--		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
--		
Module appears in		
Master's degree (1 major) Business Management (2010)		
Master's with 1 major Business Management (2010)	JMU Würzburg • generated 26-Aug-2024 • exam. reg. data record Master (120 ECTS) Business Management - 2010	page 37 / 156

Master's degree (1 major) Economics (2010)

Module title		Abbreviation
Incentives in Organizations		12-M-AO-102-m01
Module coordinator		Module offered by
holder of the Chair for Human Resource Management and Organisation		Faculty of Business Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	graduate	--
Contents		
<p>The lecture "Anreize in Organisationen" ("Incentives in Organisations") is based on the principal agent theory. This theory will be used to develop financial and economic solutions to help overcome the conflict of interests between employers and employees. In addition to the most widely used theories, estimation techniques and empirical results are also introduced and discussed.</p> <p>Reading list to be provided in class.</p>		
Intended learning outcomes		
<p>The aim of the lectures is to enable students to understand and apply advanced theories, estimation techniques and empirical results in the area incentives in organisation on the basis of scientific literature.</p>		
Courses (type, number of weekly contact hours, language — if other than German)		
V + Ü (no information on SWS (weekly contact hours) and course language available)		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)		
written examination (approx. 60 minutes)		
Allocation of places		
--		
Additional information		
--		
Workload		
--		
Teaching cycle		
--		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
--		
Module appears in		
Master's degree (1 major) Business Management (2010)		
Master's degree (1 major) Economics (2010)		

Module title		Abbreviation
Advanced Seminar: Selected Aspects of Managerial Accounting		12-M-AUAS-102-m01
Module coordinator		Module offered by
holder of the Chair of Business Management, Controlling and Accounting		Faculty of Business Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
10	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	graduate	--
Contents		
In this course, students will acquire important knowledge and skills that will enable them to prepare a well-structured paper and to present the results of their work with the help of relevant topics in the field of controlling.		
Intended learning outcomes		
After completing the controlling master seminar, students will be able to (i) understand and apply scientific literature reviews; (ii) use elaborated contents to write scientific papers; (iii) create presentations and speeches independently.		
Courses (type, number of weekly contact hours, language — if other than German)		
S (no information on SWS (weekly contact hours) and course language available)		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)		
term paper (approx. 20 pages) and presentation (approx. 20 minutes), weighted 2:1		
Allocation of places		
--		
Additional information		
--		
Workload		
--		
Teaching cycle		
--		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
--		
Module appears in		
Master's degree (1 major) Business Management (2010)		
Master's degree (1 major) Economics (2010)		

Module title			Abbreviation
Portfolio Selection and Capital Market Theory			12-M-B1a-102-m01
Module coordinator		Module offered by	
holder of the Chair of Business Management, Banking and Finance		Faculty of Business Management and Economics	
ECTS	Method of grading	Only after succ. compl. of module(s)	
5	numerical grade	--	
Duration	Module level	Other prerequisites	
1 semester	graduate	--	
Contents			
<p>Content:</p> <p>This course deals with the fundamentals of individual investment decisions (portfolio selection), the capital market equilibrium and the resulting CAPM.</p> <p>Outline of syllabus:</p> <ol style="list-style-type: none">1. Fundamentals of decision theory2. Portfolio selection3. CAPM4. Information efficiency and event analysis			
Intended learning outcomes			
<p>After completing the course "Portfolio Selection and Capital Market Theory", the students will be able</p> <p>(i) to explain the optimal capital market position of an investor given the different investment opportunities and its individual utility function in theory and calculate it;</p> <p>(ii) to understand the central propositions made by the CAPM and use the CAPM for valuating assets and firms.</p>			
Courses (type, number of weekly contact hours, language — if other than German)			
V + Ü (no information on SWS (weekly contact hours) and course language available)			
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)			
written examination (approx. 60 minutes)			
Allocation of places			
--			
Additional information			
--			
Workload			
--			
Teaching cycle			
--			
Referred to in LPO I (examination regulations for teaching-degree programmes)			
--			
Module appears in			
Master's degree (1 major) Business Management (2010)			
Master's degree (1 major) Economics (2010)			

Module title			Abbreviation
Agency Theory			12-M-B1b-102-m01
Module coordinator		Module offered by	
holder of the Chair of Business Management, Banking and Finance		Faculty of Business Management and Economics	
ECTS	Method of grading	Only after succ. compl. of module(s)	
5	numerical grade	--	
Duration	Module level	Other prerequisites	
1 semester	graduate	--	
Contents			
Content: This course deals with the fundamentals of agency theory and financial contracting with information symmetric and information asymmetric.			
Outline of syllabus: 1. Agency theory 2. Financial contracting			
Intended learning outcomes			
After completing the course "Agency Theory and Financial contracting", the students will be able (i) to understand the fundamentals of agency theory and solve problems concerning optimal financial contracting given e.g. different capital endowments; (ii) to understand the central problems of controlling work assignments in theory and solve basic case studies; (iii) to generate and evaluate financial contracting given a non-trivial risk allocation and the resulting agency problems.			
Courses (type, number of weekly contact hours, language — if other than German)			
V + Ü (no information on SWS (weekly contact hours) and course language available)			
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)			
written examination (approx. 60 minutes)			
Allocation of places			
--			
Additional information			
--			
Workload			
--			
Teaching cycle			
--			
Referred to in LPO I (examination regulations for teaching-degree programmes)			
--			
Module appears in			
Master's degree (1 major) Business Management (2010)			
Master's degree (1 major) Economics (2010)			

Module title		Abbreviation
Option Pricing Theory		12-M-B2-102-m01
Module coordinator		Module offered by
holder of the Chair of Business Management, Banking and Finance		Faculty of Business Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
10	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	graduate	--
Contents		
<p>Content:</p> <p>The module deals with the nature of stock options using the Black Scholes and Binominal models. It assesses companies as well as shares as derivative financial instruments and discusses delta hedging to hedge equity portfolios.</p> <p>Outline of syllabus:</p> <ol style="list-style-type: none"> 1. Share options 2. Other financial derivatives 3. Immunising portfolios against interest rate changes 		
Intended learning outcomes		
<p>After completing the course "Option pricing", the students will be able</p> <p>(i) to price options using the Black-Scholes formula and the binominal model;</p> <p>(ii) to understand the use of options as a part of compensation and for share hedging.</p>		
Courses (type, number of weekly contact hours, language — if other than German)		
V + Ü (no information on SWS (weekly contact hours) and course language available)		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)		
written examination (approx. 60 minutes)		
Allocation of places		
--		
Additional information		
--		
Workload		
--		
Teaching cycle		
--		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
--		
Module appears in		
Master's degree (1 major) Business Management (2010)		
Master's degree (1 major) Economics (2010)		

Module title			Abbreviation
Financial Markets: Institutions and Regulation			12-M-B3-102-m01
Module coordinator		Module offered by	
holder of the Chair of Business Management, Banking and Finance		Faculty of Business Management and Economics	
ECTS	Method of grading	Only after succ. compl. of module(s)	
10	numerical grade	--	
Duration	Module level	Other prerequisites	
1 semester	graduate	--	
Contents			
<p>Content:</p> <p>This course deals with the fundamentals of the organisation and functioning of the German commerical banking system, the aims and restrictions of operating decisions in commercial banks, the special characteristics of bank regulation and of balance sheets of commercial banks as well as the construction and function of financial innovations.</p> <p>Outline of syllabus:</p> <ol style="list-style-type: none">1. The German commerical banking system2. Aims and restrictions of operating decisions3. Equity and balance sheet analysis of commercial banks4. Financial innovations <p>Reading:</p> <p>Hartmann-Wendels, Pfingsten, Weber: Bankbetriebslehre, Berlin [etc.], Springer, 2007, 4th revised ed.</p> <p>Hull: Riskmanagement and Financial Institutions, Boston, Mass. ; Munich [etc.], Pearson, 2010, 2nd ed., international.</p>			
Intended learning outcomes			
<p>After completing the course "Finanzmarktinstitutionen und Finanzmarktregulierung", the students will provide fundamental and advanced knowledge of</p> <p>(i) the organisation and function of the German commercial banking system;</p> <p>(ii) the aims and restrictions of operating decisions in commercial banks;</p> <p>(iii) the special characteristics of bank regulation and of the balance sheet of commercial banks;</p> <p>(iv) the construction and function of financial innovations.</p>			
Courses (type, number of weekly contact hours, language — if other than German)			
V + Ü (no information on SWS (weekly contact hours) and course language available)			
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)			
written examination (approx. 60 minutes)			
Allocation of places			
--			
Additional information			
--			
Workload			
--			
Teaching cycle			
--			
Referred to in LPO I (examination regulations for teaching-degree programmes)			
--			

Module appears in

Master's degree (1 major) Business Management (2010)

Master's degree (1 major) Economics (2010)

Module title		Abbreviation
Electronic Procurement		12-M-BE-102-m01
Module coordinator		Module offered by
holder of the Chair of Business Management and Industrial Management		Faculty of Business Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	graduate	--
Contents		
This course will develop the objectives, principles and structure of electronically supported procurement processes with a special focus on catalogue-based procurement systems, electronic tendering systems, electronic (reverse) auctions, e-marketplaces, supplier relationship management systems and eSupply chain management systems.		
Intended learning outcomes		
The students will be able to describe and evaluate both the potentials and goals of electronic supported procurement systems and will be able to design appropriate systems for real-life applications. Students will get insight into the essentials of operational procurement management, especially e-procurement with a focus on catalogue-based procurement systems, electronic tendering systems, electronic (reverse) auctions, e-marketplaces, supplier relationship management systems and eSupply chain management systems. After completing this module, students can define and analyze the related tasks and processes and show or develop theory-based and application-oriented possible solutions at a high professional level.		
Courses (type, number of weekly contact hours, language — if other than German)		
S (no information on SWS (weekly contact hours) and course language available)		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)		
written examination (approx. 60 minutes)		
Allocation of places		
--		
Additional information		
--		
Workload		
--		
Teaching cycle		
--		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
--		
Module appears in		
Master's degree (1 major) Business Management (2010)		
Master's degree (1 major) Economics (2010)		

Module title		Abbreviation
DSGE Modelling		12-M-DMM-102-m01
Module coordinator		Module offered by
holder of the Chair of Monetary Policy and International Economics		Faculty of Business Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	graduate	--
Contents		
<p>The course offers an introduction to "Dynamic Stochastic General Equilibrium Modelling" (DSGE). These models are designed to describe the business cycle at the macro level. In a first step, we analyse the behaviour of a representative household. In particular, we describe how consumption, asset allocation and labour supply plans are formulated. In a second step, we focus on the firm sector and address how firms solve for optimal production plans. In a third step, we explain what role the central bank plays in stabilising the business cycle. Thereby, we show how changes in interest rates interact with optimal decisions taken by households and firms. We also discuss hot topics such as CAPM models and monetary policy in the euro area.</p>		
Intended learning outcomes		
<p>The course offers analytical tools designed to solve DSGE models. These analytical skills encompass:</p> <ul style="list-style-type: none"> -- Solving of intertemporal optimization problems (e.g., consumption Euler-equations). -- Linearization methods (e.g., Taylor-expansions). -- Solving linear difference expectations by minimum state variabel techniques (MSV-solution). -- Basic time series concepts such as impulse response functions, variance decompositions. -- Basic insights in MATLAB/ Dynare programming: specifying, solving and estimating DSGE models. 		
Courses (type, number of weekly contact hours, language — if other than German)		
V + Ü (no information on SWS (weekly contact hours) and course language available)		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)		
written examination (approx. 60 minutes)		
Allocation of places		
--		
Additional information		
--		
Workload		
--		
Teaching cycle		
--		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
--		
Module appears in		
Master's degree (1 major) Business Management (2010)		
Master's degree (1 major) Economics (2010)		

Module title		Abbreviation
Decision Support Systems		12-M-DSS-102-m01
Module coordinator		Module offered by
holder of the Chair of Information Systems Engineering		Faculty of Business Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	graduate	--
Contents		
The course discusses advanced approaches for modelling and solving decision problems in business settings. The acquired insights are used to design and implement decision support systems using standard software tools.		
Intended learning outcomes		
After successfully completing the course, students should be able to: <ul style="list-style-type: none"> • Understand the structure of classic business decision problems • Isolate key elements from general problem descriptions and convert them to quantitative decision models • Solve different classes of optimization problems (linear, network, integer, multi-objective, non-linear, stochastic) • Implement spreadsheet-based decision support systems 		
Courses (type, number of weekly contact hours, language — if other than German)		
V + Ü (no information on SWS (weekly contact hours) and course language available)		
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)		
The method of assessment will be specified at the beginning of each exercise. a) written examination (approx. 60 minutes) or b) presentation (approx. 20 minutes) with written elaboration (approx. 15 to 20 pages), weighted 1:2 or c) oral examination (one candidate each: approx. 10 to 15 minutes; groups of 2: approx. 20 minutes; groups of 3: approx. 30 minutes) or c) completion of programming exercises (as specified)		
Allocation of places		
--		
Additional information		
--		
Workload		
--		
Teaching cycle		
--		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
--		
Module appears in		
Master's degree (1 major) Economathematics (2011) Master's degree (1 major) Business Information Systems (2011) Master's degree (1 major) Business Information Systems (2010) Master's degree (1 major) Business Management (2011) Master's degree (1 major) Business Management (2010) Master's degree (1 major) Economics (2011) Master's degree (1 major) Economics (2010) Master's degree (1 major) China Business and Economics (2014) Master's degree (1 major) China Business and Economics (2012)		
Master's with 1 major Business Management (2010)		page 48 / 156
JMU Würzburg • generated 26-Aug-2024 • exam. reg. data record Master (120 ECTS) Business Management - 2010		

Master's degree (1 major) Chinese and Economics (2014)
Master's degree (1 major) Chinese and Economics (2012)

Module title		Abbreviation
Economic Dynamics		12-M-DWT-102-m01
Module coordinator		Module offered by
holder of the Chair of Econometrics		Faculty of Business Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	graduate	--
Contents		
Outline of syllabus: 1. Dynamic systems and models in economic theory 2. Differential equations 3. Difference equations 4. Dynamic optimisation 5. Selected models in business cycle theory 6. Selected models in growth theory		
Intended learning outcomes		
Students acquire comprehension on the key methods of dynamic economic theory. They will be able to analyze linear and some basic non-linear difference and differential equations and apply those to economic applications.		
Courses (type, number of weekly contact hours, language — if other than German)		
V + Ü (no information on SWS (weekly contact hours) and course language available)		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)		
written examination (approx. 60 minutes)		
Allocation of places		
--		
Additional information		
--		
Workload		
--		
Teaching cycle		
--		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
--		
Module appears in		
Master's degree (1 major) Business Management (2010) Master's degree (1 major) Economics (2010)		

Module title		Abbreviation
European Public Finance		12-M-EFP-102-m01
Module coordinator		Module offered by
holder of the Chair of Public Finance		Faculty of Business Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	graduate	--
Contents		
<p>Description:</p> <p>In this course, students will acquire a basic understanding of the financial system of the European Union as well as selected aspects of European agricultural, tax and climate policy.</p> <p>Reading: lecture notes provided by Chair.</p> <p>Outline of syllabus:</p> <ol style="list-style-type: none"> 1. The budget of the European Union 2. The Common Agricultural Policy (CAP) 3. The Stability and Growth Pact (SGP) 4. Tax competition or tax coordination in Europe? 5. Emissions trading and European climate policy 		
Intended learning outcomes		
After completing the course "Europäische Finanzpolitik" students know the central revenues and expenditures of the budget of the European Union. They also know the most important instruments of the agricultural policy and the debt problem within the European currency union. Finally they will be able to discuss international tax policy and climate issues using simple partial equilibrium models.		
Courses (type, number of weekly contact hours, language — if other than German)		
V + Ü (no information on SWS (weekly contact hours) and course language available)		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)		
written examination (approx. 60 minutes)		
Allocation of places		
Business Management Master's and Economics Master's: no restrictions. Applied Human Geography Master's and Political and Social Sciences Master's: 10 places. Places will be allocated by lot.		
Additional information		
--		
Workload		
--		
Teaching cycle		
--		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
--		
Module appears in		
Master's degree (1 major) Business Management (2010) Master's degree (1 major) Applied Human Geography (2010) Master's degree (1 major) Economics (2010) Master's degree (1 major) Political and Social Sciences (2010)		

Module title			Abbreviation
European Monetary Policy - Closed Economy			12-M-EG1-102-m01
Module coordinator		Module offered by	
holder of the Chair of Monetary Policy and International Economics		Faculty of Business Management and Economics	
ECTS	Method of grading	Only after succ. compl. of module(s)	
5	numerical grade	--	
Duration	Module level	Other prerequisites	
1 semester	graduate	--	
Contents			
<p>The course deals with the following topics:</p> <p>1. Intertemporal allocation -- How do households and firms take an optimal decision regarding investments and savings? Why are financial markets efficient? What is the meaning of financial accounting?</p> <p>2. Banking, financial markets and crisis -- What are the main functions of banks? What are the roles of banks in an economy? What are the reasons and solutions for liquidity and solvency problems of banks?</p> <p>3. Macroeconomic analysis of banks -- Banks as intermediaries vs. originators of saving deposits. Macro models of banking -- The role of banks during the financial crisis.</p> <p>4. Money demand -- What are the key determinants of money demand?</p> <p>5. The monetary transmission channel -- Connection between monetary policy and the real economy in the BMW model. Description of the basic model. Extension of the basic model of fiscal policy.</p> <p>6. Deflation -- Consequences of deflation on macro variables on the basis of different models.</p>			
Intended learning outcomes			
By completing this course, students receive a profound understanding of theory and practice of the monetary policy and the financial system. Next to a profound knowledge of banking in general, students learn the monetary transmission channel. Students will be able to analyze these issues based on theoretical models as well as the international historical experience.			
Courses (type, number of weekly contact hours, language — if other than German)			
V + Ü (no information on SWS (weekly contact hours) and course language available)			
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)			
written examination (approx. 60 minutes)			
Allocation of places			
--			
Additional information			
--			
Workload			
--			
Teaching cycle			
--			
Referred to in LPO I (examination regulations for teaching-degree programmes)			
--			
Module appears in			
Master's degree (1 major) Business Management (2010)			
Master's degree (1 major) Economics (2010)			

