

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: 2013 Responsible: Faculty of Business Management and Economics

JMU Würzburg • generated 26-Aug-2024 • exam. reg. data record 88|f35|-|-|H|2013



Course of Studies - Contents and Objectives

No translation available.

Abbreviations used

Course types: \mathbf{E} = field trip, \mathbf{K} = colloquium, \mathbf{O} = conversatorium, \mathbf{P} = placement/lab course, \mathbf{R} = project, \mathbf{S} = seminar, \mathbf{T} = tutorial, $\ddot{\mathbf{U}}$ = exercise, \mathbf{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:

ASP02009

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

10-Jul-2013 (2013-36)

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 cre				
Variant 1: one specialisation	n with 60 ECTS credits Variant 2: three focuses with 60 ECTS cr ent) and maximum one focus in VWL (Economics).	edits each, r	ninimum two fo	ocuses
Specialisation Areas (60 E				
When selecting Variant 1:	3 specialisation with 60 ECTS credits			
Finance, Accounting and	Taxation (60 ECTS credits)			
Compulsory Electives I				
12-M-ER-132-m01	Advanced Financial Accounting (German GAAP, IFRS)	5	NUM	81
12-M-B1a-132-m01	Portfolio Selection and Capital Market Theory	5	NUM	50
12-M-KOBO-132-m01	Coordination, Budgeting and Incentives in Enterprises	5	NUM	117
12-M-F1-132-m01	Policy of Taxation	5	NUM	89
12-M-SP-132-m01	Economics of Tax Planning	5	NUM	190
Compulsory Electives II				
12-M-F3-132-m01	Social Insurance and the Welfare State	5	NUM	93
12-M-F4-132-m01	Optimal Tax Theory	5	NUM	95
12-M-FMO-132-m01	Analysis of Financial Market Data	5	NUM	97
12-M-MIK-132-m01	Microeconometrics	5	NUM	131
12-M-0E1-132-m01	Econometrics 1	5	NUM	150
12-M-OE2-132-m01	Econometrics 2	5	NUM	152
12-M-OE3-132-m01	Econometrics 3	5	NUM	154
12-M-UA-132-m01	Financial Statement Analysis and Business Valuation	5	NUM	209
12-M-WPF-132-m01	Advanced Auditing	5	NUM	214
12-M-B1b-132-m01	Agency Theory	5	NUM	51
12-M-B3-132-m01	Financial Markets: Institutions and Regulation	10	NUM	53
12-M-FER-132-m01	Case Studies on Business Taxation	5	NUM	96
12-M-IB-132-m01	International Taxation	5	NUM	104
12-M-RFW-132-m01	Tax-Optimized Business Organization	5	NUM	162
12-M-OEA-132-m01	Labor Market Economics	5	NUM	156
12-M-INST-132-m01	Instruments of Strategic Controlling	5	NUM	110
12-M-PROM-132-m01	Project Management and Controlling	5	NUM	160
12-M-REKA-132-m01	Accounting and Capital Markets	5	NUM	161
12-M-STB-132-m01	Tax Accounting	5	NUM	196
12-M-UF-132-m01	Advanced VAT	5	NUM	211
12-M-B2-132-m01	Option Pricing Theory	10	NUM	52
12-M-BCS-132-m01	The Business Case for Sustainability: Empirical Evidence	5	NUM	55
-	bour Relations (60 ECTS credits)			
Compulsory Courses (30				
12-M-TSP-132-m01	Theory of Social Policy	5	NUM	208
12-M-OEA-132-m01	Labor Market Economics	5	NUM	156
12-M-OE1-132-m01	Econometrics 1	5	NUM	150
12-M-AO-132-m01	Incentives in Organizations	5	NUM	38
12-M-HRM-132-m01	Human Resource Management and Industrial Relations	5	NUM	103
12-M-MWT-132-m01	Strategic Management of Innovation and Growth	5	NUM	142

Master's with 1 major Business Management (2013)

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Compulsory Electives (3	o ECTS credits)			
02-J6-121-m01	Employment Law	5	NUM	17
12-ITA-132-m01	Work and Information	5	NUM	32
12-M-MNE-132-m01	Multinational Enterprises	5	NUM	135
12-M-AM-132-m01	Advanced Microeconomics	5	NUM	37
12-M-EW-132-m01	Common European Labor Market	5	NUM	86
12-M-F3-132-m01	Social Insurance and the Welfare State	5	NUM	93
12-M-MIK-132-m01	Microeconometrics	5	NUM	131
12-M-SM-132-m01	Strategic Marketing	5	NUM	186
12-M-EPF-132-m01	Empirical HR Research	5	NUM	80
12-M-EGF-132-m01	Empirical Research in Entrepreneurship and Management	10	NUM	72
12-M-NUF-132-m01	Management of Corporate Sustainability	5	NUM	148
12-M-KOBO-132-m01	Coordination, Budgeting and Incentives in Enterprises	5	NUM	117
12-MFO-132-m01	Management and Leadership in Organizations	5	NUM	99
Business Information Sys	stems (60 ECTS credits)			1
Compulsory Courses (20	ECTS credits)			
12-M-ITM-132-m01	IT-Management	5	NUM	113
12-IV-132-m01	Information Processing within Organizations	5	NUM	33
12-M-SCIM-132-m01	Supply Network Information Management	5	NUM	173
12-M-IBS-132-m01	E-Business Strategies	5	NUM	106
Compulsory Electives (4	o ECTS credits)			
12-GPU-132-m01	Business Software 1: IS-based Enterprise Management	5	NUM	30
12-M-ERP-132-m01	Business Software 2: Enterprise-Resource-Planning-Systems	5	NUM	82
12-M-DSS-132-m01	Decision Support Systems	5	NUM	62
12-M-ISR-132-m01	Information Systems Research	5	NUM	111
12-M-MUS-132-m01	Mobile and Ubiquitous Systems	5	NUM	140
12-M-PROM-132-m01	Project Management and Controlling	5	NUM	160
12-ITA-132-m01	Work and Information	5	NUM	32
12-ACSE-132-m01	Adaption and Continuous System Engineering	5	NUM	18
12-RM-KS-132-m01	Risk Management - Concepts and Systems	5	NUM	22
12-PSM-132-m01	Process and System Modelling	5	NUM	21
-	Business Processes Organization, Business Software and Pro-	5		<u> </u>
12-GLP-132-m01	cess Industries	5	NUM	28
12-BSA-132-m01	Adaptive Business Platforms 1	5	NUM	26
12-M-GLSC-132-m01	Global Logistics & Supply Chain Management	5	NUM	10
12-M-MADM-132-m01	Managerial Analytics & Decision Making	5	NUM	12/
12-M-NLI-132-m01	Sustainability in logistics and information processing	5	NUM	146
12-BI-132-m01	Analytical Information Systems	5	NUM	24
12-AGP2-132-m01	Adaptive Business Platforms 2	5	NUM	20
12-AWI1-132-m01	Aspects of Business Information Systems 1	5	NUM	22
12-AWI2-132-m01	Aspects of Business Information Systems 2	5	NUM	23
12-MFO-132-m01	Management and Leadership in Organizations	5	NUM	99
12-M-AGAF-132-m01	Work Order Planning for Automated Manufacturing	5	NUM	36
Value Chain Management		2		
Compulsory Courses (30				
	Production Planning and Scheduling	5	NUM	118
		-		1

12-M-SBM-132-m01	Strategic Supply Management	5	NUM	170
12-M-SPM-132-m01	Strategic Production Management	5	NUM	19
12-M-AOLM-132-m01	Advanced Operations & Logistics Management	5	NUM	39
12-M-GLSC-132-m01	Global Logistics & Supply Chain Management	5	NUM	10:
12-M-MADM-132-m01	Managerial Analytics & Decision Making	5	NUM	12/
Compulsory Electives (3	o ECTS credits)			
12-M-Tl2-132-m01	Theory of Industrial Organization 2	5	NUM	20
12-M-BE-132-m01	Procurement Management	5	NUM	56
12-M-PROM-132-m01	Project Management and Controlling	5	NUM	160
12-M-IBS-132-m01	E-Business Strategies	5	NUM	100
12-GPU-132-m01	Business Software 1: IS-based Enterprise Management	5	NUM	30
12-M-ERP-132-m01	Business Software 2: Enterprise-Resource-Planning-Systems	5	NUM	82
12-BI-132-m01	Analytical Information Systems	5	NUM	24
12-M-MUS-132-m01	Mobile and Ubiquitous Systems	5	NUM	14
12-GLP-132-m01	Business Processes Organization, Business Software and Pro- cess Industries	5	NUM	28
12-M-Tl1-132-m01	Theory of Industrial Organization 1	5	NUM	20
12-M-SCC-132-m01	Seminar: Supply Chain Competition	5	NUM	17
12-M-DSS-132-m01	Decision Support Systems	5	NUM	62
12-M-GLSC-132-m01	Global Logistics & Supply Chain Management	5	NUM	10
12-M-SMGS-132-m01	Strategic Management of Global Supply Chains	5	NUM	18
12-M-GVM-132-m01	Global Value Management	5	NUM	10
12-M-ITMF-132-m01	International Trade and the Multinational Firm	5	NUM	11
12-M-EG-132-m01	Economic Geography	5	NUM	68
12-M-TP-132-m01	Trade Policy and the World Trading System	5	NUM	20
Strategic Management (6	o ECTS credits)			
Compulsory Courses (25	ECTS credits)			
12-M-IMM-132-m01	International Marketing	5	NUM	10
	Strategic Marketing	5	NUM	18
12-M-SM-132-m01		-		
-	Management of Corporate Sustainability	5	NUM	14
12-M-NUF-132-m01	Management of Corporate Sustainability Strategic Management of Innovation and Growth	5	NUM	i —
12-M-NUF-132-m01 12-M-MWT-132-m01	Strategic Management of Innovation and Growth	5		14
12-M-NUF-132-m01 12-M-MWT-132-m01	Strategic Management of Innovation and Growth Instruments of Strategic Controlling		NUM	14 14 11
12-M-NUF-132-m01 12-M-MWT-132-m01 12-M-INST-132-m01 Compulsory Electives (3	Strategic Management of Innovation and Growth Instruments of Strategic Controlling 5 ECTS credits)	5 5	NUM	14
12-M-NUF-132-m01 12-M-MWT-132-m01 12-M-INST-132-m01 Compulsory Electives (3 12-M-TI1-132-m01	Strategic Management of Innovation and Growth Instruments of Strategic Controlling 5 ECTS credits) Theory of Industrial Organization 1	5	NUM NUM	14 11 20
12-M-NUF-132-m01 12-M-MWT-132-m01 12-M-INST-132-m01 Compulsory Electives (3 12-M-TI1-132-m01 12-M-MNE-132-m01	Strategic Management of Innovation and Growth Instruments of Strategic Controlling 5 ECTS credits) Theory of Industrial Organization 1 Multinational Enterprises	5 5 5 5 5	NUM NUM NUM NUM	14 11 20
12-M-NUF-132-m01 12-M-NWT-132-m01 12-M-INST-132-m01 Compulsory Electives (3 12-M-TI1-132-m01 12-M-MNE-132-m01 12-M-TI2-132-m01	Strategic Management of Innovation and Growth Instruments of Strategic Controlling 5 ECTS credits) Theory of Industrial Organization 1 Multinational Enterprises Theory of Industrial Organization 2	5 5 5 5 5 5	NUM NUM NUM	14 11 20 13 20
12-M-NUF-132-m01 12-M-MWT-132-m01 12-M-INST-132-m01 Compulsory Electives (3 12-M-Tl1-132-m01 12-M-MNE-132-m01 12-M-Tl2-132-m01 12-M-MS-132-m01	Strategic Management of Innovation and Growth Instruments of Strategic Controlling 5 ECTS credits) Theory of Industrial Organization 1 Multinational Enterprises Theory of Industrial Organization 2 Strategic Networks in Industry	5 5 5 5 5 5 5	NUM NUM NUM NUM NUM	14 11 20 13 20 13
12-M-NUF-132-m01 12-M-NWT-132-m01 12-M-INST-132-m01 Compulsory Electives (3 12-M-TI1-132-m01 12-M-MNE-132-m01 12-M-TI2-132-m01 12-M-MS-132-m01 12-M-MM-132-m01	Strategic Management of Innovation and Growth Instruments of Strategic Controlling 5 ECTS credits) Theory of Industrial Organization 1 Multinational Enterprises Theory of Industrial Organization 2 Strategic Networks in Industry Marketing & Brand Management	5 5 5 5 5 5 5 5 5	NUM NUM NUM NUM NUM NUM	14 11 20 13 20 13 13
12-M-NUF-132-m01 12-M-MWT-132-m01 12-M-INST-132-m01 Compulsory Electives (3 12-M-Tl1-132-m01 12-M-MNE-132-m01 12-M-Tl2-132-m01 12-M-MS-132-m01 12-M-MM-132-m01 12-M-SBM-132-m01	Strategic Management of Innovation and Growth Instruments of Strategic Controlling 5 ECTS credits) Theory of Industrial Organization 1 Multinational Enterprises Theory of Industrial Organization 2 Strategic Networks in Industry Marketing & Brand Management Strategic Supply Management	5 5 5 5 5 5 5 5 5 5	NUM NUM NUM NUM NUM NUM NUM	14 11 20 13 20 13 13 13 17
12-M-NUF-132-m01 12-M-NWT-132-m01 12-M-INST-132-m01 Compulsory Electives (3 12-M-TI1-132-m01 12-M-MNE-132-m01 12-M-MS-132-m01 12-M-MS-132-m01 12-M-SBM-132-m01 12-M-SP-132-m01	Strategic Management of Innovation and Growth Instruments of Strategic Controlling 5 ECTS credits) Theory of Industrial Organization 1 Multinational Enterprises Theory of Industrial Organization 2 Strategic Networks in Industry Marketing & Brand Management Strategic Supply Management Economics of Tax Planning	5 5 5 5 5 5 5 5 5 5 5 5	NUM NUM NUM NUM NUM NUM NUM NUM	14 11 20 13 20 13 13 17 19
12-M-NUF-132-m01 12-M-NWT-132-m01 12-M-INST-132-m01 Compulsory Electives (3 12-M-Tl1-132-m01 12-M-MNE-132-m01 12-M-MS-132-m01 12-M-MS-132-m01 12-M-SBM-132-m01 12-M-SBM-132-m01 12-M-SP-132-m01 12-Bl-132-m01	Strategic Management of Innovation and Growth Instruments of Strategic Controlling 5 ECTS credits) Theory of Industrial Organization 1 Multinational Enterprises Theory of Industrial Organization 2 Strategic Networks in Industry Marketing & Brand Management Strategic Supply Management Economics of Tax Planning Analytical Information Systems	5 5 5 5 5 5 5 5 5 5 5 5 5 5	NUM NUM NUM NUM NUM NUM NUM NUM NUM	14 11 20 13 20 13 13 13 17 19 20
12-M-NUF-132-m01 12-M-NWT-132-m01 12-M-INST-132-m01 Compulsory Electives (3 12-M-Tl1-132-m01 12-M-MNE-132-m01 12-M-MS-132-m01 12-M-SBM-132-m01 12-M-SP-132-m01 12-Bl-132-m01 12-RM-KS-132-m01	Strategic Management of Innovation and GrowthInstruments of Strategic Controlling 5 ECTS credits) Theory of Industrial Organization 1Multinational EnterprisesTheory of Industrial Organization 2Strategic Networks in IndustryMarketing & Brand ManagementStrategic Supply ManagementEconomics of Tax PlanningAnalytical Information SystemsRisk Management - Concepts and Systems	5 5 5 5 5 5 5 5 5 5 5 5 5 5 5 5 5	NUM NUM NUM NUM NUM NUM NUM NUM NUM	14 11 20 13 20 13 13 13 17 19 20 22
12-M-NUF-132-m01 12-M-NWT-132-m01 12-M-INST-132-m01 Compulsory Electives (3 12-M-Tl1-132-m01 12-M-MNE-132-m01 12-M-MS-132-m01 12-M-SBM-132-m01 12-M-SBM-132-m01 12-Bl-132-m01 12-RM-KS-132-m01 12-RM-KS-132-m01	Strategic Management of Innovation and GrowthInstruments of Strategic Controlling 5 ECTS credits) Theory of Industrial Organization 1Multinational EnterprisesTheory of Industrial Organization 2Strategic Networks in IndustryMarketing & Brand ManagementStrategic Supply ManagementEconomics of Tax PlanningAnalytical Information SystemsRisk Management Methods	5 5 5 5 5 5 5 5 5 5 5 5 5 5 5 5 5 5	NUM NUM NUM NUM NUM NUM NUM NUM NUM NUM	14 11 200 133 133 133 177 199 2 <i>i</i> 222 12
12-M-NUF-132-m01 12-M-NWT-132-m01 12-M-INST-132-m01 Compulsory Electives (3 12-M-Tl1-132-m01 12-M-Tl2-132-m01 12-M-MS-132-m01 12-M-SBM-132-m01 12-M-SP-132-m01 12-Bl-132-m01 12-RM-KS-132-m01 12-MM-132-m01 12-M-A0-132-m01	Strategic Management of Innovation and GrowthInstruments of Strategic Controlling 5 ECTS credits) Theory of Industrial Organization 1Multinational EnterprisesTheory of Industrial Organization 2Strategic Networks in IndustryMarketing & Brand ManagementStrategic Supply ManagementEconomics of Tax PlanningAnalytical Information SystemsRisk Management - Concepts and SystemsManagement MethodsIncentives in Organizations	5 5 5 5 5 5 5 5 5 5 5 5 5 5 5 5 5 5 5	NUM NUM NUM NUM NUM NUM NUM NUM NUM NUM	14 11 20 13 20 13 13 13 17 19 20 20 20 21 22 21 22 22 21 2 38
12-M-NUF-132-m01 12-M-NWT-132-m01 12-M-INST-132-m01 Compulsory Electives (3 12-M-Tl1-132-m01 12-M-MNE-132-m01 12-M-MS-132-m01 12-M-SBM-132-m01 12-M-SBM-132-m01 12-BI-132-m01 12-RM-KS-132-m01 12-RM-KS-132-m01 12-M-A0-132-m01 12-M-EGF-132-m01	Strategic Management of Innovation and GrowthInstruments of Strategic Controlling 5 ECTS credits) Theory of Industrial Organization 1Multinational EnterprisesTheory of Industrial Organization 2Strategic Networks in IndustryMarketing & Brand ManagementStrategic Supply ManagementEconomics of Tax PlanningAnalytical Information SystemsRisk Management Methods	5 5 5 5 5 5 5 5 5 5 5 5 5 5 5 5 5 5	NUM NUM NUM NUM NUM NUM NUM NUM NUM NUM	14 11 200 133 133 133 177 199 2 <i>i</i> 222 12

12-M-EG-132-m01	Economic Geography	5	NUM	68
12-M-ITMF-132-m01	International Trade and the Multinational Firm	5	NUM	115
12-M-TP-132-m01	Trade Policy and the World Trading System	5	NUM	206
Risk Management (60 EC	TS credits)	-		
Compulsory Electives I ((25 ECTS credits)			
12-RM-RW-102-m01	Stochastic Models for Risk Assessment	5	NUM	225
12-M-OE1-132-m01	Econometrics 1	5	NUM	150
12-Risk-082-m01	Economic Basics of Risk Management	5	NUM	219
12-M-RM1-111-m01	Financial Reporting and Risk Management	5	NUM	164
12-IV-132-m01	Information Processing within Organizations	5	NUM	33
12-RM-KS-132-m01	Risk Management - Concepts and Systems	5	NUM	221
12-Wipr1-F-082-m01	Financial Accounting and Auditing 1 - Financial Statements	E	NUM	227
12-wipi1-1-002-1101	(German GAAP, IFRS)	5		227
Compulsory Electives II	(25 ECTS credits)			
12-RM-RA-102-m01	Stochastic Models for Risk Analysis	5	NUM	223
12-M-FMO-132-m01	Analysis of Financial Market Data	5	NUM	97
12-M-UA-132-m01	Financial Statement Analysis and Business Valuation	5	NUM	209
12-M-B1a-132-m01	Portfolio Selection and Capital Market Theory	5	NUM	50
12-M-B3-132-m01	Financial Markets: Institutions and Regulation	10	NUM	53
12-BI-132-m01	Analytical Information Systems	5	NUM	24
12-M-AO-132-m01	Incentives in Organizations	5	NUM	38
12-M-B1b-132-m01	Agency Theory	5	NUM	51
12-M-NUF-132-m01	Management of Corporate Sustainability	5	NUM	148
12-M-INST-132-m01	Instruments of Strategic Controlling	5	NUM	110
12-M-REKA-132-m01	Accounting and Capital Markets	5	NUM	161
12-M-BCS-132-m01	The Business Case for Sustainability: Empirical Evidence	5	NUM	55
Focus (60 ECTS credits)				
When selecting Variant 1: 3 Focus Economics	3 focuses with 20 ECTS credits each			
No more than one focus.				
Economic Policy (20 ECT	rS credits)			
Compulsory Electives ((20 ECTS credits)			
12-M-WPE-132-m01	European Competition Policy	5	NUM	212
12-M-F3-132-m01	Social Insurance and the Welfare State	5	NUM	93
12-M-F2-132-m01	Public Debt	5	NUM	91
12-M-OEA-132-m01	Labor Market Economics	5	NUM	156
12-M-TSP-132-m01	Theory of Social Policy	5	NUM	208