Module title			Abbreviation
European Monetary Policy - Open Economy			12-M-EG2-102-m01
Module coordinator		Module offered by	
holder of the Chair of Monetary Policy and International Economics		Faculty of Business Management and Economics	
ECTS	Method of grading	Only after succ. compl. of module(s)	
5	numerical grade	--	
Duration	Module level	Other prerequisites	
1 semester	graduate	--	
Contents			
<p>The course deals with the following topics:</p> <p>The foreign exchange market: Functioning of foreign exchange markets; market structure, players and evolution; FX transactions; hedging and speculation with FX.</p> <p>Exchange rate economics: Theoretical background and empirical validity of covered interest parity (CIP), uncovered interest rate parity (UIP) and purchasing power parity (PPP); Monetary approach: Flexible price monetary model and sticky price (Dornbusch-) overshooting model; Balassa-Samuelson effect; FX valuation via the PPP and the macroeconomic balance approach; Real effective exchange rates; Empirical validity of the exchange rate theories; Exchange rates and the current account.</p> <p>Exchange rate regimes and monetary policy in open economies: Classification of exchange rate regimes; the policy trilemma in open economies; historical development of the international monetary system; central bank interventions on the FX market.</p> <p>Modelling open economy macroeconomics at the intermediate level: Implications of the Mundell-Fleming model for monetary and fiscal policy under fixed and flexible exchange rates. The BMW (IS-MP-PC) model of the open economy and its implication for monetary and fiscal policy under fixed and flexible exchange rates; optimum currency areas in the BMW model and in practice.</p> <p>Currency crises: International experience with currency crises since the 1970s; modelling currency crises within the Mundell-Fleming framework.</p> <p>Managed-floating as a solution for the policy trilemma.</p>			
Intended learning outcomes			
By completing this course, students receive a profound understanding of the functioning of foreign exchange markets, the drivers of exchange rate movements and some exchange rate valuation methods used in practice. Next to a profound knowledge of exchange rate theory the course highlights its practical applicability, e.g. as an investment strategy. In the second part of the course students learn the principles of monetary policy in open economies, including its trade-offs and risks like currency crises. Students will be able to analyze these issues based on theoretical models as well as the international historical experience.			
Courses (type, number of weekly contact hours, language — if other than German)			
V + Ü (no information on SWS (weekly contact hours) and course language available)			
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)			
written examination (approx. 60 minutes)			

Allocation of places
--
Additional information
--
Workload
--
Teaching cycle
--
Referred to in LPO I (examination regulations for teaching-degree programmes)
--
Module appears in
Master's degree (1 major) Business Management (2010)
Master's degree (1 major) Economics (2010)

Module title		Abbreviation
Empirical Research in Entrepreneurship and Management		12-M-EGF2-102-m01
Module coordinator		Module offered by
holder of the Chair of Entrepreneurship and Strategy		Faculty of Business Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	graduate	--
Contents		
<p>Description:</p> <p>The module will introduce students to qualitative / quantitative research paradigms, using, among others, the example of empirical studies in the area of founding and management research. During the course, participants will be required to present significant substantive and methodological findings of a recent empirical essay. In their presentations, students will address the following key questions: What contribution does the paper make? How are empirically testable hypotheses derived? What method of empirical data collection is used? What evaluation methodology is used? What are the implications for science and practice, what are the strengths and weaknesses of the paper?</p> <p>Content (subject to change):</p> <ol style="list-style-type: none"> 1. Introduction 2. Philosophy of science 3. Study design 4. Correlations 5. Methods of data collection 6. Simple linear regression 7. Specification problems and distributions 8. Time series analysis 9. Logistic regression 10. Factor and cluster analysis 		
Intended learning outcomes		
Students acquire the ability to work purposefully in complex situations with empirical expertise on a practice-oriented solution.		
Courses (type, number of weekly contact hours, language — if other than German)		
V + Ü (no information on SWS (weekly contact hours) and course language available)		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)		
term paper (approx. 30 pages) and presentation (approx. 20 minutes) with sub-presentation and discussion, weighted 1:1 Language of assessment: English or German		
Allocation of places		
--		
Additional information		
--		
Workload		
--		
Teaching cycle		
--		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
--		
Master's with 1 major Business Management (2010)	JMU Würzburg • generated 26-Aug-2024 • exam. reg. data record Master (120 ECTS) Business Management - 2010	page 55 / 156

Module appears in

Master's degree (1 major) Business Management (2010)

Master's degree (1 major) Economics (2010)

Module title		Abbreviation
Entrepreneurial Management in Science and Engineering		12-M-EMN-102-m01
Module coordinator		Module offered by
holder of the Chair of Entrepreneurship and Strategy		Faculty of Business Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
10	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	graduate	--
Contents		
<p>This module will be discontinued, no courses are offered currently or will be offered in future.</p> <p>This may be due to one of the following reasons:</p> <ul style="list-style-type: none"> the module belongs to a version of the examination regulations that no longer has any enrolled students the lecturer who offered the course is no longer employed at the University of Würzburg the contents are no longer taught and were substituted with comparable offers <p>For more information, please contact the Office of the Dean of Studies of the Faculty of Business Management and Economics.</p>		
Intended learning outcomes		
Due to the lack of relevance, no learning outcomes description is available because no courses are held for this module.		
Courses (type, number of weekly contact hours, language — if other than German)		
S (no information on SWS (weekly contact hours) and course language available)		
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>assessment during lecture period, grading of final report, extensive final report, several talks as part of the project (approx. 20 minutes) with subsequent discussion</p> <p>Language of assessment: English or German</p>		
Allocation of places		
--		
Additional information		
--		
Workload		
--		
Teaching cycle		
--		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
--		
Module appears in		
<p>Master's degree (1 major) Business Management (2010)</p> <p>Master's degree (1 major) Economics (2010)</p>		

Module title			Abbreviation
European Macroeconomic Policy			12-M-EMP-102-m01
Module coordinator		Module offered by	
holder of the Chair of Monetary Policy and International Economics		Faculty of Business Management and Economics	
ECTS	Method of grading	Only after succ. compl. of module(s)	
5	numerical grade	--	
Duration	Module level	Other prerequisites	
1 semester	graduate	--	
Contents			
<p>Description:</p> <p>The course provides students with an overview of the macroeconomic conditions and consequences of European integration and monetary union. The course thus helps students gain a deeper understanding of the current crisis in the euro area as well as the debate on the future of European economic integration.</p> <p>Content:</p> <p>The first part of the course provides students with an overview of the history of European integration with a focus on economic and monetary integration. We then discuss the institutional framework of the European Monetary System, the predecessor of the euro area in the period from 1979 to 1998. Next, the criteria for admission to the European Monetary Union (EMU) and the monetary policy strategy of the European Central Bank will be presented and discussed. Building on the traditional Mundell-Fleming model, the course will make students familiar with the theory of the optimum monetary area and will then provide them with deeper insights into this theory on the basis of a simple New Keynesian model. Students will thus be able to make a well-founded assessment of the advantages and disadvantages of monetary union as well as the conditions under which monetary union can be successful. In the final part of the course, we analyse the coordination and incentive problems that arise for fiscal policy in a monetary union. In particular, we deal with the question of how these issues are addressed within the European Monetary Union. Current macroeconomic developments within the euro area as well as the causes and consequences of the euro crisis are discussed at various points in the course.</p>			
Intended learning outcomes			
After completing this course students will have gained a profound understanding of the costs and benefits of monetary integration in general and specifically in the EMU. Thus, they will enhance their general macroeconomic understanding by applying it to real world problems. In addition, students will have knowledge of the institutions of common fiscal and monetary policy in Europe.			
Courses (type, number of weekly contact hours, language — if other than German)			
V + Ü (no information on SWS (weekly contact hours) and course language available)			
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)			
written examination (approx. 60 minutes)			
Allocation of places			
Business Management Master's and Economics Master's: no restrictions. Applied Human Geography Master's and Political and Social Sciences Master's: 10 places. Places will be allocated by lot.			
Additional information			
--			
Workload			
--			
Teaching cycle			
--			
Referred to in LPO I (examination regulations for teaching-degree programmes)			
--			
Master's with 1 major Business Management (2010)		JMU Würzburg • generated 26-Aug-2024 • exam. reg. data record Master (120 ECTS) Business Management - 2010	page 58 / 156

Module appears in

Master's degree (1 major) Business Management (2010)
Master's degree (1 major) Applied Human Geography (2010)
Master's degree (1 major) Economics (2010)
Master's degree (1 major) Political and Social Sciences (2010)

Module title		Abbreviation
Empirical HR Research		12-M-EPF-102-m01
Module coordinator		Module offered by
holder of the Chair for Human Resource Management and Organisation		Faculty of Business Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	graduate	--
Contents		
<p>The seminar "Empirische Personalforschung" ("Empirical Personnel Economics") introduces and discusses the most important estimation problems and their application in the software package STATA. In addition, students learn, with the help of basic problems of personnel economics, how estimation programs are programmed in STATA.</p> <p>Reading list to be provided in class.</p>		
Intended learning outcomes		
The aim of the seminar is to enable students to understand and apply the most important estimation programmes and their application in STATA with a focus on problems in personnel economics.		
Courses (type, number of weekly contact hours, language — if other than German)		
Ü (no information on SWS (weekly contact hours) and course language available)		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)		
term paper (10 pages) and presentation (30 minutes), weighted 2:1		
Allocation of places		
--		
Additional information		
--		
Workload		
--		
Teaching cycle		
--		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
--		
Module appears in		
Master's degree (1 major) Business Management (2010)		
Master's degree (1 major) Economics (2010)		

Module title			Abbreviation
Advanced Financial Accounting (German GAAP, IFRS)			12-M-ER-102-m01
Module coordinator		Module offered by	
holder of the Chair of Business Management and Accounting		Faculty of Business Management and Economics	
ECTS	Method of grading	Only after succ. compl. of module(s)	
5	numerical grade	--	
Duration	Module level	Other prerequisites	
1 semester	graduate	--	
Contents			
Content: This course deals with selected complex financial accounting problems according to national German GAPP (German Commercial Code, Handelsgesetzbuch).			
Outline of syllabus: Theoretical and empirical foundations of financial accounting; selected topics of advanced financial accounting, e. g. pension accounting, fair value accounting (financial instruments, biological assets, hedge accounting; purchase price allocation and impairment test; leasing; deferred taxes in individual and group financial statements; capital consolidation in multilevel corporate groups; presentation of equity changes; statement of cash flow and segment reporting; notes and management report.			
Reading list to be provided during course.			
Intended learning outcomes			
After completing this course, students will be able to			
1. analyze complex financial accounting problems according to national and international financial reporting standards and develop predominantly self-directed solutions for these problems;			
2. evaluate independently selected research contribution to the theory of financial accounting and design research- or application-oriented projects.			
Courses (type, number of weekly contact hours, language — if other than German)			
V + Ü (no information on SWS (weekly contact hours) and course language available)			
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)			
written examination (approx. 60 minutes)			
Allocation of places			
--			
Additional information			
--			
Workload			
--			
Teaching cycle			
--			
Referred to in LPO I (examination regulations for teaching-degree programmes)			
--			
Module appears in			
Master's degree (1 major) Business Management (2010)			
Master's degree (1 major) Economics (2010)			

Module title		Abbreviation
Common European Labor Market		12-M-EW-102-m01
Module coordinator		Module offered by
holder of the Chair of Economic Order and Social Policy		Faculty of Business Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	graduate	--
Contents		
<p>Description:</p> <p>This course provides an overview of the current situation on the European labour markets, their institutions as well as common and country-specific regulations in the area of structural and social policy. In addition, students are introduced to economic theories that can explain the concentration of economic activity.</p> <p>Outline of syllabus:</p> <ol style="list-style-type: none"> 1. European integration - an introduction 2. European labour markets - overview and explanations 3. The common European labour market - European regulations 4. The impact of European structural funds 5. Public cluster policy - a new miracle solution? <p>Basic reading:</p> <p>BALDWIN, R./WYPLOSZ, CH. (2009): The Economics of European Integration, 3rd ed., McGraw-Hill, London.</p> <p>KRUGMAN, P.R./OBSTFELD, M. (2009): Internationale Wirtschaft, 8th ed., Pearson Studium, Munich.</p> <p>PELKMANS, J. (2007): European Integration -- Methods and Economic Analysis, Prentice Hall, 3rd ed., Harlow.</p> <p>RIBHEGGE, H. (2007): Europäische Wirtschafts- und Sozialpolitik, Springer-Verlag, Heidelberg.</p> <p>ROOS, M. (2003): Internationale Integration und die Neue Ökonomische Geographie. <i>Perspektiven der Wirtschaftspolitik</i>, 4 (1), p. 107-121.</p> <p>VAUBEL, R./SCHUSTER, R. (1996): Europäische Strukturpolitik. R. Ohr (Ed.), <i>Europäische Integration</i>, Kohlhammer, Stuttgart.</p>		
Intended learning outcomes		
The students gain knowledge about the impact of the process of the European Integration on the national labour markets. They receive an overview of the possible labour market measures and they can discuss approaches aimed to reduce income disparities within the European Union. Additionally the students will be enabled to understand the emergence of geographically and economically concentrated areas. Subsequently possible public policies to intervene in the process of concentration are evaluated.		
Courses (type, number of weekly contact hours, language — if other than German)		
V + Ü (no information on SWS (weekly contact hours) and course language available)		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)		
written examination (approx. 60 minutes)		
Allocation of places		
Business Management Master's and Economics Master's: no restrictions. Applied Human Geography Master's and Political and Social Sciences Master's: 10 places. Places will be allocated by lot.		
Additional information		
--		
Workload		
--		

Teaching cycle
--
Referred to in LPO I (examination regulations for teaching-degree programmes)
--
Module appears in
Master's degree (1 major) Business Management (2010) Master's degree (1 major) Applied Human Geography (2010) Master's degree (1 major) Economics (2010) Master's degree (1 major) Political and Social Sciences (2010)

Module title		Abbreviation
European Economic Statistics		12-M-EWS-102-m01
Module coordinator		Module offered by
holder of the Chair of Econometrics		Faculty of Business Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	graduate	--
Contents		
<p>Outline of syllabus:</p> <ol style="list-style-type: none"> 1. Subject and tasks of business and economic statistics 2. The European system of national accounting 3. The harmonised consumer price index 4. Structural indicators 5. Money and loans in the European monetary union 6. Data bases of EuroStat 		
Intended learning outcomes		
Students acquire comprehension on the most important indicators and accounting systems of the European and German business and economic statistics. They will be able to use these reporting systems for different macroeconomic questions.		
Courses (type, number of weekly contact hours, language — if other than German)		
V + Ü (no information on SWS (weekly contact hours) and course language available)		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)		
written examination (approx. 60 minutes)		
Allocation of places		
--		
Additional information		
--		
Workload		
--		
Teaching cycle		
--		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
--		
Module appears in		
Master's degree (1 major) Business Management (2010)		
Master's degree (1 major) Economics (2010)		

Module title		Abbreviation
Policy of Taxation		12-M-F1-102-m01
Module coordinator		Module offered by
holder of the Chair of Public Finance		Faculty of Business Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	graduate	--
Contents		
<p>Description:</p> <p>In this module, students will acquire a basic understanding of the tax system and structure applied to households in Germany. In addition, the course will include simple tax incidence analyses of specific tax policies.</p> <p>Reading: lecture notes provided by Chair.</p> <p>Contents:</p> <ol style="list-style-type: none"> 1. Fiscal harmonisation system in Germany 2. Mechanics and problems of the VAT system 3. Tax incidence analysis 4. Income tax code 5. Taxation of married couples and families 6. Progressive taxation and income leveling 7. Taxation and household decisions 		
Intended learning outcomes		
After completing the course "Tax Policy" students know the most important tax revenues in Germany and how they are divided between the Federation and the federal provinces. They are able to explain the incidence of specific taxes using simple case studies. Finally they can discuss tax induced distortions of individual decisions using simple partial equilibrium models.		
Courses (type, number of weekly contact hours, language — if other than German)		
V + Ü (no information on SWS (weekly contact hours) and course language available)		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)		
written examination (approx. 60 minutes)		
Allocation of places		
--		
Additional information		
--		
Workload		
--		
Teaching cycle		
--		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
--		
Module appears in		
Master's degree (1 major) Business Management (2010)		
Master's degree (1 major) Economics (2010)		

Module title		Abbreviation
Public Debt		12-M-F2-102-m01
Module coordinator		Module offered by
holder of the Chair of Public Finance		Faculty of Business Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	graduate	--
Contents		
<p>Description:</p> <p>The module provides an introduction to some specific issues of public debt that are in the focus of the public and scientific debate.</p> <p>Reading: lecture notes provided by Chair.</p> <p>Outline of syllabus:</p> <ol style="list-style-type: none"> 1. Measurement of public debt 2. Growth effects of public debt 3. Intergenerational effects of public debt 4. Public debt in open economies 5. Neutrality of public debt 6. Political economy of public debt 7. Theory of sovereign debtors 		
Intended learning outcomes		
<p>After completing the course "National Debt" students are able to distinguish and discuss the most important measurement concepts and problems of public debt. They can discuss the growth and distributional consequences using simple equilibrium models of closed and open economies. They can evaluate the relevance of Ricardian neutrality and know the political economy explanations of rising debt levels and debt overhangs in specific countries.</p>		
Courses (type, number of weekly contact hours, language — if other than German)		
V + Ü (no information on SWS (weekly contact hours) and course language available)		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)		
written examination (approx. 60 minutes)		
Allocation of places		
--		
Additional information		
--		
Workload		
--		
Teaching cycle		
--		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
--		
Module appears in		
Master's degree (1 major) Business Management (2010)		
Master's degree (1 major) Economics (2010)		

Module title		Abbreviation
Social Insurance and the Welfare State		12-M-F3-102-m01
Module coordinator		Module offered by
holder of the Chair of Public Finance		Faculty of Business Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	graduate	--
Contents		
<p>Description:</p> <p>This module discusses the economic justification for implementing social security systems in a market economy and provides students with deeper insights into this topic with the help of specific issues of public health and retirement policy.</p> <p>Reading: lecture notes provided by Chair.</p> <p>Contents:</p> <ol style="list-style-type: none"> 1. Public intervention in insurance markets 2. The insurance function of social security 3. Social security and social morale 4. The optimal health insurance contract 5. Alternative financing schemes for public health in Germany 6. Why do we need a public pension system? 7. Funding vs pay-as-you-go financing of public pensions 		
Intended learning outcomes		
After completing the module "Theorie der Sozialversicherung" students are able to explain the theoretical foundation of the social security system in a market economy. Using simple partial equilibrium models they can discuss the financing and contract structure of the public health and pension system. Finally they are able to analyze the consequences of policy reforms.		
Courses (type, number of weekly contact hours, language — if other than German)		
V + Ü (no information on SWS (weekly contact hours) and course language available)		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)		
written examination (approx. 60 minutes)		
Allocation of places		
--		
Additional information		
--		
Workload		
--		
Teaching cycle		
--		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
--		
Module appears in		
Master's degree (1 major) Business Management (2010)		
Master's degree (1 major) Economics (2010)		