	r			r
	Social Insurance and the Welfare State	5	NUM	93
Compulsory Electives (
2	Public Debt	5	NUM	91
12-M-F4-132-m01	Optimal Tax Theory	5	NUM	95
-	Principles of European Regulation	5	NUM	158
-	European Public Finance	5	NUM	64
-	Computational Economics - Advanced Level	5	NUM	144
-	Multinational Enterprises	5	NUM	135
	Theory of Social Policy	5	NUM	208
Industrial Economics (20				
Compulsory Courses (1			r	
-	Theory of Industrial Organization 1	5	NUM	201
-	European Competition Policy	5	NUM	212
Compulsory Electives (*	-,		
12-M-MNE-132-m01	Multinational Enterprises	5	NUM	135
	Advanced Microeconomics	5	NUM	37
-	Principles of European Regulation	5	NUM	158
_	Theory of Industrial Organization 2	5	NUM	203
12-M-NUF-132-m01	Management of Corporate Sustainability	5	NUM	148
12-M-EIO-132-m01	Empirical Industrial Organization	5	NUM	76
12-M-EIN-132-m01	Economics of Information and Network Industries	5	NUM	74
12-M-TIO-132-m01	Topics in Industrial Organization	5	NUM	205
12-M-CE-132-m01	Contract Economics	5	NUM	60
	al Monetary Economics (20 ECTS credits)			
Compulsory Courses (1	o ECTS credits)			
-	European Monetary Policy - Closed Economy	5	NUM	66
-	European Monetary Policy - Open Economy	5	NUM	70
Compulsory Electives (10 ECTS credits)			
	DSGE Modelling	5	NUM	61
	European Macroeconomic Policy	5	NUM	78
12-M-B1a-132-m01	Portfolio Selection and Capital Market Theory	5	NUM	50
12-M-SEI-132-m01	Selected Topics of European Integration	5	NUM	177
Econometrics (20 ECTS o	redits)			
Compulsory Courses (1	o ECTS credits)			
12-M-OE1-132-m01	Econometrics 1	5	NUM	150
12-M-OE2-132-m01	Econometrics 2	5	NUM	152
Compulsory Electives (10 ECTS credits)			
12-M-OE3-132-m01	Econometrics 3	5	NUM	154
12-M-FMO-132-m01	Analysis of Financial Market Data	5	NUM	97
12-M-MIK-132-m01	Microeconometrics	5	NUM	131
12-M-EGF-132-m01	Empirical Research in Entrepreneurship and Management	10	NUM	72
12-M-EPF-132-m01	Empirical HR Research	5	NUM	80
		-	NUM	55
12-M-BCS-132-m01	The Business Case for Sustainability: Empirical Evidence	5	110/11	
	Empirical Industrial Organization	5	NUM	76
12-M-EIO-132-m01				
12-M-EIO-132-m01	Empirical Industrial Organization ial Policy (20 ECTS credits)			

12-M-OEA-132-m01				
	Labor Market Economics	5	NUM	156
12-M-TSP-132-m01	Theory of Social Policy	5	NUM	208
Compulsory Electives	(10 ECTS credits)			
12-M-EW-132-m01	Common European Labor Market	5	NUM	86
12-M-SPÜ-132-m01	Advanced Topics in Economic Policy	5	NUM	194
12-M-F3-132-m01	Social Insurance and the Welfare State	5	NUM	93
12-M-HRM-132-m01	Human Resource Management and Industrial Relations	5	NUM	103
12-M-AO-132-m01	Incentives in Organizations	5	NUM	38
12-ITA-132-m01	Work and Information	5	NUM	32
International Economic	s (20 ECTS credits)			
Compulsory Courses (10 ECTS credits)			
12-M-ITMF-132-m01	International Trade and the Multinational Firm	5	NUM	115
12-M-TP-132-m01	Trade Policy and the World Trading System	5	NUM	200
Compulsory Electives	(10 ECTS credits)			
12-M-MFF-132-m01	Advanced Macroeconomics	5	NUM	129
12-M-EG-132-m01	Economic Geography	5	NUM	68
12-M-ATIÖ-132-m01	Topics in International Economics	5	NUM	47
12-M-MNE-132-m01	Multinational Enterprises	5	NUM	13
12-M-EMP-132-m01	European Macroeconomic Policy	5	NUM	78
12-M-EG2-132-m01	European Monetary Policy - Open Economy	5	NUM	70
12-M-WPE-132-m01	European Competition Policy	5	NUM	21
12-M-EFP-132-m01	European Public Finance	5	NUM	64
12-M-F2-132-m01	Public Debt	5	NUM	91
12-M-OE1-132-m01	Econometrics 1	5	NUM	15
12-M-EW-132-m01	Common European Labor Market	5	NUM	86
12-M-AM-132-m01	Advanced Microeconomics	5	NUM	37
Research Methods (20	ECTS credits)			
Compulsory Courses (15 ECTS credits)			
12-M-AM-132-m01	Advanced Microeconomics	5	NUM	37
-	Advanced Macroeconomics		NUM	12
12-M-MFF-132-m01		5		1 12
	Econometrics 1	5	NUM	
12-M-MFF-132-m01			NUM	
12-M-MFF-132-m01 12-M-OE1-132-m01 Compulsory Electives			NUM	15
12-M-MFF-132-m01 12-M-OE1-132-m01 Compulsory Electives	(5 ECTS credits)	5		15
12-M-MFF-132-mo1 12-M-OE1-132-mo1 Compulsory Electives 12-M-MADM-132-mot	(5 ECTS credits) Managerial Analytics & Decision Making	5	NUM	15 12 61
12-M-MFF-132-m01 12-M-OE1-132-m01 Compulsory Electives 12-M-MADM-132-m01 12-M-DMM-132-m01	(5 ECTS credits) Managerial Analytics & Decision Making DSGE Modelling	5 5 5	NUM NUM	15 12 6: 13
12-M-MFF-132-m01 12-M-OE1-132-m01 Compulsory Electives 12-M-MADM-132-m01 12-M-DMM-132-m01 12-M-MIK-132-m01	(5 ECTS credits) Managerial Analytics & Decision Making DSGE Modelling Microeconometrics	5 5 5 5 5	NUM NUM NUM	15 12 6: 13 88
12-M-MFF-132-m01 12-M-OE1-132-m01 Compulsory Electives 12-M-MADM-132-m01 12-M-DMM-132-m01 12-M-MIK-132-m01 12-M-EWS-132-m01	(5 ECTS credits) Managerial Analytics & Decision Making DSGE Modelling Microeconometrics European Economic Statistics	5 5 5 5 5 5 5	NUM NUM NUM	15 12 6: 13 88 97
12-M-MFF-132-m01 12-M-OE1-132-m01 Compulsory Electives 12-M-MADM-132-m01 12-M-DMM-132-m01 12-M-MIK-132-m01 12-M-EWS-132-m01 12-M-FMO-132-m01	(5 ECTS credits) Managerial Analytics & Decision Making DSGE Modelling Microeconometrics European Economic Statistics Analysis of Financial Market Data	5 5 5 5 5 5 5 5 5	NUM NUM NUM NUM	15 12 6 13 88 97 13
12-M-MFF-132-m01 12-M-OE1-132-m01 Compulsory Electives 12-M-MADM-132-m01 12-M-DMM-132-m01 12-M-MIK-132-m01 12-M-EWS-132-m01 12-M-FMO-132-m01 12-M-MNE-132-m01	(5 ECTS credits) Managerial Analytics & Decision Making DSGE Modelling Microeconometrics European Economic Statistics Analysis of Financial Market Data Multinational Enterprises	5 5 5 5 5 5 5 5 5 5 5 5	NUM NUM NUM NUM NUM	15 12 6: 13 88 97 13 20
12-M-MFF-132-m01 12-M-OE1-132-m01 Compulsory Electives 12-M-MADM-132-m01 12-M-DMM-132-m01 12-M-MIK-132-m01 12-M-EWS-132-m01 12-M-FMO-132-m01 12-M-FMO-132-m01 12-M-Tl1-132-m01	(5 ECTS credits) Managerial Analytics & Decision Making DSGE Modelling Microeconometrics European Economic Statistics Analysis of Financial Market Data Multinational Enterprises Theory of Industrial Organization 1	5 5 5 5 5 5 5 5 5 5 5 5 5	NUM NUM NUM NUM NUM NUM	12 15 12 15 12 13 88 97 13 20 20 95
12-M-MFF-132-m01 12-M-OE1-132-m01 Compulsory Electives 12-M-MADM-132-m01 12-M-DMM-132-m01 12-M-MIK-132-m01 12-M-FWS-132-m01 12-M-FMO-132-m01 12-M-TI1-132-m01 12-M-TI1-132-m01	(5 ECTS credits) Managerial Analytics & Decision Making DSGE Modelling Microeconometrics European Economic Statistics Analysis of Financial Market Data Multinational Enterprises Theory of Industrial Organization 1 Theory of Industrial Organization 2	5 5 5 5 5 5 5 5 5 5 5 5 5 5 5 5 5 5 5	NUM NUM NUM NUM NUM NUM NUM	15 12 6: 13 88 97 13 20 20 95
12-M-MFF-132-m01 12-M-OE1-132-m01 Compulsory Electives 12-M-MADM-132-m01 12-M-DMM-132-m01 12-M-MIK-132-m01 12-M-EWS-132-m01 12-M-FMO-132-m01 12-M-Tl1-132-m01 12-M-Tl2-132-m01 12-M-F4-132-m01	(5 ECTS credits) Managerial Analytics & Decision Making DSGE Modelling Microeconometrics European Economic Statistics Analysis of Financial Market Data Multinational Enterprises Theory of Industrial Organization 1 Theory of Industrial Organization 2 Optimal Tax Theory	5 5 5 5 5 5 5 5 5 5 5 5 5 5 5 5 5 5	NUM NUM NUM NUM NUM NUM NUM NUM	15 12 6: 13 88 97 13 200 200 99 91 14
12-M-MFF-132-m01 12-M-OE1-132-m01 Compulsory Electives 12-M-MADM-132-m01 12-M-DMM-132-m01 12-M-MIK-132-m01 12-M-FWS-132-m01 12-M-FMO-132-m01 12-M-TI1-132-m01 12-M-TI2-132-m01 12-M-F4-132-m01 12-M-F4-132-m01	(5 ECTS credits) Managerial Analytics & Decision Making DSGE Modelling Microeconometrics European Economic Statistics Analysis of Financial Market Data Multinational Enterprises Theory of Industrial Organization 1 Theory of Industrial Organization 2 Optimal Tax Theory Computational Economics - Advanced Level	5 5 5 5 5 5 5 5 5 5 5 5 5 5 5 5 5 5 5	NUM NUM NUM NUM NUM NUM NUM NUM	15 12 6: 13 88 97 13 200 200 200 200 99 9 14
12-M-MFF-132-m01 12-M-OE1-132-m01 Compulsory Electives 12-M-MADM-132-m01 12-M-DMM-132-m01 12-M-MIK-132-m01 12-M-EWS-132-m01 12-M-FMO-132-m01 12-M-Tl1-132-m01 12-M-Tl2-132-m01 12-M-Tl2-132-m01 12-M-F4-132-m01 12-M-NGM-132-m01 12-M-OE2-132-m01	(5 ECTS credits) Managerial Analytics & Decision Making DSGE Modelling Microeconometrics European Economic Statistics Analysis of Financial Market Data Multinational Enterprises Theory of Industrial Organization 1 Theory of Industrial Organization 2 Optimal Tax Theory Computational Economics - Advanced Level Econometrics 2	5 5 5 5 5 5 5 5 5 5 5 5 5 5 5 5 5 5 5	NUM NUM NUM NUM NUM NUM NUM NUM NUM	12. 12. 61 13 88 97 13 20 20
12-M-MFF-132-m01 12-M-OE1-132-m01 Compulsory Electives 12-M-MADM-132-m01 12-M-DMM-132-m01 12-M-FMO-132-m01 12-M-FMO-132-m01 12-M-FMO-132-m01 12-M-Tl1-132-m01 12-M-Tl2-132-m01 12-M-F4-132-m01 12-M-F4-132-m01 12-M-OE2-132-m01 12-M-OE3-132-m01	(5 ECTS credits) Managerial Analytics & Decision Making DSGE Modelling Microeconometrics European Economic Statistics Analysis of Financial Market Data Multinational Enterprises Theory of Industrial Organization 1 Theory of Industrial Organization 2 Optimal Tax Theory Computational Economics - Advanced Level Econometrics 2 Econometrics 3	5 5 5 5 5 5 5 5 5 5 5 5 5 5 5 5 5 5 5	NUM NUM NUM NUM NUM NUM NUM NUM NUM NUM	15 12 6: 13 88 97 13 20 20 20 20 95 14 15 15

12-M-EGF-132-m01	Empirical Research in Entrepreneurship and Management	10	NUM	72
12-M-NUF-132-m01	Management of Corporate Sustainability	5	NUM	148
12-M-HRM-132-m01	Human Resource Management and Industrial Relations	5	NUM	103
12-M-REKA-132-m01	Accounting and Capital Markets	5	NUM	161
12-M-ISR-132-m01	Information Systems Research	5	NUM	111
12-M-BCS-132-m01	The Business Case for Sustainability: Empirical Evidence	5	NUM	55
12-M-ITMF-132-m01	International Trade and the Multinational Firm	5	NUM	115
12-M-EG-132-m01	Economic Geography	5	NUM	68
12-M-ATIÖ-132-m01	Topics in International Economics	5	NUM	47
Focus Business Managem	ent			
No less than two focuses.				
	nagement (20 ECTS credits)			
Compulsory Courses (1		r – – – – –		
-	Strategic Marketing	5	NUM	186
÷.	International Marketing	5	NUM	108
Compulsory Electives (:				
-	Strategic Networks in Industry	5	NUM	136
-	Marketing & Brand Management	5	NUM	133
-	Strategic Supply Management	5	NUM	170
-	Strategic Management of Innovation and Growth	5	NUM	142
12-M-NUF-132-m01	Management of Corporate Sustainability	5	NUM	148
12-M-INST-132-m01	Instruments of Strategic Controlling	5	NUM	110
12-M-KOBO-132-m01	Coordination, Budgeting and Incentives in Enterprises	5	NUM	117
12-GPU-132-m01	Business Software 1: IS-based Enterprise Management	5	NUM	30
12-MFO-132-m01	Management and Leadership in Organizations	5	NUM	99
12-M-IBS-132-m01	E-Business Strategies	5	NUM	106
12-M-ITMF-132-m01	International Trade and the Multinational Firm	5	NUM	115
12-M-MNE-132-m01	Multinational Enterprises	5	NUM	135
12-M-BCS-132-m01	The Business Case for Sustainability: Empirical Evidence	5	NUM	55
Industrial Management	(20 ECTS credits)			
Compulsory Courses (1	5 ECTS credits)			
12-M-LA-132-m01	Production Planning and Scheduling	5	NUM	118
12-M-SBM-132-m01	Strategic Supply Management	5	NUM	170
12-M-SPM-132-m01	Strategic Production Management	5	NUM	19:
Compulsory Electives (5 ECTS credits)			
12-M-BE-132-m01	Procurement Management	5	NUM	56
12-M-AOLM-132-m01	Advanced Operations & Logistics Management	5	NUM	39
12-M-GLSC-132-m01	Global Logistics & Supply Chain Management	5	NUM	10
	Managerial Analytics & Decision Making	5	NUM	12/
42 M TI4 422 mot	Theory of Industrial Organization 1	5	NUM	20
12-101-11-132-11101		5	NUM	20
-	llheory of Industrial Organization 2			
12-M-Tl2-132-m01	Theory of Industrial Organization 2 Proiect Management and Controlling		NUM	160
12-M-Tl2-132-m01 12-M-PROM-132-m01	Project Management and Controlling	5	NUM NUM	
12-M-Tl2-132-m01 12-M-PROM-132-m01 12-M-DSS-132-m01	Project Management and Controlling Decision Support Systems	5	NUM	62
12-M-Tl2-132-m01 12-M-PROM-132-m01 12-M-DSS-132-m01 12-M-IBS-132-m01	Project Management and Controlling Decision Support Systems E-Business Strategies	5 5 5	NUM NUM	62 10
12-M-Tl2-132-m01 12-M-PROM-132-m01 12-M-DSS-132-m01 12-M-IBS-132-m01 12-GPU-132-m01	Project Management and Controlling Decision Support Systems	5	NUM	160 62 106 30 82

12-BI-132-m01	Analytical Information Systems	5	NUM	24
12-GLP-132-m01	Business Processes Organization, Business Software and Pro- cess Industries	5	NUM	28
12-M-SMGS-132-m01	Strategic Management of Global Supply Chains	5	NUM	188
12-M-MUS-132-m01	Mobile and Ubiquitous Systems	5	NUM	140
12-M-GVM-132-m01	Global Value Management	5	NUM	102
12-M-SCC-132-m01	Seminar: Supply Chain Competition	5	NUM	172
Information Managemen	nt (20 ECTS credits)			
Compulsory Courses (1	o ECTS credits)			
12-M-IBS-132-m01	E-Business Strategies	5	NUM	106
12-IV-132-m01	Information Processing within Organizations	5	NUM	33
Compulsory Electives (10 ECTS credits)			•
12-ACSE-132-m01	Adaption and Continuous System Engineering	5	NUM	18
12-BI-132-m01	Analytical Information Systems	5	NUM	24
12-BSA-132-m01	Adaptive Business Platforms 1	5	NUM	26
12-GPU-132-m01	Business Software 1: IS-based Enterprise Management	5	NUM	30
12-M-SCIM-132-m01	Supply Network Information Management	5	NUM	173
12-ITA-132-m01	Work and Information	5	NUM	32
12-M-DSS-132-m01	Decision Support Systems	5	NUM	62
12-M-ISR-132-m01	Information Systems Research	5	NUM	111
12-M-AGAF-132-m01	Work Order Planning for Automated Manufacturing	5	NUM	36
12-MFO-132-m01	Management and Leadership in Organizations	5	NUM	99
12-GLP-132-m01	Business Processes Organization, Business Software and Pro- cess Industries	5	NUM	28
Logistics & Supply Chai	n Management (20 ECTS credits)			
Compulsory Courses (1				
	Advanced Operations & Logistics Management	5	NUM	39
			NUM	101
12-M-GLSC-132-m01	Global Logistics & Supply Chain Management			
-	Global Logistics & Supply Chain Management Managerial Analytics & Decision Making	5		124
12-M-MADM-132-m01	Managerial Analytics & Decision Making	5	NUM	124
12-M-MADM-132-m01 Compulsory Electives (Managerial Analytics & Decision Making 5 ECTS credits)	5		, · · · ·
12-M-MADM-132-mo1 Compulsory Electives (12-M-SCC-132-mo1	Managerial Analytics & Decision Making 5 ECTS credits) Seminar: Supply Chain Competition	5	NUM NUM	172
12-M-MADM-132-m01 Compulsory Electives (12-M-SCC-132-m01 12-M-BE-132-m01	Managerial Analytics & Decision Making 5 ECTS credits) Seminar: Supply Chain Competition Procurement Management	5 5 5	NUM NUM NUM	172 56
12-M-MADM-132-mo1 Compulsory Electives (12-M-SCC-132-mo1 12-M-BE-132-mo1 12-M-LA-132-mo1	Managerial Analytics & Decision Making 5 ECTS credits) Seminar: Supply Chain Competition Procurement Management Production Planning and Scheduling	5 5 5 5	NUM NUM NUM	172 56 118
12-M-MADM-132-m01 Compulsory Electives (12-M-SCC-132-m01 12-M-BE-132-m01 12-M-LA-132-m01 12-M-SBM-132-m01	Managerial Analytics & Decision Making 5 ECTS credits) Seminar: Supply Chain Competition Procurement Management Production Planning and Scheduling Strategic Supply Management	5 5 5 5 5 5	NUM NUM NUM NUM	172 56 118 170
12-M-MADM-132-m01 Compulsory Electives (12-M-SCC-132-m01 12-M-BE-132-m01 12-M-LA-132-m01 12-M-SBM-132-m01 12-M-SPM-132-m01	Managerial Analytics & Decision Making 5 ECTS credits) Seminar: Supply Chain Competition Procurement Management Production Planning and Scheduling Strategic Supply Management Strategic Production Management	5 5 5 5	NUM NUM NUM	172 56 118 170
12-M-MADM-132-m01 Compulsory Electives (12-M-SCC-132-m01 12-M-BE-132-m01 12-M-LA-132-m01 12-M-SBM-132-m01	Managerial Analytics & Decision Making 5 ECTS credits) Seminar: Supply Chain Competition Procurement Management Production Planning and Scheduling Strategic Supply Management Strategic Production Management Business Processes Organization, Business Software and Pro-	5 5 5 5 5 5	NUM NUM NUM NUM	172 56 118 170 191
12-M-MADM-132-m01 Compulsory Electives (12-M-SCC-132-m01 12-M-BE-132-m01 12-M-LA-132-m01 12-M-SBM-132-m01 12-M-SPM-132-m01 12-GLP-132-m01	Managerial Analytics & Decision Making 5 ECTS credits) Seminar: Supply Chain Competition Procurement Management Production Planning and Scheduling Strategic Supply Management Strategic Production Management Business Processes Organization, Business Software and Pro- cess Industries	5 5 5 5 5 5 5 5	NUM NUM NUM NUM NUM NUM	172 56 118 170 191 28
12-M-MADM-132-mo1 Compulsory Electives (12-M-SCC-132-mo1 12-M-BE-132-mo1 12-M-LA-132-mo1 12-M-SBM-132-mo1 12-M-SPM-132-mo1 12-GLP-132-mo1 12-M-Tl1-132-mo1	Managerial Analytics & Decision Making 5 ECTS credits) Seminar: Supply Chain Competition Procurement Management Production Planning and Scheduling Strategic Supply Management Strategic Production Management Business Processes Organization, Business Software and Pro- cess Industries Theory of Industrial Organization 1	5 5 5 5 5 5 5 5 5 5	NUM NUM NUM NUM NUM NUM NUM	172 56 118 170 191 28 201
12-M-MADM-132-m01 Compulsory Electives (12-M-SCC-132-m01 12-M-BE-132-m01 12-M-LA-132-m01 12-M-SBM-132-m01 12-M-SPM-132-m01 12-GLP-132-m01 12-M-Tl1-132-m01 12-M-Tl2-132-m01	Managerial Analytics & Decision Making 5 ECTS credits) Seminar: Supply Chain Competition Procurement Management Production Planning and Scheduling Strategic Supply Management Strategic Production Management Business Processes Organization, Business Software and Pro- cess Industries Theory of Industrial Organization 1 Theory of Industrial Organization 2	5 5 5 5 5 5 5 5 5 5 5 5 5	NUM NUM NUM NUM NUM NUM NUM	172 56 118 170 191 28 201 203
12-M-MADM-132-mo1 Compulsory Electives (12-M-SCC-132-mo1 12-M-BE-132-mo1 12-M-LA-132-mo1 12-M-SBM-132-mo1 12-M-SPM-132-mo1 12-GLP-132-mo1 12-M-Tl1-132-mo1 12-M-Tl2-132-mo1 12-M-PROM-132-mo1	Managerial Analytics & Decision MakingSeminar: Supply Chain CompetitionProcurement ManagementProduction Planning and SchedulingStrategic Supply ManagementStrategic Production ManagementBusiness Processes Organization, Business Software and Process IndustriesTheory of Industrial Organization 1Theory of Industrial Organization 2Project Management and Controlling	5 5 5 5 5 5 5 5 5 5 5 5 5 5	NUM NUM NUM NUM NUM NUM NUM NUM	172 56 118 170 191 28 201 203 160
12-M-MADM-132-mo1 Compulsory Electives (12-M-SCC-132-mo1 12-M-BE-132-mo1 12-M-LA-132-mo1 12-M-SBM-132-mo1 12-M-SPM-132-mo1 12-GLP-132-mo1 12-M-Tl1-132-mo1 12-M-Tl2-132-mo1 12-M-PROM-132-mo1 12-M-DSS-132-mo1	Managerial Analytics & Decision Making 5 ECTS credits) Seminar: Supply Chain Competition Procurement Management Production Planning and Scheduling Strategic Supply Management Strategic Production Management Business Processes Organization, Business Software and Pro- cess Industries Theory of Industrial Organization 1 Theory of Industrial Organization 2 Project Management and Controlling Decision Support Systems	5 5 5 5 5 5 5 5 5 5 5 5 5 5 5 5	NUM NUM NUM NUM NUM NUM NUM NUM NUM	172 56 118 170 191 28 201 203 160 62
12-M-MADM-132-mo1 Compulsory Electives (12-M-SCC-132-mo1 12-M-BE-132-mo1 12-M-LA-132-mo1 12-M-SBM-132-mo1 12-M-SPM-132-mo1 12-GLP-132-mo1 12-M-Tl1-132-mo1 12-M-Tl2-132-mo1 12-M-PROM-132-mo1 12-M-DSS-132-mo1 12-M-IBS-132-mo1	Managerial Analytics & Decision MakingSeminar: Supply Chain CompetitionProcurement ManagementProduction Planning and SchedulingStrategic Supply ManagementStrategic Production ManagementBusiness Processes Organization, Business Software and Process IndustriesTheory of Industrial Organization 1Theory of Industrial Organization 2Project Management and ControllingDecision Support SystemsE-Business Strategies	5 5 5 5 5 5 5 5 5 5 5 5 5 5 5 5 5 5 5	NUM NUM NUM NUM NUM NUM NUM NUM NUM NUM	172 56 118 170 191 28 201 203 160 62 106
12-M-MADM-132-mo1 Compulsory Electives (12-M-SCC-132-mo1 12-M-BE-132-mo1 12-M-LA-132-mo1 12-M-SBM-132-mo1 12-M-SPM-132-mo1 12-GLP-132-mo1 12-M-Tl1-132-mo1 12-M-Tl2-132-mo1 12-M-PROM-132-mo1 12-M-DSS-132-mo1 12-M-IBS-132-mo1 12-GPU-132-mo1	Managerial Analytics & Decision MakingSeminar: Supply Chain CompetitionProcurement ManagementProduction Planning and SchedulingStrategic Supply ManagementStrategic Production ManagementBusiness Processes Organization, Business Software and Process IndustriesTheory of Industrial Organization 1Theory of Industrial Organization 2Project Management and ControllingDecision Support SystemsE-Business Software 1: IS-based Enterprise Management	5 5 5 5 5 5 5 5 5 5 5 5 5 5 5 5 5 5 5	NUM NUM NUM NUM NUM NUM NUM NUM NUM NUM	172 56 118 170 191 28 201 203 160 62 106 30
12-M-MADM-132-mo1 Compulsory Electives (12-M-SCC-132-mo1 12-M-BE-132-mo1 12-M-LA-132-mo1 12-M-SBM-132-mo1 12-M-SPM-132-mo1 12-GLP-132-mo1 12-M-Tl1-132-mo1 12-M-Tl2-132-mo1 12-M-PROM-132-mo1 12-M-DSS-132-mo1 12-M-IBS-132-mo1 12-GPU-132-mo1 12-M-ERP-132-mo1	Managerial Analytics & Decision MakingSeminar: Supply Chain CompetitionProcurement ManagementProduction Planning and SchedulingStrategic Supply ManagementStrategic Production ManagementBusiness Processes Organization, Business Software and Process IndustriesTheory of Industrial Organization 1Theory of Industrial Organization 2Project Management and ControllingDecision Support SystemsE-Business Software 1: IS-based Enterprise ManagementBusiness Software 2: Enterprise-Resource-Planning-Systems	5 5 5 5 5 5 5 5 5 5 5 5 5 5 5 5 5 5 5	NUM NUM NUM NUM NUM NUM NUM NUM NUM NUM	172 56 118 170 191 28 201 203 160 62 106 30 82
12-M-MADM-132-mo1 Compulsory Electives (12-M-SCC-132-mo1 12-M-BE-132-mo1 12-M-LA-132-mo1 12-M-SBM-132-mo1 12-M-SPM-132-mo1 12-GLP-132-mo1 12-M-Tl2-132-mo1 12-M-PROM-132-mo1 12-M-DSS-132-mo1 12-M-IBS-132-mo1 12-M-IBS-132-mo1 12-M-ERP-132-mo1 12-BI-132-mo1	Managerial Analytics & Decision MakingSeminar: Supply Chain CompetitionProcurement ManagementProduction Planning and SchedulingStrategic Supply ManagementStrategic Production ManagementBusiness Processes Organization, Business Software and Process IndustriesTheory of Industrial Organization 1Theory of Industrial Organization 2Project Management and ControllingDecision Support SystemsE-Business Software 1: IS-based Enterprise Management	5 5 5 5 5 5 5 5 5 5 5 5 5 5 5 5 5 5 5	NUM NUM NUM NUM NUM NUM NUM NUM NUM NUM	124 172 56 118 170 191 28 201 203 160 62 106 30 82 24 140