Module title			Abbreviation
Case Studies on Business Taxation			12-M-FER-102-m01
Module coordinator		Module offered by	
holder of the Chair of Business Management and Business Taxation		Faculty of Business Management and Economics	
ECTS	Method of grading	Only after succ. compl. of module(s)	
5	numerical grade	--	
Duration	Module level	Other prerequisites	
1 semester	graduate	--	
Contents			
This module offers a cross-sectional view of business taxation by means of case studies which will be prepared by participants in advance and will be discussed in class. The focus will be on German income taxation, income calculation for tax purposes, taxation of partnerships as well as tax problems of foreign activities of German companies.			
Intended learning outcomes			
Students deepen their knowlegde of the German tax law. They are enabled to solve complex tax problems on their own.			
Courses (type, number of weekly contact hours, language — if other than German)			
Ü (no information on SWS (weekly contact hours) and course language available)			
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)			
written examination (approx. 60 minutes)			
Allocation of places			
--			
Additional information			
--			
Workload			
--			
Teaching cycle			
--			
Referred to in LPO I (examination regulations for teaching-degree programmes)			
--			
Module appears in			
Master's degree (1 major) Business Management (2010)			

Module title		Abbreviation
Analysis of Financial Market Data		12-M-FMO-102-m01
Module coordinator		Module offered by
holder of the Chair of Econometrics		Faculty of Business Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	graduate	--
Contents		
<p>Description:</p> <p>The module covers the fundamentals, methods and concepts for the empirical analysis of financial market data. The concept of market efficiency is explained and critically examined with reference to the random walk hypothesis. To test this hypothesis, a number of parametric and non-parametric methods are proposed and applied in practice. Based on the findings, market microstructure models that can explain some important empirical findings will be discussed. In addition, the course describes event studies for testing the significant impact of corporate news on the share price and discusses issues of univariate time series analysis such as AR(I)MA and ARCH / GARCH models that are indispensable for modelling financial market data. In the final part of the course, the CAPM is discussed and examined, in particular, with regard to its empirical applicability.</p> <p>Outline of syllabus:</p> <ol style="list-style-type: none"> 1. Information efficiency 2. Random walk 3. Theoretical market models 4. Event studies 5. Univariate modelling of time series data 6. Models to explain volatility (ARCH and GARCH) 7. Estimation of the capital asset pricing model <p>Reading:</p> <p>Alexander, C.: A Guide to Financial Data Analysis, Wiley.</p> <p>Campbell, JY, Lo, AW, MacKinley, AC: The Econometrics of Financial Markets, Princeton University Press.</p> <p>Geyer, A.: Information, Erwartung und Risiko. Aspekte der Verteilung, Abhängigkeit und Varianz von finanzwirtschaftlichen Zeitreihen, Verlag V. Florentz.</p> <p>Hamilton, JD: Time Series Analysis, Princeton University Press.</p> <p>Mills, T.: Econometric Modelling of Financial Time Series, Cambridge University Press.</p> <p>Taylor, S.: Modelling Financial Time Series, Wiley.</p>		
Intended learning outcomes		
Students have significant knowledge of the fundamentals, methods and concepts that are needed for the empirical analysis of financial market data. They can autonomously perform statistical test decisions with statistics programs such as EViews or Gretl and critically analyze in terms of their economic importance. In addition, the students learn the independent handling of empirical capital market data and have at the end of the course the ability to develop also own functions and routines, for example for EViews.		
Courses (type, number of weekly contact hours, language — if other than German)		
V + Ü (no information on SWS (weekly contact hours) and course language available)		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)		
written examination (approx. 60 minutes)		
Allocation of places		
--		
Additional information		
--		
Master's with 1 major Business Management (2010)	JMU Würzburg • generated 26-Aug-2024 • exam. reg. data record Master (120 ECTS) Business Management - 2010	page 69 / 156

Workload
--
Teaching cycle
--
Referred to in LPO I (examination regulations for teaching-degree programmes)
--
Module appears in
Master's degree (1 major) Business Management (2010)
Master's degree (1 major) Economics (2010)

Module title		Abbreviation
Human Resource Management and Industrial Relations		12-M-HRM-102-m01
Module coordinator		Module offered by
holder of the Chair for Human Resource Management and Organisation		Faculty of Business Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	graduate	--
Contents		
The lecture "Human Resource Management und Industrielle Beziehungen" ("Human Resource Management and Industrial Relations") introduces advanced theories, estimation techniques and empirical results from the areas of human resources and institutional frameworks such as industrial relations. Reading list to be provided in class.		
Intended learning outcomes		
The aim of the lectures is to enable students to understand and apply advanced theories, estimation techniques and empirical results in the area human resource management and industrial relations on the basis of scientific literature.		
Courses (type, number of weekly contact hours, language — if other than German)		
V + Ü (no information on SWS (weekly contact hours) and course language available)		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)		
written examination (approx. 60 minutes)		
Allocation of places		
Business Management Master's and Economics Master's: no restrictions. Political and Social Sciences Master's: 10 places. Places will be allocated by lot.		
Additional information		
--		
Workload		
--		
Teaching cycle		
--		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
--		
Module appears in		
Master's degree (1 major) Business Management (2010) Master's degree (1 major) Economics (2010) Master's degree (1 major) Political and Social Sciences (2010)		

Module title		Abbreviation
International Taxation		12-M-IB-102-m01
Module coordinator		Module offered by
holder of the Chair of Business Management and Business Taxation		Faculty of Business Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	graduate	--
Contents		
<p>The module discusses tax aspects (legal facts as well as economic effects) of cross-border business activities. Students become familiar with the principles of international taxation, relevant aspects of German income tax law, the function of double taxation treaties as well as recent developments of taxation within the European Union (mostly triggered by the Court of Justice of the European Union). The topics are introduced in the form of lectures. Complex case studies are used for an in-depth discussion of selected aspects.</p>		
Intended learning outcomes		
<p>After completion of the module students are able</p> <ul style="list-style-type: none"> (i) to assess tax issues of cross-border business activities and develop structured solutions; (ii) to assess the economic effects of rules of international tax law on its own; (iii) systematically apply double tax treaties. <p>The students have knowledge of the basics of international taxation and the German international tax law. They are able to judge and to analyze, using the relevant sources of law complex, case studies on the taxation of cross-border business activities independently and to develop design proposals for the solution.</p>		
Courses (type, number of weekly contact hours, language — if other than German)		
V (no information on SWS (weekly contact hours) and course language available)		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)		
written examination (approx. 60 minutes) and term paper (approx. 15 pages) with presentation (approx. 20 minutes), weighted 2:1		
Allocation of places		
--		
Additional information		
--		
Workload		
--		
Teaching cycle		
--		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
--		
Module appears in		
Master's degree (1 major) Business Management (2010)		

Module title		Abbreviation
Internet-Based Systems		12-M-IBS-102-m01
Module coordinator		Module offered by
holder of the Chair of Information Systems Engineering		Faculty of Business Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	graduate	--
Contents		
The lecture provides an overview of the relationships between the advent of web-based platforms (electronic markets, Web 2.0 etc.) and the strategic management of a company.		
Intended learning outcomes		
The module provides students with knowledge of: (i) Theoretical concepts of strategy development and implementation in e-business context; (ii) The strengths and weaknesses of different frameworks and approaches as well as the conditions for their meaningful application; (iii) Transfer of concepts to other situations of entrepreneurial studies or work.		
Courses (type, number of weekly contact hours, language — if other than German)		
V + Ü (no information on SWS (weekly contact hours) and course language available)		
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)		
The method of assessment will be specified at the beginning of each exercise. a) written examination (approx. 60 minutes) or b) presentation (approx. 20 minutes) with written elaboration (approx. 15 to 20 pages), weighted 1:2 or c) oral examination (one candidate each: approx. 10 to 15 minutes; groups of 2: approx. 20 minutes; groups of 3: approx. 30 minutes) or c) completion of programming exercises (as specified)		
Allocation of places		
--		
Additional information		
--		
Workload		
--		
Teaching cycle		
--		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
--		
Module appears in		
Master's degree (1 major) Economathematics (2011) Master's degree (1 major) Business Information Systems (2011) Master's degree (1 major) Business Information Systems (2010) Master's degree (1 major) Business Management (2011) Master's degree (1 major) Business Management (2010) Master's degree (1 major) Economics (2011) Master's degree (1 major) Economics (2010) Master's degree (1 major) China Business and Economics (2014) Master's degree (1 major) China Business and Economics (2012) Master's degree (1 major) Chinese and Economics (2014)		
Master's with 1 major Business Management (2010)	JMU Würzburg • generated 26-Aug-2024 • exam. reg. data record Master (120 ECTS) Business Management - 2010	page 73 / 156

Master's degree (1 major) Chinese and Economics (2012)

Module title			Abbreviation
International Marketing			12-M-IMM-102-m01
Module coordinator		Module offered by	
holder of the Chair of Business Administration and Marketing		Faculty of Business Management and Economics	
ECTS	Method of grading	Only after succ. compl. of module(s)	
5	numerical grade	--	
Duration	Module level	Other prerequisites	
1 semester	graduate	--	
Contents			
<p>Description:</p> <p>The module builds on the knowledge acquired during the Bachelor's degree programme or the <i>Grundstudium</i> (stage I studies). It provides a systematic introduction to strategic marketing decisions in global and international contexts. These are explained mainly by Porter's diamond and cluster models. Another focus is on internationalisation strategies, which require country analyses and decisions on the selection of national markets as well as a timing of the countries market development. In addition, the module discusses different strategies for market entry and market development.</p> <p>Outline of syllabus:</p> <p>1. Internationalisation of the economy and regional integration processes</p> <ul style="list-style-type: none">- Globalisation- Competitiveness of countries, industries and companies in an international context <p>2. International strategic marketing decisions</p> <ul style="list-style-type: none">- Market entry forms- Market development strategies- Timing strategies- International organisation structures <p>3. Theories and strategies of internationalisation</p> <ul style="list-style-type: none">- Foreign trade theory- Multinational enterprise- Internationalisation strategies <p>Reading:</p> <p>Meffert, H. / Burmann C. / Becker, C.: Internationales Marketing-Management, Stuttgart etc. (most recent edition).</p> <p>Berndt, R. / Fantapié-Altobelli C. / Sander M.: Internationales Marketing-Management, Berlin etc. (most recent edition).</p>			
Intended learning outcomes			
Students acquire in-depth skills in the field of strategic and operational management with particular attention to the international context. Students achieve particular expertise in the analysis, assessment and implementation of international business decisions and gain skills thus guiding the execution of marketing and management positions in globally-active companies.			
Courses (type, number of weekly contact hours, language — if other than German)			
V + Ü (no information on SWS (weekly contact hours) and course language available)			
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)			
written examination (approx. 60 minutes)			
Allocation of places			
--			
Additional information			
--			
Master's with 1 major Business Management (2010)		JMU Würzburg • generated 26-Aug-2024 • exam. reg. data record Master (120 ECTS) Business Management - 2010	page 75 / 156

Workload
--
Teaching cycle
--
Referred to in LPO I (examination regulations for teaching-degree programmes)
--
Module appears in
Master's degree (1 major) Economathematics (2011) Master's degree (1 major) Business Information Systems (2011) Master's degree (1 major) Business Management (2011) Master's degree (1 major) Business Management (2010) Master's degree (1 major) Economics (2011) Master's degree (1 major) Economics (2010) Master's degree (1 major) China Business and Economics (2014) Master's degree (1 major) China Business and Economics (2012) Master's degree (1 major) Chinese and Economics (2014) Master's degree (1 major) Chinese and Economics (2012)

Module title		Abbreviation
Instruments of Strategic Controlling		12-M-INST-102-m01
Module coordinator		Module offered by
holder of the Chair of Business Management, Controlling and Accounting		Faculty of Business Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	graduate	--
Contents		
The module focuses on controlling instruments, which are applied in the context of the strategic management of enterprises. The module covers analytical and heuristic techniques of planning and control. In the context of these techniques, instruments of target costing, life cycle analysis, value chain analysis and various portfolio techniques are discussed with regard to their theoretical foundation and fields of application.		
Intended learning outcomes		
Initially, knowledge about fundamental requirements concerning instruments of decision-making and behavior control within enterprises is acquired. What is more, the module conveys obtaining knowledge about the strengths and weaknesses and therewith fields of application and limits of prevalent instruments of strategic corporate management used by practitioners.		
Courses (type, number of weekly contact hours, language — if other than German)		
V + Ü (no information on SWS (weekly contact hours) and course language available)		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)		
written examination (approx. 60 minutes)		
Allocation of places		
--		
Additional information		
--		
Workload		
--		
Teaching cycle		
--		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
--		
Module appears in		
Master's degree (1 major) Business Management (2010)		
Master's degree (1 major) Economics (2010)		

Module title		Abbreviation
Information Systems Research		12-M-ISR-102-m01
Module coordinator		Module offered by
holder of the Chair of Information Systems Engineering		Faculty of Business Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	graduate	--
Contents		
The course provides an overview of theoretical scientific foundations, theories, research topics and methods of international research in business informatics.		
Intended learning outcomes		
The module provides students with knowledge of: (i) Exploration of classical themes of WI / IS research; (ii) Getting to know the relevant paradigms, theories and methods; (iii) Recognition of the interfaces to other areas of business administration and management practice; (iv) Gain experience in finding and evaluation of scientific literature.		
Courses (type, number of weekly contact hours, language — if other than German)		
V + Ü (no information on SWS (weekly contact hours) and course language available)		
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)		
The method of assessment will be specified at the beginning of each exercise. a) written examination (approx. 60 minutes) or b) presentation (approx. 20 minutes) with written elaboration (approx. 15 to 20 pages), weighted 1:2 or c) oral examination (one candidate each: approx. 10 to 15 minutes; groups of 2: approx. 20 minutes; groups of 3: approx. 30 minutes) or c) completion of programming exercises (as specified)		
Allocation of places		
--		
Additional information		
--		
Workload		
--		
Teaching cycle		
--		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
--		
Module appears in		
Master's degree (1 major) Economathematics (2011) Master's degree (1 major) Business Information Systems (2011) Master's degree (1 major) Business Information Systems (2010) Master's degree (1 major) Business Management (2011) Master's degree (1 major) Business Management (2010) Master's degree (1 major) Economics (2011) Master's degree (1 major) Economics (2010) Master's degree (1 major) China Business and Economics (2014) Master's degree (1 major) China Business and Economics (2012) Master's degree (1 major) Chinese and Economics (2014)		
Master's with 1 major Business Management (2010)	JMU Würzburg • generated 26-Aug-2024 • exam. reg. data record Master (120 ECTS) Business Management - 2010	page 78 / 156

Master's degree (1 major) Chinese and Economics (2012)

Module title		Abbreviation
Coordination, Budgeting and Incentives in Enterprises		12-M-KOBO-102-m01
Module coordinator		Module offered by
holder of the Chair of Business Management, Controlling and Accounting		Faculty of Business Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	graduate	--
Contents		
This module focuses on accounting-based instruments to control behaviour in decentralised enterprises. The course first discusses the role of accounting in the context of decision making and behavioural controlling as well as informational analyses. Afterwards, the most common instruments of behavioural controlling (budgeting, value-oriented management, transfer prices) are discussed with regard to theory and practice.		
Intended learning outcomes		
This module aims to provide knowledge in the context of behavioral controlling in enterprises. Knowledge about Requirements on instruments used for behavioral controlling are discussed and competencies for deployment, structure and development of coordination tools are provided.		
Courses (type, number of weekly contact hours, language — if other than German)		
V + Ü (no information on SWS (weekly contact hours) and course language available)		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)		
written examination (approx. 60 minutes)		
Allocation of places		
--		
Additional information		
--		
Workload		
--		
Teaching cycle		
--		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
--		
Module appears in		
Master's degree (1 major) Business Management (2010)		
Master's degree (1 major) Economics (2010)		

Module title		Abbreviation
Lot Sizing and Scheduling		12-M-LA-102-m01
Module coordinator		Module offered by
holder of the Chair of Business Management and Industrial Management		Faculty of Business Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	graduate	--
Contents		
This module analyses and classifies approaches of production planning and control. In addition, it develops methods and models of lot sizing and scheduling. The focus is on the determination of optimal production and transport volumes as well as the planning of orders and manufacturing orders.		
Intended learning outcomes		
Students learn essential concepts, principles and methods of production planning and control with emphasis on the determination of optimal production and transport volumes as well as the planning of production and order sequences. Then, based on this expertise related knowledge broadening and deepening, essential competencies are conveyed, which allow the imaging of realistic situations and problems using mathematical and quantitative models for the derivation and assessment of alternative courses of action. After completion of the module students can answer, analyze and structure questions of production planning and control, goal-oriented. They can also arrange the planning areas in the overall business context and have an in-depth overview of the production planning and control.		
Courses (type, number of weekly contact hours, language — if other than German)		
S (no information on SWS (weekly contact hours) and course language available)		
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. 40 minutes) and presentation (approx. 20 minutes), weighted 2:1		
Allocation of places		
--		
Additional information		
--		
Workload		
--		
Teaching cycle		
--		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
--		
Module appears in		
Master's degree (1 major) Business Management (2010)		
Master's degree (1 major) Economics (2010)		

Module title		Abbreviation
Lead User Project		12-M-LUP-102-m01
Module coordinator		Module offered by
holder of the Chair of Entrepreneurship and Strategy		Faculty of Business Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
10	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	graduate	--
Contents		
<p>This module will be discontinued, no courses are offered currently or will be offered in future.</p> <p>This may be due to one of the following reasons:</p> <ul style="list-style-type: none"> • the module belongs to a version of the examination regulations that no longer has any enrolled students • the lecturer who offered the course is no longer employed at the University of Würzburg • the contents are no longer taught and were substituted with comparable offers <p>For more information, please contact the Office of the Dean of Studies of the Faculty of Business Management and Economics.</p>		
Intended learning outcomes		
Due to the lack of relevance, no learning outcomes description is available because no courses are held for this module.		
Courses (type, number of weekly contact hours, language — if other than German)		
V (no information on SWS (weekly contact hours) and course language available)		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)		
term paper (approx. 40 pages) and 3 talks (approx. 20 minutes each), weighted 2:1:1:1 Language of assessment: English or German		
Allocation of places		
--		
Additional information		
--		
Workload		
--		
Teaching cycle		
--		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
--		
Module appears in		
Master's degree (1 major) Business Management (2010)		
Master's degree (1 major) Economics (2010)		