12-M-SMGS-132-m01	Strategic Management of Global Supply Chains	5	NUM	188
Human Resource Manag	ement and Organization (20 ECTS credits)			
Compulsory Courses (1	o ECTS credits)			
12-M-AO-132-m01	Incentives in Organizations	5	NUM	38
12-M-HRM-132-m01	Human Resource Management and Industrial Relations	5	NUM	103
Compulsory Electives (10 ECTS credits)	•		
12-MFO-132-m01	Management and Leadership in Organizations	5	NUM	99
02-J6-121-m01	Employment Law	5	NUM	17
12-M-AM-132-m01	Advanced Microeconomics	5	NUM	37
12-M-Tl2-132-m01	Theory of Industrial Organization 2	5	NUM	203
12-M-F3-132-m01	Social Insurance and the Welfare State	5	NUM	93
12-M-0EA-132-m01	Labor Market Economics	5	NUM	156
12-M-TSP-132-m01	Theory of Social Policy	5	NUM	208
12-M-MIK-132-m01	Microeconometrics	5	NUM	131
12-M-OE1-132-m01	Econometrics 1	5	NUM	150
12-M-OE2-132-m01	Econometrics 2	5	NUM	152
12-ITA-132-m01	Work and Information	5	NUM	32
12-M-EPF-132-m01	Empirical HR Research	5	NUM	80
12-M-NUF-132-m01	Management of Corporate Sustainability	5	NUM	14
Banking and Finance (20	ECTS credits)			
Compulsory Courses (1	o ECTS credits)			
12-M-B1a-132-m01	Portfolio Selection and Capital Market Theory	5	NUM	50
12-M-B1b-132-m01	Agency Theory	5	NUM	51
Compulsory Electives (10 ECTS credits)	_!!		1
12-M-B2-132-m01	Option Pricing Theory	10	NUM	52
12-M-B3-132-m01	Financial Markets: Institutions and Regulation	10	NUM	53
Finance, Accounting and	Taxation (20 ECTS credits)			
Compulsory Electives (20 ECTS credits)			
12-M-ER-132-m01	Advanced Financial Accounting (German GAAP, IFRS)	5	NUM	81
12-M-WPF-132-m01	Advanced Auditing	5	NUM	21
12-M-B1a-132-m01	Portfolio Selection and Capital Market Theory	5	NUM	50
12-M-B1b-132-m01	Agency Theory	5	NUM	51
12-M-SP-132-m01	Economics of Tax Planning	5	NUM	19
12-M-KOBO-132-m01	Coordination, Budgeting and Incentives in Enterprises	5	NUM	11
12-M-PROM-132-m01	Project Management and Controlling	5	NUM	16
12-M-STB-132-m01	Tax Accounting	5	NUM	19
12-M-BCS-132-m01	The Business Case for Sustainability: Empirical Evidence	5	NUM	55
	anagement (20 ECTS credits)			1
Compulsory Courses (1	o ECTS credits)			
12-M-NUF-132-m01	Management of Corporate Sustainability	5	NUM	14
12-M-MWT-132-m01	Strategic Management of Innovation and Growth	5	NUM	14
Compulsory Electives (l.		1	<u> </u>
• •	Employment Law	5	NUM	17
	Advanced Microeconomics	5	NUM	37
12-M-MS-132-m01	Strategic Networks in Industry	5	NUM	130
	- /			+
12-M-EGF-132-m01	Empirical Research in Entrepreneurship and Management	10	NUM	72

12-M-AO-132-m01	Incentives in Organizations	5	NUM	38
12-M-LUP-132-m01	Entrepreneurship, Innovation, Management	5 10	NUM	120
12-M-BCS-132-m01	The Business Case for Sustainability: Empirical Evidence		NUM	
12-M-BC3-132-m01		5	NUM	55
	IT-Management Economics of Information and Network Industries	5	NUM	113
12-M-EIN-132-mo1		5	-	74
12-M-IBS-132-m01	E-Business Strategies	5	NUM	106
-	Projectseminar Entrepreneurship and Management	5	NUM	167
Research Methods (20 E Compulsory Courses (1				
, , ,			NILIAA	
	Advanced Microeconomics	5	NUM	37
	Advanced Macroeconomics	5	NUM	129
12-M-OE1-132-mo1	Econometrics 1	5	NUM	150
Compulsory Electives (r
-	Managerial Analytics & Decision Making	5	NUM	124
-	DSGE Modelling	5	NUM	61
12-M-MIK-132-m01	Microeconometrics	5	NUM	131
-	European Economic Statistics	5	NUM	88
	Analysis of Financial Market Data	5	NUM	97
12-M-MNE-132-m01	Multinational Enterprises	5	NUM	135
12-M-Tl1-132-m01	Theory of Industrial Organization 1	5	NUM	201
12-M-Tl2-132-m01	Theory of Industrial Organization 2	5	NUM	203
12-M-F4-132-m01	Optimal Tax Theory	5	NUM	95
12-M-NGM-132-m01	Computational Economics - Advanced Level	5	NUM	144
12-M-OE2-132-m01	Econometrics 2	5	NUM	152
12-M-OE3-132-m01	Econometrics 3	5	NUM	154
12-M-SPM-132-m01	Strategic Production Management	5	NUM	191
12-M-EPF-132-m01	Empirical HR Research	5	NUM	80
12-M-EGF-132-m01	Empirical Research in Entrepreneurship and Management	10	NUM	72
12-M-NUF-132-m01	Management of Corporate Sustainability	5	NUM	148
12-M-HRM-132-m01	Human Resource Management and Industrial Relations	5	NUM	103
12-M-REKA-132-m01	Accounting and Capital Markets	5	NUM	161
12-M-ISR-132-m01	Information Systems Research	5	NUM	111
12-M-BCS-132-m01	The Business Case for Sustainability: Empirical Evidence	5	NUM	55
12-M-ITMF-132-m01	International Trade and the Multinational Firm	5	NUM	115
12-M-EG-132-m01	Economic Geography	5	NUM	68
12-M-ATIÖ-132-m01	Topics in International Economics	5	NUM	47
Managerial Accounting	(20 ECTS credits)			
Compulsory Courses (1				4
12-M-KOBO-132-mo1	Coordination, Budgeting and Incentives in Enterprises	5	NUM	117
12-M-INST-132-m01	Instruments of Strategic Controlling	5	NUM	110
Compulsory Electives (1
12-M-Tl1-132-m01	Theory of Industrial Organization 1	5	NUM	201
12-M-AO-132-mo1	Incentives in Organizations	5	NUM	38
	Project Management and Controlling	5	NUM	160
	Accounting and Capital Markets	5	NUM	161
-	Strategic Supply Management	5	NUM	170
Master's with 1 major Business Mana		-		13 / 230
,	ta record Master (120 ECTS) Business Manageme	-	1.80	5. 5.

12-M-OE1-132-m01	Econometrics 1	5	NUM	150
12-M-OE2-132-m01	Econometrics 2	5	NUM	152
12-M-DSS-132-m01	Decision Support Systems	5	NUM	62
12-IV-132-m01	Information Processing within Organizations	5	NUM	33
Econometrics (20 ECTS	credits)			
Compulsory Courses (10 ECTS credits)			
12-M-OE1-132-m01	Econometrics 1	5	NUM	150
12-M-OE2-132-m01	Econometrics 2	5	NUM	152
Compulsory Electives	(10 ECTS credits)			
12-M-OE3-132-m01	Econometrics 3	5	NUM	154
12-M-FMO-132-m01	Analysis of Financial Market Data	5	NUM	97
12-M-MIK-132-m01	Microeconometrics	5	NUM	131
12-M-EGF-132-m01	Empirical Research in Entrepreneurship and Management	10	NUM	72
12-M-EPF-132-m01	Empirical HR Research	5	NUM	80
12-M-BCS-132-m01	The Business Case for Sustainability: Empirical Evidence	5	NUM	55
12-M-EIO-132-m01	Empirical Industrial Organization	5	NUM	76
Interdisciplinary Part (30 E	CTS credits)			
Seminars (20 ECTS credits	5)			
12-M-SBL-132-m01	Advanced Seminar: Banking	10	NUM	169
	Seminar: Selected Topics in Business Management and Econo-		NULINA	
12-M-APS-132-m01	mics	10	NUM	40
	Advanced Seminar: Topics in Personnel Economics and Orga-	10	NUM	100
12-M-SP()-132-m01	nizational Theory	10	NOM	193
12-M-SSL-132-m01	Advanced Seminar: Selected Problems in Analytical Tax Rese-	10	NUM	195
12-11-331-132-1101	arch	10	NOM	195
12-WI-Sem-111-m01	Advanced Seminar: Business Information Systems	10	NUM	229
12-M-AUAS-132-m01	Advanced Seminar: Selected Aspects of Managerial Accoun-	10	NUM	49
-	ting		_	
12-M-SER-132-m01	Advanced Seminar: Financial Accounting and Auditing	10	NUM	179
12-M-SV5-132-m01	Advanced Seminar: Public Finance	10	NUM	198
12-M-SV1-132-m01	Advanced Seminar: Monetary policy	10	NUM	197
12-M-SI-132-m01	Advanced Seminar: Productions and Operations Management	10	NUM	181
12-M-SIO-132-m01	Advanced Seminar: Industrial Organization	10	NUM	185
12-LogSem-132-m01	Advanced Seminar: Logistics	10	NUM	35
12-M-MSS-132-m01	Advanced Seminar: Marketing Strategy	10	NUM	138
12-M-SAS-132-m01	Advanced Seminar: Entrepreneurship and Management	10	NUM	166
12-M-SWOSP-132-m01	Advanced Seminar: Economic Order and Social Policy	10	NUM	199
12-M-SOE-132-m01	Advanced Seminar: Econometrics	10	NUM	189
12-M-WUE-132-m01	Economic and Business Ethics	10	NUM	216
12-M-MEW-132-m01	Seminar: Macroeconomics and Quantitative Economic Rese- arch	10	NUM	127
12-M-SCC-132-m01	Seminar: Supply Chain Competition	5	NUM	172
12-M-MDM-132-m01	Seminar: Managerial Decision Making	10	NUM	125
12-M-SEBS-132-m01	E-Business Strategies	10	NUM	175
12-M-BUA-132-m01	Business Analytics	10	NUM	58
· · ···		-		- <u>-</u>
12-M-ATC-132-m01	Advanced Seminar: Advanced Topics in Contract Theory	10	NUM	46

12-M-ES-132-m01	Advanced Seminar: Enterprise Systems	10	NUM	84
12-M-LUP-132-m01	Entrepreneurship, Innovation, Management	10	NUM	120
12-M-EGF-132-m01	Empirical Research in Entrepreneurship and Management	10	NUM	72
12-M-SIÖ-132-m01	Seminar: International Economics	10	NUM	183
Other Courses (10 ECTS c	redits)	1		
12-M-SMGS-132-m01	Strategic Management of Global Supply Chains	5	NUM	188
12-M-ITM-132-m01	IT-Management	5	NUM	113
12-M-LUP-132-m01	Entrepreneurship, Innovation, Management	10	NUM	120
12-M-MFF-132-m01	Advanced Macroeconomics	5	NUM	129
12-M-EMP-132-m01	European Macroeconomic Policy	5	NUM	78
12-M-EWS-132-m01	European Economic Statistics	5	NUM	88
12-M-MNE-132-m01	Multinational Enterprises	5	NUM	135
12-M-AM-132-m01	Advanced Microeconomics	5	NUM	37
12-M-PRE-132-mo1	Principles of European Regulation	5	NUM	158
12-M-Tl1-132-m01	Theory of Industrial Organization 1	5	NUM	201
12-M-WPE-132-m01	European Competition Policy	5	NUM	212
12-M-EW-132-mo1	Common European Labor Market	5	NUM	86
12-M-TSP-132-m01	Theory of Social Policy	5	NUM	208
12-M-EFP-132-mo1	European Public Finance	5	NUM	64
12-M-OE1-132-mo1	Econometrics 1	5	NUM	150
12-M-IMM-132-m01	International Marketing		NUM	108
12-M-SM-132-m01	Strategic Marketing	5	NUM	186
12-M-SBM-132-m01	Strategic Supply Management	5	NUM	
12-M-SPM-132-m01	Strategic Production Management	5	NUM	170
-	Financial Statement Analysis and Business Valuation	5		191
12-M-UA-132-m01		5	NUM	209
12-M-B1b-132-m01	Agency Theory	5	NUM	51
12-M-B1a-132-m01	Portfolio Selection and Capital Market Theory	5	NUM	50
12-M-SP-132-m01	Economics of Tax Planning	5	NUM	190
12-ITA-132-m01	Work and Information	5	NUM	32
12-M-AO-132-m01	Incentives in Organizations	5	NUM	38
12-M-MWT-132-m01	Strategic Management of Innovation and Growth	5	NUM	142
12-M-KOBO-132-m01	Coordination, Budgeting and Incentives in Enterprises	5	NUM	117
12-M-APW1-132-m01	Selected Topics in Business Management and Economics 1	5	NUM	42
12-MFO-132-m01	Management and Leadership in Organizations	5	NUM	99
12-M-F1-132-m01	Policy of Taxation	5	NUM	89
12-M-F2-132-m01	Public Debt	5	NUM	91
12-M-F3-132-m01	Social Insurance and the Welfare State	5	NUM	93
12-M-IBS-132-m01	E-Business Strategies	5	NUM	106
12-M-APW2-132-m01	Selected Topics in Business Management and Economics 2	5	NUM	43
12-M-APW3-132-m01	Selected Topics in Business Management and Economics 3	5	NUM	44
12-M-APW4-132-m01	Selected Topics in Business Management and Economics 4	5	NUM	45
12-BSA-132-m01	Adaptive Business Platforms 1	5	NUM	26
12-AGP2-132-m01	Adaptive Business Platforms 2	5	NUM	20
12-M-EGF-132-m01	Empirical Research in Entrepreneurship and Management	10	NUM	72
12-M-EG-132-m01	Economic Geography	5	NUM	68
Thesis (30 ECTS credits)				

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

Master Thesis Business Management

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Module					Abbreviation	
Employ					02-J6-121-m01	
Module	e coord	inator		Module offered by		
		Chair of Civil Law, Emplo Procedure	yment and Labour	Faculty of Law		
ECTS	Metho	od of grading	Only after succ. con	pl. of module(s)		
5	nume	rical grade				
Duratio	n	Module level	Other prerequisites			
2 seme	ster	undergraduate				
Conten	ts					
		nts available but not tra				
sen bei	nötiger		aussetzung für beruflic	che Kontexte, die au	ch juristisches Hinte	rgrundwis-
Intende	ed lear	ning outcomes				
Germar	n inten	ded learning outcomes a	available but not trans	lated yet.		
Die Stu pliziere		den haben gelernt, arbe	itsrechtliche Grundlag	en auf ein späteres	berufliches Handlun	gsfeld zu ap-
Course	s (type	, number of weekly cont	act hours, language –	- if other than Germa	n)	
V + S (r	no infor	mation on SWS (weekly	contact hours) and co	ourse language avail	able)	
		e ssment (type, scope, l on on whether module o			tion offered — if not	every seme-
tion (ap	prox. 1	sessment: a) written exa 5 minutes), d) written el a) and c) and d) weighti	aboration of presenta			
Allocat						
(first st (minor located sters w mainta	ate exa with 60 I as foll ill be g ined ar	e degree programme Re mination in law) and stu ECTS credits): no restri ows: Students applying iven preferential conside nd places re-allocated by stricted number of place	udents of the Bachelo ctions. Students of ot after not having succe eration. The remaining / lot as they become a	r's degree programm her degree programm essfully completed a g places will be alloc vailable. Places on a	e Öffentliches Recht nes: 30 places. Place ssessment in the pa ated by lot. A waiting Ill courses of the mo	t (Public Law) es will be al- st two seme- g list will be
Additio	nal inf	ormation				
			_			
Worklo	ad					
Teachir	ng cycl	e				
Referre	d to in	LPOI (examination reg	ulations for teaching-	legree programmes)		
		•				
Module		urs in				
		ree (1 major) Computer S	Science (2014)			
	-	ee (1 major) Business Ma				
	-	ee (1 major) Business Ma				
	-	ee (1 major) Economics (
		ee (1 major) Economics ((2013)			
Master's wi	ith 1 majo	Business Management (2013)	-	generated 26-Aug-2024 • ex (120 ECTS) Business Manage	-	page 17 / 230