Module title			Abbreviation
Management Methods			12-MM-092-m01
Module coordinator		Module offered by	
holder of the Chair of Business Management and Business Information Systems		Faculty of Business Management and Economics	
ECTS	Method of grading	Only after succ. compl. of module(s)	
5	numerical grade	--	
Duration	Module level	Other prerequisites	
1 semester	graduate	--	
Contents			
Description: The module familiarises students with relevant management methods.			
Content: - Principles of Management - Corporate strategy and processes - Determination of strategy - Performance tasks within the company			
Intended learning outcomes			
After completing the course "Mangementmethoden", students (i) have substantial knowledge in the application of relevant management methods and (ii) recognize their economic importance and consequences; (iii) succumbed to an idea of the scope of managers' activities; (iv) recognize the challenges businesses to deal with and (v) understand processes of an industrial company.			
Courses (type, number of weekly contact hours, language — if other than German)			
V + Ü (no information on SWS (weekly contact hours) and course language available)			
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 (60 minutes)			
Allocation of places			
--			
Additional information			
--			
Workload			
--			
Teaching cycle			
--			
Referred to in LPO I (examination regulations for teaching-degree programmes)			
--			
Module appears in			
Master's degree (1 major) Business Information Systems (2010) Master's degree (1 major) Business Management (2010) Master's degree (1 major) Economics (2010)			

Module title			Abbreviation
Microeconometrics			12-M-MIK-102-m01
Module coordinator		Module offered by	
holder of the Chair of Econometrics		Faculty of Business Management and Economics	
ECTS	Method of grading	Only after succ. compl. of module(s)	
5	numerical grade	--	
Duration	Module level	Other prerequisites	
1 semester	graduate	--	
Contents			
<p>Description:</p> <p>This course builds on the Master's courses "Ökonometrie 1" ("Econometrics 1") and "Ökonometrie 2" ("Econometrics 2") and introduces students to different microeconomic models. In the first part of the course, the maximum likelihood estimation procedure is introduced, its importance for estimating microeconomic models and properties of the estimators are explained and derived. Subsequently, a wide variety of microeconomic models is motivated and explained and the advantages of these models over the linear regression model are pointed out. In addition, these models are estimated with different estimation methods and the results are interpreted.</p> <p>Outline of syllabus:</p> <ol style="list-style-type: none">1. Maximum likelihood estimator and its properties2. Logit and probit models for unordered categories3. Logit and probit models for ordered categories4. Tobit model5. Models for count data6. Duration analysis7. Hazard rate models <p>Reading:</p> <p>Ronning: Mikroökonometrie, Springer-Verlag.</p> <p>Cameron / Trivedi: Microeconometrics - Methods and Applications, Cambridge University Press.</p> <p>Greene: Econometric Analysis, Pearson.</p> <p>(most recent editions)</p>			
Intended learning outcomes			
<p>After finishing this course students are able to</p> <p>(i) understand the maximum likelihood method;</p> <p>(ii) apply, assess, and interpret the above introduced models and check for possible violation of the assumptions;</p> <p>(iii) get to know other possibilities, next to the maximum likelihood method, to estimate these models;</p> <p>(iv) gain a general understanding how to treat discrete, censored, or truncated dependent variables;</p> <p>(v) know how to estimate the introduced models in EViews.</p>			
Courses (type, number of weekly contact hours, language — if other than German)			
A (no information on SWS (weekly contact hours) and course language available)			
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)			
written examination (approx. 60 minutes)			
Allocation of places			
--			
Additional information			
--			

Workload
--
Teaching cycle
--
Referred to in LPO I (examination regulations for teaching-degree programmes)
--
Module appears in
Master's degree (1 major) Business Management (2010)
Master's degree (1 major) Economics (2010)

Module title			Abbreviation
Marketing & Brand Management			12-M-MM-102-m01
Module coordinator		Module offered by	
holder of the Chair of Business Administration and Marketing		Faculty of Business Management and Economics	
ECTS	Method of grading	Only after succ. compl. of module(s)	
5	numerical grade	--	
Duration	Module level	Other prerequisites	
1 semester	graduate	--	
Contents			
<p>Description:</p> <p>At the beginning of the 21st century, marketing - until then interpreted as a market-oriented corporate management approach - was further developed to be seen as the entrepreneurial task of creating "shared value" for the organisation on the one hand and - broadly speaking - for society on the other hand. This idea leads to high requirements regarding the strategic sustainable positioning of the brand as well as brand management itself.</p> <p>Outline of syllabus:</p> <ol style="list-style-type: none">1. Brand leadership and brand assessment2. Brand leadership, identity and relevance according to David Aaker's approach3. Brand strategies4. Consumer behaviour5. Market research methods and the development of brand strategies6. Market research methods			
Intended learning outcomes			
Based on the theories of Meffert and Aaker, students will gain a profound understanding for brand leadership, which will be deepened by many practical implications and examples. Provided by cases studies and market research tools, it's the defined goal of this lecture to convey an in-depth knowledge for consumer behavior and sustainable brand management.			
Courses (type, number of weekly contact hours, language — if other than German)			
V + Ü (no information on SWS (weekly contact hours) and course language available)			
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)			
written examination (approx. 60 minutes)			
Allocation of places			
--			
Additional information			
--			
Workload			
--			
Teaching cycle			
--			
Referred to in LPO I (examination regulations for teaching-degree programmes)			
--			
Module appears in			
Master's degree (1 major) Business Management (2010)			
Master's degree (1 major) Economics (2010)			

Module title		Abbreviation
Multinational Enterprises		12-M-MNE-102-m01
Module coordinator		Module offered by
holder of the Chair of Public Finance		Faculty of Business Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	graduate	--
Contents		
<p>This module will be discontinued, no courses are offered currently or will be offered in future.</p> <p>This may be due to one of the following reasons:</p> <ul style="list-style-type: none"> • the module belongs to a version of the examination regulations that no longer has any enrolled students • the lecturer who offered the course is no longer employed at the University of Würzburg • the contents are no longer taught and were substituted with comparable offers <p>For more information, please contact the Office of the Dean of Studies of the Faculty of Business Management and Economics.</p>		
Intended learning outcomes		
Due to the lack of relevance, no learning outcomes description is available because no courses are held for this module.		
Courses (type, number of weekly contact hours, language — if other than German)		
V (no information on SWS (weekly contact hours) and course language available)		
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>oral examination (approx. 30 minutes)</p> <p>Language of assessment: English</p>		
Allocation of places		
Business Management Master's and Economics Master's: no restrictions. Applied Human Geography Master's: 10 places. Places will be allocated by lot.		
Additional information		
--		
Workload		
--		
Teaching cycle		
--		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
--		
Module appears in		
<p>Master's degree (1 major) Business Management (2010)</p> <p>Master's degree (1 major) Applied Human Geography (2010)</p> <p>Master's degree (1 major) Economics (2010)</p>		

Module title			Abbreviation
Strategic Networks in Industry			12-M-MS-102-m01
Module coordinator		Module offered by	
holder of the Chair of Business Administration and Marketing		Faculty of Business Management and Economics	
ECTS	Method of grading	Only after succ. compl. of module(s)	
5	numerical grade	--	
Duration	Module level	Other prerequisites	
1 semester	graduate	--	
Contents			
<p>The primary object of this course is to gain a detailed understanding of strategic networks and of the phenomenon of clustering in the industrial industry. The example of the international automotive industry is used for clarification of the theoretical contents.</p> <p>The focus is on marketing in industrial companies and also on CSR - CSR is considered the "driver" of sustainable innovations - as well as the different strategy types of sustainable innovations.</p> <p>Outline of syllabus:</p> <ol style="list-style-type: none">1. Strategic networks and clusters in industrial industries such as the automotive industry2. Transaction types of Williamson as well as strategic cooperation between automobile manufacturers and suppliers3. Management of business types, in particular the business of suppliers in the automotive industry4. Cluster and entrepreneurship activities5. Sustainable innovation strategies			
Intended learning outcomes			
By the end of the course, students gain a profound understanding above the basics of network research. Furthermore students will acquire sectoral knowledge of the automotive industry as well as detailed cluster skills.			
Courses (type, number of weekly contact hours, language — if other than German)			
V + Ü (no information on SWS (weekly contact hours) and course language available)			
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)			
written examination (approx. 60 minutes)			
Allocation of places			
--			
Additional information			
--			
Workload			
--			
Teaching cycle			
--			
Referred to in LPO I (examination regulations for teaching-degree programmes)			
--			
Module appears in			
Master's degree (1 major) Business Management (2010)			
Master's degree (1 major) Economics (2010)			

Module title		Abbreviation
Advanced Seminar: Marketing Strategy		12-M-MSS-102-m01
Module coordinator		Module offered by
holder of the Chair of Business Administration and Marketing		Faculty of Business Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
10	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	graduate	--
Contents		
<p>In this course, students will acquire important knowledge and skills that will enable them to prepare a well-structured paper and to present the results of their work with the help of relevant topics in the fields of strategic marketing and strategic management.</p> <p>Reading: will vary according to topic</p>		
Intended learning outcomes		
<p>After completing the course "Marketing Strategie", students will be able to</p> <ol style="list-style-type: none"> 1. understand the fundamentals of scientific literature reviews; 2. integrate elaborated content in a scientific thesis; 3. create presentations independently. 		
Courses (type, number of weekly contact hours, language — if other than German)		
S (no information on SWS (weekly contact hours) and course language available)		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)		
term paper (approx. 20 pages) and presentation (approx. 20 minutes), weighted 2:1		
Allocation of places		
--		
Additional information		
--		
Workload		
--		
Teaching cycle		
--		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
--		
Module appears in		
Master's degree (1 major) Business Management (2010)		
Master's degree (1 major) Economics (2010)		

Module title		Abbreviation
Strategic Management of Innovation and Growth		12-M-MWT-102-m01
Module coordinator		Module offered by
holder of the Chair of Entrepreneurship and Strategy		Faculty of Business Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	graduate	--
Contents		
<p>In this course, students will acquire an overview of the strategic aspects of innovation management. They will acquire the knowledge necessary to understand the range, scope and complexity of the issues and problems related to the strategic management of innovations. The lecture will focus on innovation teams and the different roles in the innovation process. It will also discuss how users can be involved in the innovation process. In addition, the course will address the concepts of open innovation, lean innovation and crowdsourcing and will discuss how platform strategies can be used for the new product development process as well as what market entry strategies and patent management strategies are currently used. Practical examples and case studies will be used to provide students with a better understanding of the theoretical concepts.</p>		
Intended learning outcomes		
<p>At the end of the module students are able to understand:</p> <ul style="list-style-type: none"> • The tasks of the strategic innovation management • The state of the art and importance of innovations • The current trends in strategic innovation management • The importance of patent strategies • The market entry strategies • Concepts of the marketing mix 		
Courses (type, number of weekly contact hours, language — if other than German)		
V + Ü (no information on SWS (weekly contact hours) and course language available)		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)		
<p>term paper (approx. 10 pages), discussion (approx. 60 minutes) and 2 presentations (approx. 10 minutes each), weighted 3:5:1:1 Language of assessment: German or English</p>		
Allocation of places		
--		
Additional information		
--		
Workload		
--		
Teaching cycle		
--		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
--		
Module appears in		
Master's degree (1 major) Business Management (2010)		
Master's degree (1 major) Economics (2010)		

Module title		Abbreviation
Applied General Equilibrium Models		12-M-NGM-102-m01
Module coordinator		Module offered by
holder of the Chair of Public Finance		Faculty of Business Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	graduate	--
Contents		
<p>Description:</p> <p>This course will mostly be concerned with the analysis of public policy (in areas such as taxation, social security etc.). Providing students with state-of-the-art techniques for quantitative macroeconomic research in this very field and familiarising them with the relevant literature, this course will teach students how such policies redistribute between different generations and also within generations, how they may improve risk sharing when markets are incomplete and how they can trigger distortions and therefore hurt the aggregate economy.</p> <p>Outline of syllabus:</p> <ol style="list-style-type: none"> 1. Programming with FORTRAN and application of numerical methods 2. Solution techniques for dynamic programming problems 3. The overlapping generations model (OLG) with uninsurable income risk 3. Policy analysis in the stochastic OLG model <p>Reading:</p> <p>Lecture notes will be provided.</p>		
Intended learning outcomes		
<p>After completing the course "Computational Economics - Advanced Level" students will be able to</p> <p>(i) edit and solve stochastic economic problems using advanced numerical techniques;</p> <p>(ii) implement small scale economic models on the computer;</p> <p>(iii) simulate tax and social security policy reforms and interpret the quantitative results in economic term.</p>		
Courses (type, number of weekly contact hours, language — if other than German)		
V + Ü (no information on SWS (weekly contact hours) and course language available)		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)		
written examination (approx. 60 minutes)		
Allocation of places		
--		
Additional information		
--		
Workload		
--		
Teaching cycle		
--		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
--		
Module appears in		
Master's degree (1 major) Business Management (2010)		
Master's degree (1 major) Economics (2010)		

Module title		Abbreviation
Management of Corporate Sustainability		12-M-NUF-102-m01
Module coordinator		Module offered by
holder of the Chair of Entrepreneurship and Strategy		Faculty of Business Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	graduate	--
Contents		
<p>Description:</p> <p>This module introduces students to sustainability management. First, essential concepts such as sustainability and corporate social responsibility are explained, the role of businesses within society is discussed. Afterwards, the module addresses different aspects of corporate sustainability as well as environmental and social management with particular regard to the dimensions of corporate and economic performance and competitiveness.</p> <p>Content:</p> <ol style="list-style-type: none"> 1. Basic overview of sustainability and (legal) frameworks 2. Business and society 3. System theory 4. Sustainable as well as eco-innovation 5. Operational sustainability management (sustainable strategies, environmental performance indicators) 6. The impact of environmental and social management on corporate performance and competitiveness 		
Intended learning outcomes		
<p>After successfully completing the module "Sustainability Management", students will be able to</p> <p>(i) explain and define the basic principles and concepts of Sustainability Management as well as to deal with the contributions and aspects of sustainable development in a critical way;</p> <p>(ii) assess and analyse the complex problems and implementation strategies of Sustainability Management based on the gained knowledge and experiences of this course;</p> <p>(iii) evaluate different strategic and operational approaches of Sustainability Management as well as to transfer these approaches onto various case studies.</p>		
Courses (type, number of weekly contact hours, language — if other than German)		
V + Ü (no information on SWS (weekly contact hours) and course language available)		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)		
<p>written examination (approx. 60 minutes)</p> <p>Language of assessment: German or English</p>		
Allocation of places		
--		
Additional information		
--		
Workload		
--		
Teaching cycle		
--		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
--		
Module appears in		

Master's degree (1 major) Business Management (2010)
Master's degree (1 major) Economics (2010)

Module title		Abbreviation
Econometrics 1		12-M-OE1-102-m01
Module coordinator		Module offered by
holder of the Chair of Econometrics		Faculty of Business Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	graduate	--
Contents		
<p>Description:</p> <p>This module deals with the basic concept and methodology of the ordinary least squares (OLS) regression model. In particular, model assumptions and properties are discussed and formally motivated. In addition, the module examines linear restrictions on the models explanatory variables as well as dummy variables and introduces tests to verify simple and multiple linear restrictions.</p> <p>Linear algebra is used as formal aid.</p> <p>Outline of syllabus:</p> <ol style="list-style-type: none"> 1. Random variables 2. Important distributions 3. Point estimates 4. Simple linear regression model 5. Model assumptions 6. Model properties 7. Simple hypothesis tests 8. Multiple linear regression model 9. Linear restrictions 10. Dummy variables 11. Multiple hypothesis tests 		
Intended learning outcomes		
<p>The students acquire knowledge of the basics, concepts and methods used in the classical linear regression model and understand the role of econometrics in science and data analysis. In particular, they learn how to analytically derive, calculate and interpret the coefficients, standard errors and p-values of a classic regression output of the multiple regression model. Furthermore, they are able to state and motivate formally the assumptions and properties of OLS and know how to deal with transformed and dummy variables. Additionally, students are able to test multiple linear restrictions on the parameters and are able to apply these tests to real economic, business and social science questions.</p> <p>The competences acquired in this course serve as a prerequisite for "Econometrics II", "Econometrics III", "Micro-econometrics" und "Financial Econometrics".</p>		
Courses (type, number of weekly contact hours, language — if other than German)		
V + Ü (no information on SWS (weekly contact hours) and course language available)		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)		
written examination (approx. 60 minutes)		
Allocation of places		
--		
Additional information		
--		
Workload		
--		
Master's with 1 major Business Management (2010)		page 94 / 156
JMU Würzburg • generated 26-Aug-2024 • exam. reg. data record Master (120 ECTS) Business Management - 2010		

Teaching cycle
--
Referred to in LPO I (examination regulations for teaching-degree programmes)
--
Module appears in
Master's degree (1 major) Business Management (2010)
Master's degree (1 major) Economics (2010)

Module title		Abbreviation
Econometrics 2		12-M-OE2-102-m01
Module coordinator		Module offered by
holder of the Chair of Econometrics		Faculty of Business Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	graduate	--
Contents		
<p>Description:</p> <p>This module deals with the basics, concepts and methods of the generalised least squares (GLS) framework. Partly as a motivation for the GLS model and partly for its own right, different specification and data problems as well as violations of model assumptions of the OLS estimator (as introduced in "Ökonometrie I" ("Econometrics I")) are discussed. This includes multicollinearity, a test for structural breaks, heteroskedasticity and autocorrelation. Linear algebra is used as formal aid.</p> <p>Outline of syllabus:</p> <ol style="list-style-type: none"> 1. Specification analysis 2. Multicollinearity 3. Heteroskedasticity 4. Autocorrelated disruptive terms 5. Generalised least squares (GLS) 		
Intended learning outcomes		
Students acquire essential knowledge of the fundamentals, methods and concepts for estimating the generalized linear regression model (GLS) and can apply and interpret it. They are sensitized for specification problems, data problems and violations of the assumptions of the classical linear model (OLS) so that they are able to recognize, to assess and therefore adequately deal with these problems in theory and practice. This enables them to critically assess the use of the Estimation methods in scientific work and to work independently on adequate implementation of empirical analyzes to answer selected (economic) scientific issues if available data with the above-mentioned involve problems. The competences acquired in this course serve as a prerequisite for "Econometrics III", "Microeconometrics" und "Financial Econometrics".		
Courses (type, number of weekly contact hours, language — if other than German)		
V + Ü (no information on SWS (weekly contact hours) and course language available)		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)		
written examination (approx. 60 minutes)		
Allocation of places		
--		
Additional information		
--		
Workload		
--		
Teaching cycle		
--		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
--		
Module appears in		