Module	e title				Abbreviation
		Continuous System Engi	neering		12-ACSE-132-m01
Module	e coord	inator		Module offered by	
holder Informa		Chair of Business Manage ystems	ement and Business	Faculty of Business	Management and Economics
ECTS	Metho	od of grading	Only after succ. con	pl. of module(s)	
5		rical grade		• • • •	
Duratio	on	Module level	Other prerequisites		
1 seme		graduate			
Conten	ts				
forces of (Contin dule di ple of t amples ticipant gain pra Conten - Funda - Cloud	compan scusse he myS Busin ts gain actical t: unenta busine	nies to adapt their standa ystem Engineering), this s both the systematic im GAP Business Suite and th tess Apps: The course co	and business software process of change ca olementation of adap ne concept of Continu mbines theory and pr ecture of the ByDesig the corresponding so	e solutions. With the in be supported effe- ptation steps (so-call yous System Enginee ractice in the area of gn platform and are p	d IT-oriented developments help of dynamic adaptation ctively and efficiently. This mo- led customising) using the exam- ering using various practical ex- cloud computing and ERP. Par- presented with an opportunity to t kit.
- Platfo - Basics - Hands	rm ada s of sof s-on SD	ption and extensibility tware development in SA K: independently design ning outcomes	P Cloud Applications		
Busine special of busin ledge w in cloud SAP Bu	ss Suite require ness so vill be o d comp siness	e: Students learn about t ements of a company. Th oftware libraries. Based o leepened by using case s uting for businesses, ER	ey also develop a fur n selected examples tudies. Business App 9 systems architectur ndependent planning	idamental understar from the SAP Busine os: The course impai e and software deve g, implementation ar	usiness software solution to the nding of the dynamic adaptation ess Suite that the acquired know- rts knowledge and delivers skills lopment at the example of the nd documentation of a business natics.
Course	s (type	, number of weekly conta	ct hours, language –	if other than Germa	n)
• 1	2-ACSE	as 2 components; inform -1-132: V + Ü (no informa -2-132: V + Ü (no informa	tion on language and	I number of weekly c	ontact hours available)
		sessment (type, scope, la on on whether module ca			tion offered — if not every seme-
		as the following 2 assess assessment component	•	o pass the module a	as a whole students must pass
Busine 5 a ti b m	ss Suit ECTS o) writte iple/sir poratior ninutes outerise	e redits, method of grading n examination (approx. 6 ngle choice questions (ap n (approx. 20 pages), wei	g: numerical grade to minutes) or b) writ oprox. 60 minutes) o ghted 1:2 or d) oral e minutes; groups of pprox. 60 minutes)	ten examination con r c) presentation (15 examination (one car	ntinuous System Engineering - isting entirely or partly of mul- -20 minutes) with written ela- ndidate each: approx. 10 to 15 es) or e) entirely or partly com-

Master's with 1 major Business Management (2013)	JMU Würzburg • generated 26-Aug-2024 • exam. reg. da-	page 18 / 230
	ta record Master (120 ECTS) Business Management - 2013	

Assessment component to module component 12-ACSE-2-132: Adaption and Continuous System Engineering -Business Apps

- 5 ECTS credits, method of grading: numerical grade
- a) written examination (approx. 60 minutes) or b) written examination conisting entirely or partly of multiple/single choice questions (approx. 60 minutes) or c) presentation (15-20 minutes) with written elaboration (approx. 20 pages), weighted 1:2 or d) oral examination (one candidate each: approx. 10 to 15 minutes; groups of 2: approx. 20 minutes; groups of 3: approx. 30 minutes) or e) entirely or partly computerised written examination (approx. 60 minutes)
- Language of assessment: German, English

Allocation of places

Inforamtion on the allocation of places listed separately for each module component.

- 12-ACSE-2-132: Number of places: 10. 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. Places on all courses of the module component with a restricted number of places will be allocated as they become available.
- 12-ACSE-1-132: Number of places: 20, thereof 15 places für 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 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.

Additional information

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Workload

Teaching cycle

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

Module appears in

Module	e title				Abbreviation
Adaptiv	/e Busi	ness Platforms 2			12-AGP2-132-m01
Module	e coord	inator		Module offered by	
holder (Informa		Chair of Business Manage ystems	ement and Business	Faculty of Business	Management and Economics
ECTS		od of grading	Only after succ. con	pl. of module(s)	
5		rical grade		•	
Duratio	n	Module level	Other prerequisites		
1 seme		graduate			
Conten	ts				
into ser	vice bu	usinesses that generate a	a large proportion of v	/alue in developed e	raditional industrial enterprises conomies. New ICT technologies contribute to the success of the-
					nterprises. But we are still at the
					ome more adaptable to support
		ess models and allow diff			
				•	al transformation of the software
		a service industry is the m ning outcomes	lost prominent of the	se case.	
		•			
facing a nufactu for this standa	a speci Iring in proble rd can	al productivity problem, v dustries. Understand the m. Be aware of the divers	which could not be a new ICT technologie sity of services busin ost subsectors simila	dressed by the same s we have at hand to ess today where we l	that services businesses in are processes applied in the ma- oday to deliver smart solutions have no evidence that a general tion achieved for the manufactu-
		, number of weekly conta		- if other than Germa	n)
V (no in	format	ion on SWS (weekly cont	act hours) and cours	e language available	2)
		essment (type, scope, la on on whether module ca			tion offered — if not every seme-
gement ple/sin minute written	t report gle cho s; grou examin	(approx. 6 pages), weigh bice questions (approx. 6	nted 2 :1 or c) written o minutes) or d) oral tes; groups of 3: app es)	examination consist examination (one ca	prox. 60 minutes) and mana- ting entirely or partly of multi- undidate each: approx. 10 to 15) entirely or partly computerised
Allocat	ion of p	olaces			
Numbe be set a ceed th irrespec credits dits ach spectiv lot. Quo pleted a ces on a	r of pla aside fo e num ctive of alread nieved, e appli ota 3 (2 at leas all cou	ices: 40. Should the num or Master's students of Br ber of available places, p their subjects according y achieved in the respect places will be allocated cant; among applicants v 5% of places): allocation t one module component	usiness Information S laces will be allocate to the following quo ive degree subject; a by lot. Quota 2 (25% with the same numbe by lot. In this procee of the respective mo onent with a restricte	Systems. (1) Should t ed in a standardised tas: Quota 1 (50% of mong applicants wit of places): number of er of subject semeste dure, applicants who idule will be given pr ed number of places of	available places, 15 places will the number of applications ex- procedure among all applicants places): total number of ECTS h the same number of ECTS cre- of subject semesters of the re- ers, places will be allocated by already have successfully com- referential consideration. (2) Pla- will be allocated in the same pro- ome available.
Additio	nal inf	ormation			

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Workload

Teaching cycle

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

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Module appears in

Module title				Abbreviation
Aspects of B	usiness Information Syst	iems 1		12-AWl1-132-m01
Module coor	dinator		Module offered by	
holder of the Information	chair of Business Manas Systems	gement and Business		Management and Economics
ECTS Met	hod of grading	Only after succ. con	npl. of module(s)	
5 num	erical grade			
Duration	Module level	Other prerequisites		
1 semester	graduate			
Contents				
This course	s a dummy module, e.g.	for courses in the area	a of business inform	atics taken abroad.
Intended lea	rning outcomes			
The competers sity of Wuerz		vidual module, which	has been taken to tr	ansfer these credits to the Univer-
Courses (typ	e, number of weekly cont	act hours, language –	- if other than Germa	in)
S (no inform	ation on SWS (weekly cor	ntact hours) and cours	e language available	e)
	ssessment (type, scope, l ation on whether module			tion offered — if not every seme-
 c) presentat d) oral examination approx. 30 m e) entirely on Language of 	on (15 to 20 minutes) wit ination (one candidate ea	h written elaboration (ach: approx. 10 to 15 n ten examination (app glish	(approx. 20 pages), v ninutes; groups of 2: rox. 60 minutes)	approx. 20 minutes; groups of 3:
Allocation o	fplaces			
Additional in	nformation	_		
Workload				
Teaching cy	cle			
Referred to i	n LPO I (examination reg	ulations for teaching-	degree programmes)	
Module app	ears in			
	gree (1 major) Business In	-	013)	
Master's deg	gree (1 major) Business M	anagement (2013)		

Module titl	e			Abbreviation
Aspects of	Business Information Syste	ems 2		12-AWI2-132-m01
Module co	ordinator		Module offered by	
holder of th Information	e Chair of Business Manag Systems	ement and Business	Faculty of Business	Management and Economics
ECTS Me	thod of grading	Only after succ. con	npl. of module(s)	
5 nu	nerical grade			
Duration	Module level	Other prerequisites		
1 semester	graduate			
Contents				
This course	is a dummy module, e.g. f	or courses in the area	a of business informa	atics taken abroad.
Intended le	arning outcomes			
The compe sity of Wue		idual module, which	has been taken to tra	ansfer these credits to the Univer-
Courses (ty	pe, number of weekly conta	act hours, language —	- if other than Germa	in)
S (no inform	nation on SWS (weekly con	tact hours) and cours	e language available	e)
	assessment (type, scope, la ation on whether module c			tion offered — if not every seme-
 c) presenta d) oral examples approx. 30 e) entirely of Language of Comparison 	tion (15 to 20 minutes) with	n written elaboration (ch: approx. 10 to 15 m en examination (appr glish	approx. 20 pages), v ninutes; groups of 2: rox. 60 minutes)	approx. 20 minutes; groups of 3:
Allocation	of places			
		_		
Additional	information			
Workload				
Teaching c	/cle			
Referred to	in LPO I (examination regu	ulations for teaching-o	degree programmes)	
Module ap	pears in			
Master's de	egree (1 major) Business Inf	ormation Systems (20	013)	
Master's de	egree (1 major) Business Ma	anagement (2013)		