Master's degree (1 major) Business Management (2010)
Master's degree (1 major) Economics (2010)

Module title		Abbreviation
Econometrics 3		12-M-OE3-102-m01
Module coordinator		Module offered by
holder of the Chair of Econometrics		Faculty of Business Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	graduate	--
Contents		
<p>Description:</p> <p>This module deals with advanced econometric methods and concepts based on the classical and the generalised least squares estimator discussed in Ökonometrie I and II (Econometrics I and II). In particular, this includes the instrumental variable (IV) estimator, the generalised method of moments (GMM) estimator, distributed lag models as well as basic methods and concepts used in uni and multivariate econometric times series analysis, including (non)stationarity, integration, cointegration.</p> <p>Linear algebra is used as formal aid.</p> <p>Outline of syllabus:</p> <ol style="list-style-type: none"> 1. Error-in-variables 2. IV estimation 3. Generalised least squares estimation 4. Distributed lag models 5. Stationary uni and multivariate processes 6. Deterministic and stochastic trends 7. Integrated and cointegrated processes 		
Intended learning outcomes		
<p>The students acquire thorough understanding of advanced methods and concepts in econometrics. They are familiarized with diverse error-in-variables issues and capable of handling them appropriately. After the course, students understand the generalized methods of moment (GMM) and the instrumental variable (IV) estimator to an extent that they can discuss their pros and cons, apply these to selected questions in quantitative economics, and understand scientific papers using these methods. Furthermore, they become acquainted with selected time series issues, such as distributed lag models, non-stationarity, spurious correlation, and cointegrated processes, enabling them to conduct a comprehensive time series analysis. In brief, the course enables students to apply the above mentioned methods and concepts to real life questions, assess their appropriateness, and address their theoretical and practical benefits and shortcomings.</p>		
Courses (type, number of weekly contact hours, language — if other than German)		
V + Ü (no information on SWS (weekly contact hours) and course language available)		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)		
written examination (approx. 60 minutes)		
Allocation of places		
--		
Additional information		
--		
Workload		
--		
Teaching cycle		
--		

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

--

Module appears in

Master's degree (1 major) Business Management (2010)

Master's degree (1 major) Economics (2010)

Module title		Abbreviation
Labor Market Economics		12-M-OEA-102-m01
Module coordinator		Module offered by
holder of the Chair of Economic Order and Social Policy		Faculty of Business Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	graduate	--
Contents		
<p>Description:</p> <p>In this course, students will acquire an in-depth understanding of the problems of the German national labour market. The course will discuss economic as well as political-economic theories that can explain the phenomenon of unemployment.</p> <p>Outline of syllabus:</p> <ol style="list-style-type: none"> 1. Labour market empirics 2. Why has Germany not been able, for more than two decades, to clear the labour markets? 3. What policy is best suited to tackle labour market problems? 4. How can we break through the rigid political-economic structures in our society? <p>Basic reading:</p> <p>BORJAS, G. J. (2010): Labor Economics. 5th ed., Boston etc.</p> <p>EHRENBERG, R.G./SMITH, R.S. (1996): Modern Labor Economics, 6th ed., Addison-Wesley, Amsterdam.</p> <p>FRANZ, W. (2009): Arbeitsmarktökonomik. 7th ed., Berlin etc.</p> <p>JAHN, E. J./ WAGNER, T. (2004): Neue Arbeitsmarkttheorien, 2nd ed., Lucius & Lucius, Stuttgart.</p> <p>LANDMANN, O./ JERGER, J. (1999): Beschäftigungstheorie, 1st ed., Springer, Berlin.</p> <p>LAYARD, R. / NICKELL, S. / JACKMAN, R. (2005): Unemployment; Macroeconomic Performance and the Labour Market, 2nd ed., Oxford University Press Inc., New York.</p>		
Intended learning outcomes		
The students receive an understanding of the functioning of the labour market and its institutions. They will also be enabled to identify and to evaluate common approaches to mitigate unemployment.		
Courses (type, number of weekly contact hours, language — if other than German)		
V + Ü (no information on SWS (weekly contact hours) and course language available)		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)		
written examination (approx. 60 minutes)		
Allocation of places		
--		
Additional information		
--		
Workload		
--		
Teaching cycle		
--		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
--		
Module appears in		
Master's degree (1 major) Business Management (2010)		
Master's with 1 major Business Management (2010)	JMU Würzburg • generated 26-Aug-2024 • exam. reg. data record Master (120 ECTS) Business Management - 2010	page 100 / 156

Master's degree (1 major) Economics (2010)

Module title		Abbreviation
Optimal Tax Theory		12-M-OST-102-m01
Module coordinator		Module offered by
holder of the Chair of Public Finance		Faculty of Business Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	graduate	--
Contents		
<p>The course will deal with the design of an optimal tax system. First, students will become familiar with the criteria that characterise an optimal tax system. Lectures will introduce students to key rules for taxing commodities as well as income and capital.</p> <p>Examining specific taxation issues such as the eco-tax, family taxation and the taxation of international enterprises, the course will then provide students with more in-depth insights into these rules.</p> <p>Outline of syllabus:</p> <ol style="list-style-type: none"> 1. Optimal commodity taxation 2. Optimal income taxation 3. Optimal taxation of families 4. International tax competition <p>Reading: lecture notes to be provided</p>		
Intended learning outcomes		
<p>After completing this module students have a basic understanding of what is meant with "optimal taxation". They are able to apply this concept to specific normative questions of tax policy in practice. Students also learn to prepare and present short papers where they discuss specific normative policy issues.</p>		
Courses (type, number of weekly contact hours, language — if other than German)		
V + Ü (no information on SWS (weekly contact hours) and course language available)		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)		
written examination (approx. 60 minutes)		
Allocation of places		
--		
Additional information		
--		
Workload		
--		
Teaching cycle		
--		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
--		
Module appears in		
Master's degree (1 major) Business Management (2010)		
Master's degree (1 major) Economics (2010)		

Module title		Abbreviation
Principles of European Regulation		12-M-PRE-102-m01
Module coordinator		Module offered by
holder of the Chair of Industrial Economics		Faculty of Business Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	graduate	--
Contents		
<p>Description:</p> <p>This module examines the regulation of traditional network industries (railroads, electricity, telecommunications) in Europe: theory and practice</p> <p>Outline of syllabus:</p> <ol style="list-style-type: none"> 1. Overview of the regulation of railroads in Germany and Europe in practice 2. Overview of the regulation of the electricity industry in Germany and Europe in practice 3. Overview of the regulation of the telecommunications industry in Germany and Europe in practice 4. Political economy of regulation 5. Natural monopoly and price regulation under ideal conditions 6. Price regulation under realistic circumstances 7. Procurement: advantages and disadvantages 8. Network access regulation 		
Intended learning outcomes		
<p>After successfully completing this module, students will be able to</p> <p>(i) describe central problems in regulation of the traditional network industries;</p> <p>(ii) identify and apply the appropriate results from Industrial Organization;</p> <p>(iii) assess the advantages and disadvantages of existing regulatory mechanisms by using results from the industrial organization theory.</p>		
Courses (type, number of weekly contact hours, language — if other than German)		
V (no information on SWS (weekly contact hours) and course language available)		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)		
written examination (approx. 60 minutes) or term paper (approx. 20 pages)		
Allocation of places		
--		
Additional information		
--		
Workload		
--		
Teaching cycle		
--		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
--		
Module appears in		
Master's degree (1 major) Business Management (2010)		
Master's degree (1 major) Economics (2010)		

Module title			Abbreviation
Project Management and Controlling			12-M-PROM-102-m01
Module coordinator		Module offered by	
holder of the Chair of Business Management, Controlling and Accounting		Faculty of Business Management and Economics	
ECTS	Method of grading	Only after succ. compl. of module(s)	
5	numerical grade	--	
Duration	Module level	Other prerequisites	
1 semester	graduate	--	
Contents			
The module focuses on the discussion and critical examination of instruments and methods used in the context of project management and controlling within enterprises. It covers characteristic features and structures of projects, their possible success factors, methods and instruments of the controlling and management of projects in various project phases as well as approaches to multi-project management. The theoretical basis as well as potential applications of these instruments are discussed.			
Intended learning outcomes			
Initially knowledge about fundamental requirements concerning instruments of project management and controlling is acquired. What is more the module conveys knowledge about strengths and weaknesses and therefore fields of application and limits of commonly used instruments and methods of practitioners. Competences within the configuration and development of the project management and -controlling are obtained as well as skills within the practical use of the project management software MS Project.			
Courses (type, number of weekly contact hours, language — if other than German)			
V + Ü (no information on SWS (weekly contact hours) and course language available)			
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)			
written examination (approx. 60 minutes)			
Allocation of places			
--			
Additional information			
--			
Workload			
--			
Teaching cycle			
--			
Referred to in LPO I (examination regulations for teaching-degree programmes)			
--			
Module appears in			
Master's degree (1 major) Business Management (2010)			
Master's degree (1 major) Economics (2010)			

Module title		Abbreviation
Quantitative Economic Policy		12-M-QWP-102-m01
Module coordinator		Module offered by
holder of the Chair of Econometrics		Faculty of Business Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	graduate	--
Contents		
Outline of syllabus: 1. Subject and tasks of quantitative economic policy 2. Quantitative economic policy in the static model 3. Fundamentals of systems and control theory 4. Econometric models 5. Stabilisation theory and policy in dynamic models 6. Optimal quantitative economic policy		
Intended learning outcomes		
Students have an understanding of the importance of most methods of quantitative economic policy. They are able to analyze static and dynamic economic policy models and apply them to concrete economic problems.		
Courses (type, number of weekly contact hours, language — if other than German)		
V (no information on SWS (weekly contact hours) and course language available)		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)		
written examination (approx. 60 minutes)		
Allocation of places		
--		
Additional information		
--		
Workload		
--		
Teaching cycle		
--		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
--		
Module appears in		
Master's degree (1 major) Business Management (2010) Master's degree (1 major) Economics (2010)		

Module title			Abbreviation
Stochastic Models for Risk Analysis			12-M-RA-102-m01
Module coordinator		Module offered by	
Dean of the Faculty of Business Management and Economics		Faculty of Business Management and Economics	
ECTS	Method of grading	Only after succ. compl. of module(s)	
5	numerical grade	--	
Duration	Module level	Other prerequisites	
1 semester	graduate	--	
Contents			
Point and interval estimation for the value at risk Point and interval estimation for the conditional value at risk Prediction of value at risk in time series Risk of forecasts in time series, in particular exponential smoothing under covariates Conditional heteroscedasticity: ARCH, GARCH, EGARCH, DVEC, BEKK, DCC Aggregated losses and their empirical analysis Empirical analysis of statistical distributions Nonparametric bounds for the value at risk and conditional value at risk Empirical estimation of nonparametric bounds for value at risk and conditional value at risk Market model: definition, derivation, parameters, empirical analysis Capital asset pricing model: definition, parameters, empirical analysis Asset portfolios: definition, risk parameters Estimation of portfolio parameters: variance, value at risk, conditional value at risk, shortfall Optimum portfolios: concepts, theory, numerical analysis			
Intended learning outcomes			
The student is able to estimate risk measures and the parameters of risk models from data. In particular, the student knows software packages and routines which enable empirical risk evaluation in a business context.			
Courses (type, number of weekly contact hours, language — if other than German)			
V + Ü (no information on SWS (weekly contact hours) and course language available)			
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)			
written examination (approx. 60 minutes)			
Allocation of places			
--			
Additional information			
--			
Workload			
--			
Teaching cycle			
--			
Referred to in LPO I (examination regulations for teaching-degree programmes)			
--			
Module appears in			
Master's degree (1 major) Business Management (2010)			

Module title		Abbreviation
Accounting and Capital Markets		12-M-REKA-102-m01
Module coordinator		Module offered by
holder of the Chair of Business Management, Controlling and Accounting		Faculty of Business Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	graduate	--
Contents		
The module focuses on financial and management accounting, their functions, possible configurations as well as their impact on internal and external recipients under consideration of the institutional setting. In this context, an economic perspective has priority over detailed legal arrangements and regulations by the standard setters. Based on the theoretical foundations of information economics as well as decision-making and balance sheet theories, typical issues concerning cost accounting and controlling as well as financial accounting and publicity are discussed.		
Intended learning outcomes		
Initially, a fundamental knowledge about the conception and impact of management and financial accounting as information systems is acquired. In the following, the module mainly sharpens the understanding of the economic impacts of the configuration of management and financial accounting. What is more, extensive knowledge about possible impacts of changes in institutional general frameworks is covered. For example, changes in valuation standards, publicity rules or regulations about the distribution of profits in enterprises and on capital markets are considered.		
Courses (type, number of weekly contact hours, language — if other than German)		
V + Ü (no information on SWS (weekly contact hours) and course language available)		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)		
written examination (approx. 60 minutes)		
Allocation of places		
--		
Additional information		
--		
Workload		
--		
Teaching cycle		
--		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
--		
Module appears in		
Master's degree (1 major) Business Management (2010)		
Master's degree (1 major) Economics (2010)		

Module title			Abbreviation
Tax-Optimized Business Organization			12-M-RFW-102-m01
Module coordinator		Module offered by	
holder of the Chair of Business Management and Business Taxation		Faculty of Business Management and Economics	
ECTS	Method of grading	Only after succ. compl. of module(s)	
5	numerical grade	--	
Duration	Module level	Other prerequisites	
1 semester	graduate	--	
Contents			
<p>The module will discuss:</p> <ul style="list-style-type: none">- Central aspects of the choice and change of legal form during the founding phase of businesses- The restructuring and transfer of businesses- Static and dynamic tax burden accounts for incorporated and unincorporated businesses- <i>Umwandlungssteuerrecht</i> (German conversion tax law) <p>The main focus will be on national cases.</p>			
Intended learning outcomes			
<p>After completion of the module students are able</p> <p>(i) to analyze and to judge fiscal determinants of a legal form decision from an economic point of view;</p> <p>(ii) to analyze independently complex issues in the field of legal form and the conversion tax law and using the relevant legal sources to develop design proposals.</p>			
Courses (type, number of weekly contact hours, language — if other than German)			
V (no information on SWS (weekly contact hours) and course language available)			
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)			
written examination (approx. 60 minutes) and term paper (approx. 15 pages) with presentation (approx. 20 minutes), weighted 2:1			
Allocation of places			
--			
Additional information			
--			
Workload			
--			
Teaching cycle			
--			
Referred to in LPO I (examination regulations for teaching-degree programmes)			
--			
Module appears in			
Master's degree (1 major) Business Management (2010)			

Module title			Abbreviation
Financial Reporting and Risk Management			12-M-RM1-102-m01
Module coordinator		Module offered by	
holder of the Chair of Business Management and Accounting		Faculty of Business Management and Economics	
ECTS	Method of grading	Only after succ. compl. of module(s)	
5	numerical grade	--	
Duration	Module level	Other prerequisites	
1 semester	graduate	--	
Contents			
<p>Content: This module analyses the presentation of opportunities and risks in financial reports, i. e. annual or interim reports, in conjunction with selected value-based management and profitability analysis approaches.</p> <p>Outline of syllabus:</p> <ol style="list-style-type: none">1. Basics of financial reporting and risk management;2. Practice of risk reporting;3. Profitability analysis according to Penman;4. Value-based management and risk management;5. Residual income and business valuation;6. Analysis of equity risk;7. Analysis of credit risk;8. Risk management monitoring by audit committees and auditors. <p>Reading list to be provided in class.</p>			
Intended learning outcomes			
<p>After completing the course, the students will be able</p> <ol style="list-style-type: none">1. to present the relation between risk management and financial reporting;2. to analyze and solve independently complex problems with respect to the presentation of opportunities and risk in financial reports based on national and international standards;3. to identify the relation between risks and value-based management;4. to evaluate independently selected research results concerning risk reporting and desing own research- or practice-oriented projects.			
Courses (type, number of weekly contact hours, language — if other than German)			
V + Ü (no information on SWS (weekly contact hours) and course language available)			
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)			
written examination (approx. 60 minutes)			
Allocation of places			
--			
Additional information			
--			
Workload			
--			
Teaching cycle			
--			
Referred to in LPO I (examination regulations for teaching-degree programmes)			
--			
Module appears in			

Master's with 1 major Business Management (2010)	JMU Würzburg • generated 26-Aug-2024 • exam. reg. data record Master (120 ECTS) Business Management - 2010	page 109 / 156
--	--	----------------

Master's degree (1 major) Business Management (2010)

Module title		Abbreviation
Advanced Seminar: Logistics and Quantitative Methods		12-M-S10-102-m01
Module coordinator		Module offered by
holder of the Chair of Logistics and Quantitative Methods		Faculty of Business Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
10	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	graduate	--
Contents		
<p>This module will be discontinued, no courses are offered currently or will be offered in future.</p> <p>This may be due to one of the following reasons:</p> <ul style="list-style-type: none"> • the module belongs to a version of the examination regulations that no longer has any enrolled students • the lecturer who offered the course is no longer employed at the University of Würzburg • the contents are no longer taught and were substituted with comparable offers <p>For more information, please contact the Office of the Dean of Studies of the Faculty of Business Management and Economics.</p>		
Intended learning outcomes		
Due to the lack of relevance, no learning outcomes description is available because no courses are held for this module.		
Courses (type, number of weekly contact hours, language — if other than German)		
S (no information on SWS (weekly contact hours) and course language available)		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)		
term paper (approx. 20 pages) and presentation (approx. 20 minutes), weighted 2:1		
Allocation of places		
--		
Additional information		
--		
Workload		
--		
Teaching cycle		
--		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
--		
Module appears in		
Master's degree (1 major) Business Management (2010)		
Master's degree (1 major) Economics (2010)		

Module title		Abbreviation
Advanced Seminar: Business Information Systems		12-M-S11-102-m01
Module coordinator		Module offered by
holder of the Chair of Information Systems Engineering		Faculty of Business Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
10	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	graduate	--
Contents		
<p>This module will be discontinued, no courses are offered currently or will be offered in future.</p> <p>This may be due to one of the following reasons:</p> <ul style="list-style-type: none"> • the module belongs to a version of the examination regulations that no longer has any enrolled students • the lecturer who offered the course is no longer employed at the University of Würzburg • the contents are no longer taught and were substituted with comparable offers <p>For more information, please contact the Office of the Dean of Studies of the Faculty of Business Management and Economics.</p>		
Intended learning outcomes		
Due to the lack of relevance, no learning outcomes description is available because no courses are held for this module.		
Courses (type, number of weekly contact hours, language — if other than German)		
S (no information on SWS (weekly contact hours) and course language available)		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)		
term paper (approx. 20 pages) and presentation (approx. 20 minutes), weighted 2:1		
Allocation of places		
--		
Additional information		
--		
Workload		
--		
Teaching cycle		
--		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
--		
Module appears in		
Master's degree (1 major) Business Management (2010)		
Master's degree (1 major) Economics (2010)		

Module title		Abbreviation
Advanced Seminar: Entrepreneurship and Management		12-M-SAS-102-m01
Module coordinator		Module offered by
holder of the Chair of Entrepreneurship and Strategy		Faculty of Business Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
10	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	graduate	--
Contents		
This seminar deals with current topics of entrepreneurship, innovation and corporate sustainability. Students are required to independently analyse a selected topic and to write a term paper. The term paper may be based on literature, empirical analysis or independent work with formal models. In addition, students are required to deliver a talk.		
Intended learning outcomes		
After completing the seminar, the students acquired detailed knowledge of important fields of entrepreneurship, innovation or corporate sustainability. They are also able to process and to structure their research findings in a written assignment and to present it in a lecture.		
Courses (type, number of weekly contact hours, language — if other than German)		
S (no information on SWS (weekly contact hours) and course language available)		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)		
term paper (approx. 20 pages) and presentation (approx. 20 minutes), weighted 2:1 Language of assessment: English or German		
Allocation of places		
--		
Additional information		
--		
Workload		
--		
Teaching cycle		
--		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
--		
Module appears in		
Master's degree (1 major) Business Management (2010) Master's degree (1 major) Economics (2010)		

Module title		Abbreviation
Advanced Seminar: Banking		12-M-SBL-102-m01
Module coordinator		Module offered by
holder of the Chair of Business Management, Banking and Finance		Faculty of Business Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
10	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	graduate	--
Contents		
This course will take the form of a seminar. It will deal with current topics of banking. Students will be required to independently analyse a selected topic and to write a term paper. This term paper may be largely literature based or empirical or may be based on independent work with formal models. In addition, students will be required to deliver a talk on the topic.		
Intended learning outcomes		
Students will gain in-depth knowledge in key application areas of banking management. The students are able to process independently deeper problems within the topics, to work up these structured in writing and present it in a lecture.		
Courses (type, number of weekly contact hours, language — if other than German)		
S (no information on SWS (weekly contact hours) and course language available)		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)		
term paper (approx. 20 pages) and presentation (approx. 20 minutes), weighted 2:1		
Allocation of places		
--		
Additional information		
--		
Workload		
--		
Teaching cycle		
--		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
--		
Module appears in		
Master's degree (1 major) Business Management (2010)		
Master's degree (1 major) Economics (2010)		

Module title			Abbreviation
Strategic Supply Management			12-M-SBM-102-m01
Module coordinator		Module offered by	
holder of the Chair of Business Management and Industrial Management		Faculty of Business Management and Economics	
ECTS	Method of grading	Only after succ. compl. of module(s)	
5	numerical grade	--	
Duration	Module level	Other prerequisites	
1 semester	graduate	--	
Contents			
The course addresses central issues of strategic supply management. The supply function of the company (purchasing, materials management, procurement logistics) and its strategic importance is analysed and basic methods are developed that are relevant in this area.			
Intended learning outcomes			
Students learn the principles of performance-oriented optimization of all procurement activities to develop long-term, competitively sensitive potential for success. After completion of the module students are able to prepare structured, to goal-oriented analyze and to respond to performance-oriented issues of strategic procurement based on key instruments. Students are able to accurately classify the tasks of the procurement and to describe and discuss their strategic importance and dominate essential methods and procedures used in this area to apply.			
Courses (type, number of weekly contact hours, language — if other than German)			
V (no information on SWS (weekly contact hours) and course language available)			
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. 40 minutes) and presentation (approx. 20 minutes), weighted 2:1			
Allocation of places			
--			
Additional information			
--			
Workload			
--			
Teaching cycle			
--			
Referred to in LPO I (examination regulations for teaching-degree programmes)			
--			
Module appears in			
Master's degree (1 major) Business Management (2010)			
Master's degree (1 major) Economics (2010)			

Module title		Abbreviation
Advanced Seminar: Financial Accounting and Auditing		12-M-SER-102-m01
Module coordinator		Module offered by
holder of the Chair of Business Management and Accounting		Faculty of Business Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
10	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	graduate	--
Contents		
The module provides students with more in-depth insights into current problems of external accounting and auditing, usually using scientific primary literature in English or German language.		
Intended learning outcomes		
After completion of the module, participants have (i) consolidated the learned issues and possibly applied additional techniques of scientific work; (ii) created and defended a qualifying level relevant scientific work; (iii) conducted a scientific examination of the work results of other seminar participants; (iv) the ability to present and develop solution-oriented their own performance adequately considering communicative aspects.		
Courses (type, number of weekly contact hours, language — if other than German)		
S (no information on SWS (weekly contact hours) and course language available)		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)		
term paper (approx. 20 pages) and presentation (approx. 20 minutes), weighted 2:1		
Allocation of places		
--		
Additional information		
--		
Workload		
--		
Teaching cycle		
--		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
--		
Module appears in		
Master's degree (1 major) Business Management (2010)		
Master's degree (1 major) Economics (2010)		

Module title		Abbreviation
Advanced Seminar: Business Cycles and Economic Growth		12-M-SEWF-102-m01
Module coordinator		Module offered by
holder of the Chair of International Economics		Faculty of Business Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
10	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	graduate	--
Contents		
<p>This module will be discontinued, no courses are offered currently or will be offered in future.</p> <p>This may be due to one of the following reasons:</p> <ul style="list-style-type: none"> the module belongs to a version of the examination regulations that no longer has any enrolled students the lecturer who offered the course is no longer employed at the University of Würzburg the contents are no longer taught and were substituted with comparable offers <p>For more information, please contact the Office of the Dean of Studies of the Faculty of Business Management and Economics.</p>		
Intended learning outcomes		
Due to the lack of relevance, no learning outcomes description is available because no courses are held for this module.		
Courses (type, number of weekly contact hours, language — if other than German)		
S (no information on SWS (weekly contact hours) and course language available)		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)		
term paper (approx. 20 pages)		
Allocation of places		
--		
Additional information		
--		
Workload		
--		
Teaching cycle		
--		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
--		
Module appears in		
Master's degree (1 major) Business Management (2010)		
Master's degree (1 major) Economics (2010)		

Module title		Abbreviation
Advanced Seminar: Productions and Operations Management		12-M-SI-102-m01
Module coordinator		Module offered by
holder of the Chair of Business Management and Industrial Management		Faculty of Business Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
10	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	graduate	--
Contents		
In the seminar, students will write seminar papers on selected topics in the field of industrial management. The central issues and findings of these papers will have to be presented in class.		
Intended learning outcomes		
The students have acquired in-depth knowledge in key application areas of industrial management and learned by taking care of the seminar to deepen their knowledge for making scientific work, to research literature necessary, to filter, to evaluate, to critically analyze and to ask each other. On this basis, and, where appropriate, with introduction of own scientifically based further developments, the participants will learn to prepare a written contribution to the topic of Industrial Management, which complies with the principles of scientific work. Through the lecture, students learn to present selected content of their housework in a suitable form and a pre-determined time frame and to defend the findings in the course of a critical, scientific discussion.		
Courses (type, number of weekly contact hours, language — if other than German)		
S (no information on SWS (weekly contact hours) and course language available)		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)		
term paper (approx. 20 pages) and presentation (approx. 20 minutes), weighted 2:1		
Allocation of places		
--		
Additional information		
--		
Workload		
--		
Teaching cycle		
--		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
--		
Module appears in		
Master's degree (1 major) Business Management (2010) Master's degree (1 major) Economics (2010)		

Module title		Abbreviation
Advanced Seminar: Industrial Organization		12-M-SIO-102-m01
Module coordinator		Module offered by
holder of the Chair of Industrial Economics		Faculty of Business Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
10	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	graduate	--
Contents		
<p>Content:</p> <p>In this course, students will acquire important knowledge and skills that will enable them to prepare a well-structured paper and to present the results of their work with the help of relevant topics in the field of industrial economics.</p>		
Intended learning outcomes		
<p>After completing the course "Seminar: Industrieökonomik", students will be able to</p> <ol style="list-style-type: none"> 1. understand the fundamentals of scientific literature reviews; 2. integrate elaborated content in a scientific thesis; 3. create presentations independently. 		
Courses (type, number of weekly contact hours, language — if other than German)		
S (no information on SWS (weekly contact hours) and course language available)		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)		
term paper (approx. 20 pages) and presentation (approx. 20 minutes), weighted 2:1		
Allocation of places		
--		
Additional information		
--		
Workload		
--		
Teaching cycle		
--		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
--		
Module appears in		
Master's degree (1 major) Business Management (2010)		
Master's degree (1 major) Economics (2010)		

Module title			Abbreviation
Strategic Marketing			12-M-SM-102-m01
Module coordinator		Module offered by	
holder of the Chair of Business Administration and Marketing		Faculty of Business Management and Economics	
ECTS	Method of grading	Only after succ. compl. of module(s)	
5	numerical grade	--	
Duration	Module level	Other prerequisites	
1 semester	graduate	--	
Contents			
<p>Description:</p> <p>The module raises awareness in students of the relevance and necessity of strategic management in a competitive and dynamical competitive process.</p> <p>Content:</p> <p>Based on the marketing strategies as well as the stakeholder and entrepreneurship approaches, this module discusses the roots of the concept of strategy in marketing based on Drucker, Porter, Ansoff and Mintzberg. The focus of the module is on thinking in competitive advantages, which is directly related to responsible leadership.</p> <p>Outline of syllabus:</p> <ol style="list-style-type: none">1. Competitive dynamics requires strategy and leadership2. Marketing strategies, stakeholder management and entrepreneurship3. Objectives and tasks of corporate governance in management practice4. Competitive forces, strategies and benefits according to Michael Porter5. Growth strategies and marketing myths6. Future technologies, new businesses and dynamic capabilities7. Nature and principles of responsible management <p>Reading:</p> <p>Barnard, CI (1938): The Functions of the Executive, Harvard University Press, Cambridge, Massachusetts.</p> <p>Eschenbach, R.; Eschenbach, S.; Kunesch, H. (2008): Strategische Konzepte: Management-Ansätze von Ansoff bis Ulrich, 5th ed., Schäffer-Poeschel Stuttgart.</p> <p>Freeman, RE (2010): Strategic Management: A Stakeholder Approach, Cambridge University Press.</p> <p>Grant, R. M.; Nippa, M. (2006): Strategisches Management: Analyse, Entwicklung und Implementierung von Unternehmensstrategien, 5th ed., Pearson Munich.</p> <p>Hinterhuber, H. H. (2011): Strategische Unternehmensführung -- I. Strategisches Denken, 8th ed., Erich Schmidt Verlag, Berlin.</p> <p>Hungenberg, H. (2012): Strategisches Management in Unternehmen: Ziele -- Prozesse -- Verfahren, 7th ed., Gabler, Wiesbaden.</p> <p>Johnson, G.; Scholes, K.; Whittington, R. (2009): Fundamentals of Strategy, 1st ed., Financial Times and Prentice Hall Harlow.</p> <p>Kotler, P.; Berger, R.; Bickhoff, N. (2010): The Quintessence of Strategic Management, Springer, Heidelberg.</p> <p>Laasch, O.; Conaway RN (2014): The Principles of Responsible Management: Global Sustainability, Responsibility, and Ethics, Cengage Stamford.</p> <p>Meffert, H.; Burmann, C.; Kirchgeorg, M. (2012): Marketing -- Grundlagen marktorientierter Unternehmensführung, 11th ed., Gabler, Wiesbaden.</p> <p>Meyer, M. (1995): Ökonomische Organisation der Industrie: Netzwerkarrangements zwischen Markt und Unternehmung, Gabler, Wiesbaden.</p> <p>Müller-Stewens, G.; Lechner, C. (2011): Strategisches Management -- Wie strategische Initiativen zum Wandel führen, 4th ed., Schäffer-Poeschel Stuttgart.</p> <p>Porter, M. (1999): Wettbewerb und Strategie, Econ Munich. (Original: Porter, M.: On Competition, Boston, 1998.)</p> <p>Porter, M. (2014): Wettbewerbsvorteile -- Spitzenleistungen erreichen und behaupten, 8th ed., Campus Frankfurt / New York. (Original: Porter, M.: Competitive Advantage, New York, 1985)</p>			

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

Intended learning outcomes

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

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

V + Ü (no information on SWS (weekly contact hours) and course language available)

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

written examination (approx. 60 minutes)

Allocation of places

--

Additional information

--

Workload

--

Teaching cycle

--

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

--

Module appears in

Master's degree (1 major) Economathematics (2011)
Master's degree (1 major) Business Management (2011)
Master's degree (1 major) Business Management (2010)
Master's degree (1 major) Economics (2011)
Master's degree (1 major) Economics (2010)
Master's degree (1 major) China Business and Economics (2014)
Master's degree (1 major) China Business and Economics (2012)
Master's degree (1 major) Chinese and Economics (2014)
Master's degree (1 major) Chinese and Economics (2012)

Module title		Abbreviation
Advanced Seminar: Econometrics		12-M-SOE-102-m01
Module coordinator		Module offered by
holder of the Chair of Econometrics		Faculty of Business Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
10	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	graduate	--
Contents		
This module will take the form of a seminar and will cover advanced topics in econometrics. Students will be required to independently familiarise themselves with the respective topics and to present the results of their work both in a seminar paper and orally during a seminar session.		
Intended learning outcomes		
Students are able to analyze independently academic publications on their relevance for a given theme. They can present the results orally and in writing by conventional scientific standards.		
Courses (type, number of weekly contact hours, language — if other than German)		
S (no information on SWS (weekly contact hours) and course language available)		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)		
term paper (approx. 20 pages) and presentation (approx. 20 minutes), weighted 2:1		
Allocation of places		
--		
Additional information		
--		
Workload		
--		
Teaching cycle		
--		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
--		
Module appears in		
Master's degree (1 major) Business Management (2010)		
Master's degree (1 major) Economics (2010)		

Module title			Abbreviation
Economics of Tax Planning			12-M-SP-102-m01
Module coordinator		Module offered by	
holder of the Chair of Business Management and Business Taxation		Faculty of Business Management and Economics	
ECTS	Method of grading	Only after succ. compl. of module(s)	
5	numerical grade	--	
Duration	Module level	Other prerequisites	
1 semester	graduate	--	
Contents			
<p>This course deals with tax effects on fundamental economic decisions. Taxes are integrated into standard models for investment decisions, financing decisions, firm valuation, dividend policy and remuneration of employees. Therefore, the interaction of corporate and personal income taxes is analysed.</p> <p>A reading list in English is available on request.</p>			
Intended learning outcomes			
<p>This course enables students to</p> <p>(i) combine their knowledge of tax law with microeconomic analyses in the areas of corporate and personal finance;</p> <p>(ii) understand the effect of taxes on fundamental economic decisions, e.g. investment and financing decisions, evaluation of investment, financial assets, forms of remuneration for employees including managing and assessing;</p> <p>(iii) read and discuss primary scientific literature.</p>			
Courses (type, number of weekly contact hours, language — if other than German)			
<p>This module has 2 components; information on courses listed separately for each component.</p> <ul style="list-style-type: none">12-M-SP-1-102: V (no information on language and number of weekly contact hours available)12-M-SP-2-102: V (no information on language and number of weekly contact hours available)			
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>This module has the following 2 assessment components. To pass the module as a whole students must pass one of the two assessment components.</p> <p>Assessment component to module component 12-M-SP-1-102: Steuerplanung</p> <ul style="list-style-type: none">5 ECTS credits, method of grading: numerical gradewritten examination (approx. 60 minutes) <p>Assessment component to module component 12-M-SP-2-102: Taxes and Business Strategy</p> <ul style="list-style-type: none">5 ECTS credits, method of grading: numerical gradewritten examination (approx. 60 minutes)Language of assessment: English			
Allocation of places			
--			
Additional information			
--			
Workload			
--			
Teaching cycle			
--			
Referred to in LPO I (examination regulations for teaching-degree programmes)			
--			

Module appears in

Master's degree (1 major) Business Management (2010)

Master's degree (1 major) Economics (2010)

Module title		Abbreviation
Strategic Production Management		12-M-SPM-102-m01
Module coordinator		Module offered by
holder of the Chair of Business Management and Industrial Management		Faculty of Business Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	graduate	--
Contents		
<p>This module will discuss contents and procedures of strategic production management and, in particular, planning and control concepts.</p> <p>Students will become familiar with the essentials of strategic production management. Theoretical and analytical models will be used for analysing both economic and ecological issues. In addition, the module will discuss principles of value structure optimisation and will develop competences regarding the development of integrated mathematical models.</p>		
Intended learning outcomes		
<p>After completion of the module students are able to process, to analyze and answer questions of operations strategy structured and goal-oriented in a global context using appropriate methods. Furthermore, they know the main strategic tasks and objectives in production management and evaluate and apply planning and control concepts for the production in realistic application situations.</p>		
Courses (type, number of weekly contact hours, language — if other than German)		
S (no information on SWS (weekly contact hours) and course language available)		
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. 40 minutes) and presentation (approx. 20 minutes), weighted 2:1		
Allocation of places		
--		
Additional information		
--		
Workload		
--		
Teaching cycle		
--		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
--		
Module appears in		
Master's degree (1 major) Business Management (2010)		
Master's degree (1 major) Economics (2010)		

Module title			Abbreviation
Advanced Seminar: Topics in Personnel Economics and Organizational Theory			12-M-SPO-102-m01
Module coordinator		Module offered by	
holder of the Chair for Human Resource Management and Organisation		Faculty of Business Management and Economics	
ECTS	Method of grading	Only after succ. compl. of module(s)	
10	numerical grade	--	
Duration	Module level	Other prerequisites	
1 semester	graduate	--	
Contents			
Students will write a seminar paper on, deliver a talk on and discuss current issues in the field of human re- sources management and organisation in class.			
Intended learning outcomes			
The students learn to handle, formulate in own words, present, and discuss current research literature.			
Courses (type, number of weekly contact hours, language — if other than German)			
S (no information on SWS (weekly contact hours) and course language available)			
Method of assessment (type, scope, language — if other than German, examination offered — if not every seme- ster, information on whether module can be chosen to earn a bonus)			
term paper (approx. 20 pages) and presentation (approx. 20 minutes) with sub-presentation including discussi- on, weighted 1:1			
Allocation of places			
--			
Additional information			
--			
Workload			
--			
Teaching cycle			
--			
Referred to in LPO I (examination regulations for teaching-degree programmes)			
--			
Module appears in			
Master's degree (1 major) Business Management (2010)			
Master's degree (1 major) Economics (2010)			

Module title		Abbreviation
Topics in Labor Market Economics and Social Policy		12-M-SPÜ-102-m01
Module coordinator		Module offered by
holder of the Chair of Economic Order and Social Policy		Faculty of Business Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	graduate	--
Contents		
The module "Sozialpolitische Übungen" ("Advanced Topics in Economic Policy") deals with current economic policy issues and intends to launch an open discussion with the students.		
Intended learning outcomes		
The discussion of current economic policy issues enables the students to gain a profound understanding of how economic and political markets function. Furthermore, autonomous use of research results in economic policy is fostered		
Courses (type, number of weekly contact hours, language — if other than German)		
Ü (no information on SWS (weekly contact hours) and course language available)		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)		
written examination (approx. 60 minutes)		
Allocation of places		
--		
Additional information		
--		
Workload		
--		
Teaching cycle		
--		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
--		
Module appears in		
Master's degree (1 major) Business Management (2010)		
Master's degree (1 major) Economics (2010)		

Module title		Abbreviation
Advanced Seminar: Selected Problems in Analytical Tax Research		12-M-SSL-102-m01
Module coordinator		Module offered by
holder of the Chair of Business Management and Business Taxation		Faculty of Business Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
10	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	graduate	--
Contents		
In this seminar, current problems of tax research will be analysed. Usually, students will read and discuss research papers in German and/or English language. Although the seminar will be held in German, individual seminar papers may be written and discussed in English if a participant prefers this to German.		
Intended learning outcomes		
After the seminar, students are able -to analyze a complex issue in taxation using research methods, to identify problems and to suggest solutions, to formulate and to defend their analysis and suggested solutions.		
Courses (type, number of weekly contact hours, language — if other than German)		
S (no information on SWS (weekly contact hours) and course language available)		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)		
term paper (approx. 20 pages) and presentation (approx. 20 minutes), weighted 2:1		
Allocation of places		
--		
Additional information		
--		
Workload		
--		
Teaching cycle		
--		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
--		
Module appears in		
Master's degree (1 major) Business Management (2010) Master's degree (1 major) Economics (2010)		

Module title		Abbreviation
Advanced Seminar: Trade Theory and Policy		12-M-STT-102-m01
Module coordinator		Module offered by
holder of the Chair of International Economics		Faculty of Business Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
10	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	graduate	--
Contents		
<p>Content:</p> <p>Current topics in international economics [e. g. outsourcing, offshoring and multinational firms; competition of locations, jurisdictions and systems; globalisation and the environment; trade, multinational firms and labour markets; Triumph of the City].</p> <p>Reading:</p> <p>peer-reviewed articles from international journals and/or monographs.</p>		
Intended learning outcomes		
Students are based on current research literature introduced to demanding questions and methods. About semi-narristic methods they learn to analyze issues critically and independently. Both in writing and orally, the results are presented and the students are enabled to critically analyze and discuss the work of their peers.		
Courses (type, number of weekly contact hours, language — if other than German)		
S (no information on SWS (weekly contact hours) and course language available)		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)		
term paper (approx. 20 pages) and presentation (approx. 30 minutes), weighted 2:1 Language of assessment: English		
Allocation of places		
--		
Additional information		
--		
Workload		
--		
Teaching cycle		
--		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
--		
Module appears in		
Master's degree (1 major) Business Management (2010)		
Master's degree (1 major) Economics (2010)		

Module title		Abbreviation
Advanced Seminar: Monetary policy		12-M-SV1-102-m01
Module coordinator		Module offered by
holder of the Chair of Monetary Policy and International Economics		Faculty of Business Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
10	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	graduate	--
Contents		
Gaining a more in-depth understanding of specific problems of macroeconomics and, in particular, monetary policy.		
Intended learning outcomes		
After the seminar, students can (i) consolidate acquired knowledge and if necessary apply additional techniques of scientific work; (ii) create, present and defend a scientific paper; (iii) deal with the working papers of other participants; (iv) prepare better for the processing of the master's thesis.		
Courses (type, number of weekly contact hours, language — if other than German)		
S (no information on SWS (weekly contact hours) and course language available)		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)		
term paper (approx. 20 pages) and presentation (approx. 20 minutes), weighted 2:1		
Allocation of places		
--		
Additional information		
--		
Workload		
--		
Teaching cycle		
--		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
--		
Module appears in		
Master's degree (1 major) Business Management (2010)		
Master's degree (1 major) Economics (2010)		

Module title		Abbreviation
Advanced Seminar: Public Finance		12-M-SV5-102-m01
Module coordinator		Module offered by
holder of the Chair of Public Finance		Faculty of Business Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
10	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	graduate	--
Contents		
Gaining a more in-depth understanding of specific problems discussed in lectures on public finance using scientific economic journal articles in German and English language.		
Intended learning outcomes		
After the seminar, students can (i) consolidate acquired knowledge and if necessary apply additional techniques of scientific work; (ii) create, present and defend a scientific paper; (iii) deal with the working papers of other participants; (iv) prepare better for the processing of the master's thesis.		
Courses (type, number of weekly contact hours, language — if other than German)		
S (no information on SWS (weekly contact hours) and course language available)		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)		
term paper (20 pages) and presentation (20 minutes), weighted 2:1		
Allocation of places		
--		
Additional information		
--		
Workload		
--		
Teaching cycle		
--		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
--		
Module appears in		
Master's degree (1 major) Business Management (2010) Master's degree (1 major) Economics (2010)		

Module title		Abbreviation
Advanced Seminar: Economic Order and Social Policy		12-M-SWOSP-102-m01
Module coordinator		Module offered by
holder of the Chair of Economic Order and Social Policy		Faculty of Business Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
10	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	graduate	--
Contents		
The seminar covers various topics in the field of economic policy and provides students with more in-depth insights into certain aspects addressed in other lectures offered by the Chair.		
Intended learning outcomes		
The seminar gives a better understanding of certain aspects in economic policy and strengthens students' research skills.		
Courses (type, number of weekly contact hours, language — if other than German)		
S (no information on SWS (weekly contact hours) and course language available)		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)		
term paper (approx. 25 pages) and presentation (approx. 20 minutes), weighted 2:1		
Allocation of places		
--		
Additional information		
--		
Workload		
--		
Teaching cycle		
--		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
--		
Module appears in		
Master's degree (1 major) Business Management (2010)		
Master's degree (1 major) Economics (2010)		

Module title			Abbreviation
Master Thesis Business Management			12-M-THB-102-m01
Module coordinator		Module offered by	
Dean of the Faculty of Business Management and Economics		Faculty of Business Management and Economics	
ECTS	Method of grading	Only after succ. compl. of module(s)	
30	numerical grade	--	
Duration	Module level	Other prerequisites	
1 semester	graduate	--	
Contents			
Students will complete their degree with a Master's thesis in which they will be required to independently research and write on a topic in the area of business management and economics, drawing on the subject-specific knowledge they have acquired and adhering to the principles of good scientific practice. This thesis may either take the form of an analysis and structured presentation of the existing literature on a certain topic or may, as is often the case, also include a presentation of the students' own original achievements, e. g. new algorithms developed by students or the (further) development of a theoretical model.			
Intended learning outcomes			
In the master thesis students prove that they can plan and carry out a science-based work to solve a particular problem within a specified period autonomously and to document the results in accordance with the professional scientific standards in writing. Students are able to understand relevant contributions to research and professional practice, critically analyze and assess the relevance to their own specific questions. They can assess and recognize major lines of development and dynamics of the subject and therefore also the need to retrain continuously.			
Courses (type, number of weekly contact hours, language — if other than German)			
This module comprises 2 module components. Information on courses will be listed separately for each module component. <ul style="list-style-type: none">12-M-THB-1-102: no courses assigned12-M-THB-2-102: no courses assigned			
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)			
Assessment in this module comprises the assessments in the individual module components as specified below. Unless stated otherwise, successful completion of the module will require successful completion of all individual assessments.			
Assessment in module component 12-M-THB-1-102: Master Thesis Business Management <ul style="list-style-type: none">30 ECTS, Method of grading: numerical gradewritten thesis (approx. 60 to 80 pages)Assessment offered: on a continuous basis after consultation with supervisor and after registrationLanguage of assessment: German, English			
Assessment in module component 12-M-THB-2-102: Master Thesis Business Management <ul style="list-style-type: none">30 ECTS, Method of grading: numerical gradewritten thesis (approx. 50 to 70 pages) and colloquium (approx. 30 minutes), weighted 5:1Assessment offered: on a continuous basis after consultation with supervisor and after registrationLanguage of assessment: German, English			
Allocation of places			
--			
Additional information			
--			
Workload			
--			
Master's with 1 major Business Management (2010)		JMU Würzburg • generated 26-Aug-2024 • exam. reg. data record Master (120 ECTS) Business Management - 2010	page 133 / 156

Teaching cycle
--
Referred to in LPO I (examination regulations for teaching-degree programmes)
--
Module appears in
Master's degree (1 major) Business Management (2010)

Module title		Abbreviation
Theory of Industrial Organization 1		12-M-TI1-102-m01
Module coordinator		Module offered by
holder of the Chair of Industrial Economics		Faculty of Business Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	graduate	--
Contents		
<p>Theory of industrial organisation:</p> <ol style="list-style-type: none"> Monopoly pricing <ul style="list-style-type: none"> - Nonlinear pricing and mechanism design - Dynamic pricing: experience goods, durable goods Oligopoly pricing <ul style="list-style-type: none"> - Static price and quantity competition in homogeneous and differentiated goods markets - Comparative statics - Equilibrium market structure Dynamic competition in oligopoly markets <ul style="list-style-type: none"> - Repeated games and collusion - Markov perfect equilibrium and models of dynamic competition Strategic behaviour by incumbent firms <ul style="list-style-type: none"> - Entry deterrence and predation - Signalling and reputation Auctions <ul style="list-style-type: none"> - Second price auctions - First price auctions Advertising and product design <p>The course will be taught in English.</p>		
Intended learning outcomes		
<p>Students which complete this class will acquire a working knowledge of advanced theoretical models of competition in oligopoly markets as well as sophisticated pricing techniques in monopoly markets. They will learn the conditions under which the predictions of these models are valid. They will become familiar with applications of advanced game theoretic tools, such as dynamic models of competition and auction theory, for studying interactions between firms in markets. By means of comprehensive exercises, they will apply the methods they learn in class to practically relevant problems. They will be in a position to read academic papers on related topics, assess the strengths and weaknesses of approach, summarize and comment on these papers and suggest possible extensions.</p>		
Courses (type, number of weekly contact hours, language — if other than German)		
V + Ü (no information on SWS (weekly contact hours) and course language available)		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)		
written examination (approx. 60 minutes) or term paper (approx. 20 pages)		
Allocation of places		
--		
Additional information		
--		
Workload		
--		

Teaching cycle
--
Referred to in LPO I (examination regulations for teaching-degree programmes)
--
Module appears in
Master's degree (1 major) Business Management (2010)
Master's degree (1 major) Economics (2010)

Module title		Abbreviation
Theory of Industrial Organization 2		12-M-TI2-102-m01
Module coordinator		Module offered by
holder of the Chair of Industrial Economics		Faculty of Business Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	graduate	--
Contents		
<p>Description:</p> <p>This course discusses vertical contracts in supply chains and their impact on competition.</p> <p>Outline of syllabus:</p> <ol style="list-style-type: none"> 1. The classic problem of double marginalisation and its solution by nonstandard contracts (resale price maintenance, nonlinear pricing (rebates), exclusive territories, exclusive dealing etc.) 2. Contracts for service 3. Common agency 4. The delegation principle 5. The commitment problem 6. Interlocking relationships 7. Foreclosure by vertical contracts or mergers 		
Intended learning outcomes		
<p>After completing the course students are able to</p> <ul style="list-style-type: none"> (i) explain the results of theoretical industrial economics on vertical contracts; (ii) apply the involved methods to given simple examples on their own; (iii) recognize, in which real life situations (and how) the results can be applied; (iv) analyze the impact of certain vertical contracts on competition. 		
Courses (type, number of weekly contact hours, language — if other than German)		
V (no information on SWS (weekly contact hours) and course language available)		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)		
written examination (approx. 60 minutes) or term paper (approx. 20 pages)		
Allocation of places		
--		
Additional information		
--		
Workload		
--		
Teaching cycle		
--		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
--		
Module appears in		
Master's degree (1 major) Business Management (2010)		
Master's degree (1 major) Economics (2010)		

Module title		Abbreviation
Topics in International Trade		12-M-TIT-102-m01
Module coordinator		Module offered by
holder of the Chair of International Economics		Faculty of Business Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	graduate	--
Contents		
<p>This module will be discontinued, no courses are offered currently or will be offered in future.</p> <p>This may be due to one of the following reasons:</p> <ul style="list-style-type: none"> • the module belongs to a version of the examination regulations that no longer has any enrolled students • the lecturer who offered the course is no longer employed at the University of Würzburg • the contents are no longer taught and were substituted with comparable offers <p>For more information, please contact the Office of the Dean of Studies of the Faculty of Business Management and Economics.</p>		
Intended learning outcomes		
Due to the lack of relevance, no learning outcomes description is available because no courses are held for this module.		
Courses (type, number of weekly contact hours, language — if other than German)		
V (no information on SWS (weekly contact hours) and course language available)		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)		
<p>presentation (approx. 60 minutes) and oral examination (approx. 20 minutes), weighted 2:1</p> <p>Language of assessment: English</p>		
Allocation of places		
--		
Additional information		
--		
Workload		
--		
Teaching cycle		
--		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
--		
Module appears in		
Master's degree (1 major) Business Management (2010)		
Master's degree (1 major) Economics (2010)		

Module title		Abbreviation
Theory of Social Policy		12-M-TSP-102-m01
Module coordinator		Module offered by
holder of the Chair of Economic Order and Social Policy		Faculty of Business Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	graduate	--
Contents		
<p>The lecture "Theorie der Sozialpolitik" ("Theory of Social Policy") discusses the concept of social security and the concept of social justice. In the first part of the course, which will deal with social security, students will acquire a general overview of possible market failures in an insurance market. One chapter will then each be devoted to the introduction and characterisation of the three main branches of social insurance (pension, health and unemployment insurance). Subsequently, different options for a reform of the individual branches of social insurance will be introduced and evaluated in terms of efficiency. In the second part of the course, which will deal with social justice, different definitions of the concept of justice will be discussed in more detail. Here, the main focus will be on identifying and critically examining different criteria for the measurement of inequality in a society. In addition, efficiency-oriented justifications for redistributive policies by the government will be addressed and discussed with students.</p>		
Intended learning outcomes		
<p>The graduate student has acquired following skills and abilities after completion of the module:</p> <ul style="list-style-type: none"> (i) Detailed knowledge of institutional foundations of the German social security system (ii) Mechanics of an insurance market (iii) Emergence and problems of adverse selection and moral hazard in the context of social insurances (iv) Measurement and interpretation of inequality measures, particularly of income inequality (v) Mechanics and welfare effects of state redistribution (vi) The impact of state redistribution on macroeconomic variables 		
Courses (type, number of weekly contact hours, language — if other than German)		
V + Ü (no information on SWS (weekly contact hours) and course language available)		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)		
written examination (approx. 60 minutes)		
Allocation of places		
--		
Additional information		
--		
Workload		
--		
Teaching cycle		
--		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
--		
Module appears in		
Master's degree (1 major) Business Management (2010)		
Master's degree (1 major) Economics (2010)		

Module title			Abbreviation
Financial Statement Analysis and Business Valuation			12-M-UA-102-m01
Module coordinator		Module offered by	
holder of the Chair of Business Management and Accounting		Faculty of Business Management and Economics	
ECTS	Method of grading	Only after succ. compl. of module(s)	
5	numerical grade	--	
Duration	Module level	Other prerequisites	
1 semester	graduate	--	
Contents			
<p>Content:</p> <p>Underlying value is referred to as fundamental value, the analysis of information about fundamental value is referred to as fundamental analysis. This module discusses fundamental analysis. Fundamental analysis was developed as a matter of appropriate financial statement analysis.</p> <p>Outline of syllabus:</p> <ol style="list-style-type: none">1. Introduction: investing, valuation and financial statements2. How financial statements are used in valuation3. Cash accounting, accrual accounting and discounted cash flow valuation: pricing book values4. Viewing business through the financial statement lens5. Analysis of the balance sheet and income statement6. Analysis of the cash flow statement7. Analysis of profitability8. The value of operations and the evaluation of enterprise price-to-book-ratios and price-earnings-ratios <p>Reading:</p> <p>Penman, Stephen H.: Financial Statement Analysis and Security Valuation (most recent edition).</p>			
Intended learning outcomes			
The students should be able to analyze financial statements and to value businesses and business strategies using the best technologies available. They should be able to sort out what are good methods, i.e. practical as well as conceptually sound, and what are poor ones. They should demonstrate their knowledge in applying the methods on real cases.			
Courses (type, number of weekly contact hours, language — if other than German)			
V + Ü (no information on SWS (weekly contact hours) and course language available)			
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)			
written examination (approx. 60 minutes)			
Allocation of places			
--			
Additional information			
--			
Workload			
--			
Teaching cycle			
--			
Referred to in LPO I (examination regulations for teaching-degree programmes)			
--			
Module appears in			

Master's with 1 major Business Management (2010)	JMU Würzburg • generated 26-Aug-2024 • exam. reg. data record Master (120 ECTS) Business Management - 2010	page 140 / 156
--	--	----------------

Master's degree (1 major) Business Management (2010)
Master's degree (1 major) Economics (2010)

Module title		Abbreviation
European Competition Policy		12-M-WPE-102-mo1
Module coordinator		Module offered by
holder of the Chair of Industrial Economics		Faculty of Business Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	graduate	--
Contents		
<p>Outline of syllabus:</p> <ol style="list-style-type: none"> 1. Legal environment, competition laws 2. Market definition <ul style="list-style-type: none"> - Qualitative methods - Simple quantitative methods - Hypothetical monopoly test 3. Horizontal agreements and collusion: repeated games and factors affecting likelihood of collusion 4. Horizontal mergers and collusion <ul style="list-style-type: none"> - Economic theory - Efficiency effects - Coordinated effects 5. Vertical relations and contracts <ul style="list-style-type: none"> - Economic analysis of contracts - "More economic approach" 6. Abuse of dominant position <ul style="list-style-type: none"> - Classification of abusive conduct - Economic analysis of abusive conduct and theory of harm <p>The course will be taught in English.</p>		
Intended learning outcomes		
<p>After completion of the module students can use the advanced concepts introduced in the lecture of competition policy, including the legal framework, the trace models and methods for the study of competition policy issues, as well as understand the approach of European competition policy in high profile cases. When they are confronted with practical problems, they can refer to these cases, and the same logic to practical examples apply by draining the relevant economic theories that identify variables to be measured and methodologies for assessing, and based on that adequate conclusions for appropriate cases. They will sufficiently understand the subject in order to open up that build upon literature in journals and being able to think critically.</p>		
Courses (type, number of weekly contact hours, language — if other than German)		
V (no information on SWS (weekly contact hours) and course language available)		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)		
written examination (approx. 60 minutes) or term paper (approx. 20 pages)		
Allocation of places		
Business Management Master's and Economics Master's: no restrictions. Applied Human Geography Master's and Political and Social Sciences Master's: 10 places. Places will be allocated by lot.		
Additional information		
--		
Workload		
--		

Teaching cycle
--
Referred to in LPO I (examination regulations for teaching-degree programmes)
--
Module appears in
Master's degree (1 major) Business Management (2010) Master's degree (1 major) Applied Human Geography (2010) Master's degree (1 major) Economics (2010) Master's degree (1 major) Political and Social Sciences (2010)

Module title			Abbreviation
Advanced Auditing			12-M-WPF-102-m01
Module coordinator		Module offered by	
holder of the Chair of Business Management and Accounting		Faculty of Business Management and Economics	
ECTS	Method of grading	Only after succ. compl. of module(s)	
5	numerical grade	--	
Duration	Module level	Other prerequisites	
1 semester	graduate	--	
Contents			
<p>Content:</p> <p>The course discusses business-risk oriented financial statement audits according to International Standards on Auditing (IASs). Selected topics of testing theory are also addressed.</p> <p>Outline of syllabus:</p> <p>1. Review process</p> <ul style="list-style-type: none">- Conditions, order taking, audit planning, risk model-based testing methods- Development of the risk-based audit approach- Fraud and going concern- Judgment, reporting and documentation <p>2. Testing theory</p> <ul style="list-style-type: none">- Overview of the state of research- The auditor's independence- Audit fees, concentration, competition <p>Reading:</p> <p>Marten, K.-U. / Quick, R. / Ruhnke, K.: Wirtschaftsprüfung, Stuttgart (most recent edition).</p> <p>Other reading to be specified in class.</p>			
Intended learning outcomes			
<p>After completion of the module "Auditing for advanced" students can</p> <p>(i) represent the risk-based audit approach, establish and analyze critical;</p> <p>(ii) analyze selected complex audit issues on the basis of national and international audit standards and, based largely develop self-directed solutions;</p> <p>(iii) judge selected research papers examining theory independently and, building design research or application-oriented projects.</p>			
Courses (type, number of weekly contact hours, language — if other than German)			
V + Ü (no information on SWS (weekly contact hours) and course language available)			
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)			
written examination (approx. 60 minutes)			
Allocation of places			
--			
Additional information			
--			
Workload			
--			
Teaching cycle			
--			

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

--

Module appears in

Master's degree (1 major) Business Management (2010)

Master's degree (1 major) Economics (2010)

Module title			Abbreviation
Process and System Modelling			12-PSM-092-m01
Module coordinator		Module offered by	
holder of the Chair of Business Management and Business Information Systems		Faculty of Business Management and Economics	
ECTS	Method of grading	Only after succ. compl. of module(s)	
5	numerical grade	--	
Duration	Module level	Other prerequisites	
1 semester	graduate	--	
Contents			
<p>The course familiarises students with relevant principles, concepts and methods of process and system modeling. It is divided up into two parts:</p> <p>Part A: Introduction to business process management</p> <p>Contents Part A:</p> <ul style="list-style-type: none">• Purpose of business process management• How are business processes modelled?• What is business process management?• Strategic Management <p>Part B: Simulation</p> <p>Contents Part B:</p> <ul style="list-style-type: none">• Simulation• Theoretical foundations• Petri nets• Smalltalk inscription language			
Intended learning outcomes			
<p>The students have</p> <ol style="list-style-type: none">1. substantial knowledge of the basic principles, concepts and methods of process and system modeling and2. recognize their economic importance and consequences.			
Courses (type, number of weekly contact hours, language — if other than German)			
V + Ü (no information on SWS (weekly contact hours) and course language available)			
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 (60 minutes)			
Allocation of places			
--			
Additional information			
--			
Workload			
--			
Master's with 1 major Business Management (2010)		JMU Würzburg • generated 26-Aug-2024 • exam. reg. data record Master (120 ECTS) Business Management - 2010	page 146 / 156

Teaching cycle
--
Referred to in LPO I (examination regulations for teaching-degree programmes)
--
Module appears in
Master's degree (1 major) Business Information Systems (2010) Master's degree (1 major) Business Management (2010) Master's degree (1 major) Economics (2010)

Module title		Abbreviation
Economic Basics of Risk Management		12-Risk-082-m01
Module coordinator		Module offered by
holder of the Chair for Economics, Contract Theory and Information Economics		Faculty of Business Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	graduate	--
Contents		
Rational decisions under uncertainty 1. Measures of risk aversion 2. Mean preserving spread 3. Axiomatic foundations of the expected utility hypothesis (Neumann/Morgenstern, Savage) 4. Insurance contracts 5. Optimal portfolios 6. Adverse selection 7. Moral Hazard 8. Experimental evidence and alternative approaches		
Intended learning outcomes		
After completing the course students are able to 1. explain the results of the economic theory of decisions under risk, 2. apply the involved methods to given simple examples on their own, 3. recognise, in which real life situations and how the results can be applied.		
Courses (type, number of weekly contact hours, language — if other than German)		
V + Ü (no information on SWS (weekly contact hours) and course language available)		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)		
written examination (approx. 60 minutes)		
Allocation of places		
--		
Additional information		
--		
Workload		
--		
Teaching cycle		
--		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
--		
Module appears in		
Bachelor' degree (1 major) Business Management and Economics (2009) Bachelor' degree (1 major) Business Management and Economics (2007) Bachelor' degree (1 major) Business Management and Economics (2013) Bachelor' degree (1 major) Business Management and Economics (2008) Bachelor' degree (1 major) Business Management and Economics (2010) Bachelor' degree (1 major) Economathematics (2009) Bachelor' degree (1 major) Economathematics (2012) Bachelor' degree (1 major) Economathematics (2008)		
Master's with 1 major Business Management (2010)	JMU Würzburg • generated 26-Aug-2024 • exam. reg. data record Master (120 ECTS) Business Management - 2010	page 148 / 156

Bachelor' degree (1 major) Business Information Systems (2014)
 Bachelor' degree (1 major) Business Information Systems (2013)
 Bachelor' degree (1 major) Business Information Systems (2009)
 Master's degree (1 major) Business Management (2013)
 Master's degree (1 major) Business Management (2011)
 Master's degree (1 major) Business Management (2010)
 Master's degree (1 major) China Business and Economics (2014)
 Master's degree (1 major) China Business and Economics (2012)
 Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2010)

Module title			Abbreviation
Risk Management - Concepts and Systems			12-RM-KS-092-m01
Module coordinator		Module offered by	
holder of the Chair of Business Management and Accounting		Faculty of Business Management and Economics	
ECTS	Method of grading	Only after succ. compl. of module(s)	
5	numerical grade	--	
Duration	Module level	Other prerequisites	
1 semester	graduate	--	
Contents			
Concepts: The course will provide students with an overview of the main goals, contents, methods and instruments of opportunity and risk management in industrial and commercial enterprises. Systems: The course will provide students with an overview of the design and functionality of essential information systems for risk management.			
Intended learning outcomes			
Concepts: After completion of the module students have a sound understanding of basic concepts, processes, methods and tools of risk management. They are able to justify the duties and functions of risk management in the company in theory and practice. They can also evaluate proposed solutions for the design of a risk management system, analyze selected issues of risk management and building on that, develop their own solutions. Systems: After completing this module, students can (i) judge legal, organizational and methodological requirements for the implementation of risk management processes in a risk management information system (RMIS); (ii) understand the technical basis for RMIS; (iii) estimate the different characteristics of various information systems for the RM; (iv) understand the workings of RMIS.			
Courses (type, number of weekly contact hours, language — if other than German)			
This module comprises 2 module components. Information on courses will be listed separately for each module component. <ul style="list-style-type: none">12-RM-KS-1-092: V (no information on SWS (weekly contact hours) and course language available)12-RM-KS-2-092: V (no information on SWS (weekly contact hours) and course language available)			
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)			
Assessment in this module comprises the assessments in the individual module components as specified below. Unless stated otherwise, successful completion of the module will require successful completion of all individual assessments.			
Assessment in module component 12-RM-KS-1-092: Risk Management - Concepts <ul style="list-style-type: none">2 ECTS, Method of grading: numerical gradewritten examination (60 minutes)			
Assessment in module component 12-RM-KS-2-092: Risk Management - Systems <ul style="list-style-type: none">3 ECTS, Method of grading: numerical gradewritten examination (60 minutes)			
Allocation of places			
--			
Additional information			
--			
Workload			
--			

Teaching cycle
--
Referred to in LPO I (examination regulations for teaching-degree programmes)
--
Module appears in
Master's degree (1 major) Business Information Systems (2010) Master's degree (1 major) Business Management (2010) Master's degree (1 major) Economics (2010)

Module title			Abbreviation
Stochastic Models for Risk Assessment			12-RM-RW-102-m01
Module coordinator		Module offered by	
Dean of the Faculty of Business Management and Economics		Faculty of Business Management and Economics	
ECTS	Method of grading	Only after succ. compl. of module(s)	
5	numerical grade	--	
Duration	Module level	Other prerequisites	
1 semester	graduate	--	
Contents			
<p>Etymological background of the risk concept Definitions of risk Basic concepts and terminology of stochastic risk modelling: risk phenomenon, risk object, risk variable, risk source, risk factor, risk cause, direct peril, indirect peril, loss under risk, profit under risk, loss variable, profit variable, risk distribution, risk indicator, risk parameter Classification of business risks Risk policy, risk management Risk analysis: risk identification, risk description, risk exploration, risk-relevant measurements, risk evaluation, risk assessment, risk modelling Risk management: risk minimisation, risk protection, risk avoidance, risk mitigation, bearing of risk, risk prevention Risk control, risk monitoring Norms and standards of risk management: ISO 31000, ONR 49000 -- 49004, IEC/ISO 31010, COSO II, AIRMIC, IRM, ALARM FMEA (Failure Mode and Effect Analysis) as a tool of risk analysis and risk assessment: historical and thematic background, methodology, discussion of the FMEA assessment methodology Risk matrix, risk diagram Score diagram Stochastic risk parameters and risk measures as distribution parameters Probability distributions: Gaussian, Laplace, Student's t, extreme value, logistic, exponential, Weibull, gamma, negative Gaussian, Burr, hyperbolic, generalised hyperbolic Elementary stochastic risk measures: variance, standard deviation, signal-to-noise ratio, coefficient of variation, Sharpe ratio, nonconformance probability, expected shortfall, shortfall probability, risk parameters under reference values, Stone family Value at Risk and Conditional Value at Risk: definition, formal representations, values under special probability distributions Axioms of risk measures: distribution invariance, subadditivity, superadditivity, additivity, comonotonous additivity, nonnegative homogeneity, translation invariance, convexity, continuity, coherence</p>			
Intended learning outcomes			
<p>The student knows the schemes and concepts of risk analysis, risk assessment, risk measurement, and the theoretical background. The student knows the concepts of advanced stochastic risk modeling. In a practical business situation, the student is able to identify an appropriate scheme of risk assessment and corresponding meaningful risk measures.</p>			
Courses (type, number of weekly contact hours, language — if other than German)			
V + Ü (no information on SWS (weekly contact hours) and course language available)			
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)			
written examination (approx. 60 minutes)			
Allocation of places			
<p>Number of places: 30. Should the number of applications exceed the number of available places, places will be allocated as follows: (1) Master's students of Wirtschaftsinformatik (Business Information Systems) will be given preferential consideration. (2) The remaining places will be allocated to students of other subjects. (3) When places are allocated in accordance with (1) and (2) and the number of applications exceeds the number of available places, places will be allocated among applicants from this group according to the following quotas: Quota 1 (50% of places): total number of ECTS credits already achieved in the respective degree subject; among applicants with the same number of ECTS credits achieved, places will be allocated by lot. Quota 2 (25% of places): number of subject semesters of the respective applicant; among applicants with the same number of subject semesters, places will be allocated by lot. Quota 3 (25% of places): allocation by lot. (4) Within the groups according to (1) and (2), applicants who already have successfully completed at least one module component of the respective module will be given preferential consideration. (5) Places on all courses of the module component with a restricted number of places will be allocated in the same procedure. (6) A waiting list will be maintained and places re-allocated as they become available.</p>			
Master's with 1 major Business Management (2010)		JMU Würzburg • generated 26-Aug-2024 • exam. reg. data record Master (120 ECTS) Business Management - 2010	
		page 152 / 156	

Additional information
--
Workload
--
Teaching cycle
--
Referred to in LPO I (examination regulations for teaching-degree programmes)
--
Module appears in
Master's degree (1 major) Business Information Systems (2011) Master's degree (1 major) Business Information Systems (2013) Master's degree (1 major) Business Information Systems (2014) Master's degree (1 major) Business Management (2013) Master's degree (1 major) Business Management (2014) Master's degree (1 major) Business Management (2011) Master's degree (1 major) Business Management (2010)

Module title			Abbreviation
Financial Accounting and Auditing 1 - Financial Statements (German GAAP, IFRS)			12-Wipr1-F-o82-m01
Module coordinator		Module offered by	
holder of the Chair of Business Management and Accounting		Faculty of Business Management and Economics	
ECTS	Method of grading	Only after succ. compl. of module(s)	
5	numerical grade	--	
Duration	Module level	Other prerequisites	
1 semester	undergraduate	--	
Contents			
<p>Content: This module is based on introductory courses in the areas of financial and managerial accounting and includes essential aspects of corporate financial accounting. It delivers a systematic presentation and interpretation of financial reporting standards according to the Handelsgesetzbuch (German Commercial Code, HGB) and International Financial Reporting Standards (IFRS). In addition, it introduces students to financial statement analysis methods.</p> <p>Outline of syllabus: Fundamentals of financial statements; purpose and basic assumptions of financial accounting; recognition, valuation and presentation of assets, liabilities and equity; financial statement analysis.</p> <p>Reading: Baetge, J./Kirsch, H.-J./Thiele, St.: Bilanzen, Düsseldorf. Coenenberg, A.G.: Jahresabschluss und Jahresabschlussanalyse, Stuttgart. Heuser, P.J./Dörschell, A.: IFRS Handbuch, Cologne 2012. Most recent editions.</p>			
Intended learning outcomes			
The students have a deeper understanding of business fundamentals in accounting according to national (HGB) and international (IFRS) principles. They can systematically arrange and play with the knowledge and apply the acquired knowledge, i.e. resolve accounting and financial statement analysis problems of medium difficulty.			
Courses (type, number of weekly contact hours, language — if other than German)			
V + Ü (no information on SWS (weekly contact hours) and course language available)			
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)			
written examination (approx. 60 minutes)			
Allocation of places			
--			
Additional information			
--			
Workload			
--			
Teaching cycle			
--			
Referred to in LPO I (examination regulations for teaching-degree programmes)			
--			
Module appears in			
Bachelor' degree (1 major) Business Management and Economics (2009) Bachelor' degree (1 major) Business Management and Economics (2013) Bachelor' degree (1 major) Business Management and Economics (2008) Bachelor' degree (1 major) Business Management and Economics (2010)			
Master's with 1 major Business Management (2010)		JMU Würzburg • generated 26-Aug-2024 • exam. reg. data record Master (120 ECTS) Business Management - 2010	
		page 154 / 156	

Bachelor' degree (1 major) Economathematics (2009)
 Bachelor' degree (1 major) Economathematics (2012)
 Bachelor' degree (1 major) Economathematics (2008)
 Bachelor' degree (1 major) Business Information Systems (2014)
 Bachelor' degree (1 major) Business Information Systems (2013)
 Bachelor' degree (1 major) Business Information Systems (2009)
 Bachelor' degree (1 major) Business Information Systems (2008)
 Master's degree (1 major) Business Management (2013)
 Master's degree (1 major) Business Management (2011)
 Master's degree (1 major) Business Management (2010)
 Master's degree (1 major) China Business and Economics (2014)
 Master's degree (1 major) China Business and Economics (2012)
 Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2010)

Module title			Abbreviation
Advanced Seminar: Business Information Systems			12-WI-Sem-092-m01
Module coordinator		Module offered by	
holder of the Chair of Business Management and Business Information Systems		Faculty of Business Management and Economics	
ECTS	Method of grading	Only after succ. compl. of module(s)	
10	numerical grade	--	
Duration	Module level	Other prerequisites	
1 semester	graduate	--	
Contents			
In this course, students will acquire important knowledge and skills that will enable them to prepare a well-structured term paper and to present the results of their work with the help of relevant topics in the fields of information systems and enterprise systems.			
Reading: will vary according to topic			
Intended learning outcomes			
After completing the course, students will be able to 1. understand the fundamentals of scientific literature reviews; 2. integrate elaborated content in a scientific thesis; 3. create presentations independently.			
Courses (type, number of weekly contact hours, language — if other than German)			
S (no information on SWS (weekly contact hours) and course language available)			
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)			
term paper (approx. 20 pages) and presentation (approx. 20 minutes), weighted 2:1			
Allocation of places			
--			
Additional information			
--			
Workload			
--			
Teaching cycle			
--			
Referred to in LPO I (examination regulations for teaching-degree programmes)			
--			
Module appears in			
Master's degree (1 major) Business Management (2010)			
Master's degree (1 major) Economics (2010)			