Module	e title				Abbreviation	
Analyti	ical Info	ormation Systems			12-Bl-132-m01	
Module	e coord	inator		Module offered by		
holder	of the (Chair of Information Syste	ems Engineering	Faculty of Business	Management and E	conomics
ECTS	Metho	od of grading	Only after succ. con	npl. of module(s)		
5	nume	rical grade				
Duratio	on	Module level	Other prerequisites			
1 seme	ster	graduate				
Conten	Its					
The cor cus is c	urse pro on indiv	ovides an overview of the vidual quantitative metho for participation in this r	ods of data analysis.			
Intend	ed learı	ning outcomes				
(i) Data	a Wareh	rovides students with kno ousing & OLAP al application areas and r	-	ysis		
Course	s (type	, number of weekly conta	ct hours, language –	- if other than Germa	ın)	
V + Ü (ı	no infor	mation on SWS (weekly o	contact hours) and co	ourse language avail	able)	
		essment (type, scope, la on on whether module ca			tion offered — if not	every seme-
boratio groups examir Langua Allocat Numbe be set a ceed th irrespe credits	on (app of 2: a nation (age of a cion of p er of pla aside for he num ctive of alread	ces: 40. Should the num or Master's students of B ber of available places, p their subjects according y achieved in the respect	1:2 or d) oral examin os of 3: approx. 30 m lish ber of applications e usiness Information laces will be allocate to the following quo ive degree subject; a	ation (one candidate inutes) or e) entirely xceed the number of Systems. (1) Should ed in a standardised tas: Quota 1 (50% of mong applicants wit	e each: approx. 10 to or partly computeris f available places, 15 the number of applic procedure among al F places): total numb th the same number	5 places will cations ex- ll applicants of ECTS of ECTS cre-
spectiv lot. Que pleted ces on cedure	ve appli ota 3 (2 at least all cour . (3) A v	places will be allocated cant; among applicants v 5% of places): allocation t one module component rses of the module comp vaiting list will be mainta	with the same number by lot. In this proceed of the respective mo onent with a restricted	er of subject semeste dure, applicants who odule will be given pr ed number of places	ers, places will be all already have succe referential considera will be allocated in t	located by ssfully com- ation. (2) Pla-
Additio	onal info	ormation				
Worklo	ad					
 Taashii		•				
reacht	ng cycl	e				
Referre	ed to in	LPOI (examination regu	lations for teaching-	degree programmes)		
Module	e appea	ars in				
Master's w	ith 1 majoi	Business Management (2013)	_	generated 26-Aug-2024 • ex (120 ECTS) Business Manage	-	page 24 / 230

mouule	title				Abbreviation
Adaptiv	/e Busi	ness Platforms 1			12-BSA-132-m01
Module	coord	inator		Module offered by	
holder	of the (Chair of Business Manage	ement and Business	Faculty of Business	Management and Economics
Informa		-		,	<u> </u>
ECTS		od of grading	Only after succ. com	npl. of module(s)	
5	nume	rical grade			
Duratio	n	Module level	Other prerequisites		
1 seme	ster	graduate			
Conten	ts				
nologie product 1. be se 2. be of 3. addr 4. allow 5. be su	s such t platfo ervices fered a ess nev v for a h upplem	as cloud computing, big orms to software. They will based as a service in the cloud w classes of users and ty high degree of business a ented by a broad offer of	data and mobility. Th ll pes of business espe adaptability and exter partner add-ons sup	nese business servic cially in the service l nsibility. porting accelerated	innovation.
		ning outcomes	will play a key role in	the digital transform	nation of the software industry.
			ity progress enabled	by BIS in the last 50	years. Understand the limitati-
ons of t	hese s	ystems in spite of the dig	gital transformation o	f the software indust	try ahead. Be able to critically as
					mand for change. Understand
				- •	siness change management.
		, number of weekly conta			
		tion on SWS (weekly cont			
		sessment (type, scope, la on on whether module ca			tion offered — if not every seme-
gement ple/sin minute written	report gle cho s; grou examin	(approx. 6 pages), weig bice questions (approx. 6	nted 2 :1 or c) written o minutes) or d) oral tes; groups of 3: appi es)	examination consist examination (one ca	prox. 60 minutes) and mana- ting entirely or partly of multi- Indidate each: approx. 10 to 15) entirely or partly computerised
Allocat	ion of p	olaces			
be set a ceed th irrespec credits dits ach spectiv lot. Quo pleted a	aside fo e num ctive of alread nieved, e appli ota 3 (2 at leas all cou	or Master's students of B ber of available places, p their subjects according y achieved in the respect places will be allocated cant; among applicants 5% of places): allocation	usiness Information S laces will be allocate to the following quo ive degree subject; a by lot. Quota 2 (25% with the same number by lot. In this procee of the respective mo	Systems. (1) Should t ed in a standardised tas: Quota 1 (50% of mong applicants wit of places): number of er of subject semeste dure, applicants who dule will be given pr	available places, 15 places will the number of applications ex- procedure among all applicants places): total number of ECTS h the same number of ECTS cre- of subject semesters of the re- ers, places will be allocated by already have successfully com- referential consideration. (2) Pla- will be allocated in the same pro-
	(3) A v	vaiting list will be mainta		-	
cedure.	-	vaiting list will be mainta ormation		-	•
cedure.	-			-	•

Teaching cycle

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

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Module appears in

Module					Abbreviation
Busine	ss Proc	cesses Organization, Bus	iness Software and F	Process Industries	12-GLP-132-m01
Module	e coord	inator		Module offered by	
			ement and Business		Management and Economics
Informa		-	chieft and Busiliess		management and Leonomics
ECTS	Metho	od of grading	Only after succ. com	pl. of module(s)	
5	nume	rical grade			
Duratio	on	Module level	Other prerequisites		
1 seme	ster	graduate			
Conten	Its				
ger be en use solutio	manag d for a ns. Thi	ed without using such ER long time, but business p	P systems. In financi processes e. g. for log	al departments of co istical tasks have so	ocesses in companies can no lon- ompanies, such systems have be- o far not been supported by ERP at constraints and what depen-
Intend	ed lear	ning outcomes			
(ii) und solutio (iii) kno (iv) ma (v) con	lerstand ns; ow and p busir sider th	design basic data structi nesss processes within a	e organization and d ures and data flows o n ERP system; ndustry (e.g. the proc	f an ERP system; ess industry) when a	usiness processes and work out organizing business processes;
Course	s (type	, number of weekly conta	ct hours, language —	· if other than Germa	n)
V + Ü (ı	no infoi	rmation on SWS (weekly	contact hours) and co	ourse language avail	able)
		sessment (type, scope, la ion on whether module ca			tion offered — if not every seme-
ple/sin (approx 2: appr (approx	ngle chơ x. 20 pa rox. 20 x. 60 m	pice questions (approx. 6 ages), weighted 1:2 or d)	o minutes) or c) pres oral examination (on prox. 30 minutes) or e	entation (15 to 20 m e candidate each: ar	g entirely or partly of multi- inutes) with written elaboration oprox. 10 to 15 minutes; groups o omputerised written examination
Allocat	ion of _l	olaces			
be set a ceed th irrespe credits dits acl spectiv lot. Qua pleted ces on	aside for ne num alread hieved, ve appli ota 3 (2 at leas all cou	or Master's students of B ber of available places, p f their subjects according y achieved in the respect places will be allocated icant; among applicants v 25% of places): allocation t one module component	usiness Information S laces will be allocate to the following quo ive degree subject; a by lot. Quota 2 (25% with the same number by lot. In this proceed of the respective mo onent with a restricte	Systems. (1) Should d in a standardised tas: Quota 1 (50% of mong applicants wit of places): number of er of subject semeste lure, applicants who dule will be given pr d number of places	f available places, 15 places will the number of applications ex- procedure among all applicants places): total number of ECTS th the same number of ECTS cre- of subject semesters of the re- ers, places will be allocated by a lready have successfully com- referential consideration. (2) Pla- will be allocated in the same pro ome available.
		ormation	-		
Worklo	ad				
WUIKU					

Teaching cycle

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

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Module appears in

Rucinoc	title				Abbreviation	
Dusines	s Soft	ware 1: IS-based Enterpr	ise Management		12-GPU-132-m01	
Module	coordi	inator		Module offered by	<u> </u>	
holder o	f the C	hair of Business Manage	ement and Business	· · ·	Management and E	conomics
Informat					C	
		od of grading	Only after succ. con	npl. of module(s)		
5 1	numer	rical grade				
Duration		Module level	Other prerequisites			
1 semest	ter	graduate				
Contents	s					
ByDesign Outline of 1. Integra 2. Workin 3. Consu Descript The lectu groups, f software If you wo tificates;	dule p n) in d of sylla ated ir ng wit ulting i :ion: ure wil the en e, deal culd lil ; pleas		gration, standard sof tware systems: project ma exercise that will pre ng system operated b f business processes urse, please submit a	ftware, system archit nagement, project o sent students with a by the Chair in its ER n application to the	rganisation, present n opportunity to acc P laboratory and to w	ation skills ess, in small vork with the
		-	Software 1", student	s will be able to		
After con (i) under (ii) unde (iii) exec lessons)	mpleti rstand erstanc cute bu	ng the course "Business an ERP system in its dep I the interaction of busin usiness tasks and proces	oth; less processes; sses in an ERP system	n independently (afte	· ·	e practice
After con (i) under (ii) unde (iii) exec lessons) Courses	mpleti rstand erstanc cute bu). (type,	ng the course "Business an ERP system in its dep the interaction of busin usiness tasks and proces number of weekly conta	oth; less processes; sses in an ERP system act hours, language –	n independently (afte - if other than Germa	in)	e practice
After con (i) under (ii) unde (iii) exec lessons) Courses V + Ü (nc	mpleti rstand erstanc cute bu (type, o infor	ng the course "Business an ERP system in its dep I the interaction of busin usiness tasks and proces number of weekly conta mation on SWS (weekly	oth; less processes; sses in an ERP system act hours, language – contact hours) and co	n independently (afte - if other than Germa ourse language avail	in) able)	·
After con (i) under (ii) unde (iii) exec lessons) Courses V + Ü (nc Method	mpleti rstand crstanc cute bu). (type, o infor of ass	ng the course "Business an ERP system in its dep the interaction of busin usiness tasks and proces number of weekly conta	oth; less processes; sses in an ERP system act hours, language – contact hours) and co anguage — if other the	n independently (afte - if other than Germa ourse language avail an German, examina	in) able)	·
After con (i) under (ii) under (iii) exec (iii) exec (lessons) Courses V + Ü (not Ster, info (15 to 20 approx. : nation (a minutes)	mpleti rstand erstanc cute bu (type, o infor of ass ormati n exar gle cho o page 20 min approx	ng the course "Business an ERP system in its dep I the interaction of busin usiness tasks and proces number of weekly conta mation on SWS (weekly essment (type, scope, la	oth; sess processes; sses in an ERP system act hours, language – contact hours) and co anguage — if other the an be chosen to earn nutes) or b) written ex so minutes) or c) pres al examination (one c bx. 30 minutes) or e) 1:3 or f) entirely or pa	n independently (after - if other than Germa ourse language avail an German, examina a bonus) camination consistin entation (10 to 15 mi andidate each: approp	able) able) g entirely or partly of nutes) with written e ox. 10 to 15 minutes; x. 20 minutes) and w	every seme- f multi- elaboration ; groups of 2: vritten exami-
After con (i) under (ii) under (iii) exec (iii) exec (lessons) Courses V + Ü (not Ster, info (15 to 20 approx. : nation (a minutes)	mpleti rstand crstand cute bu (type, o infor of ass ormati n exar gle cho o page 20 min approx ge of as	ng the course "Business an ERP system in its dep the interaction of busin usiness tasks and proces number of weekly conta mation on SWS (weekly essment (type, scope, la on on whether module co nination (approx. 60 mir ice questions (approx. 6 s), weighted 1:2 or d) ora nutes; groups of 3: approx 6. 60 minutes), weighted ssessment: German, Eng	oth; sess processes; sses in an ERP system act hours, language – contact hours) and co anguage — if other the an be chosen to earn nutes) or b) written ex so minutes) or c) pres al examination (one c bx. 30 minutes) or e) 1:3 or f) entirely or pa	n independently (after - if other than Germa ourse language avail an German, examina a bonus) camination consistin entation (10 to 15 mi andidate each: approp	able) able) g entirely or partly of nutes) with written e ox. 10 to 15 minutes; x. 20 minutes) and w	every seme- f multi- elaboration ; groups of 2: vritten exami-
After con (i) under (ii) under (iii) exec lessons) Courses V + Ü (not Method ster, infor a) writter ple/sing (15 to 20 approx. : nation (a minutes) Languag Allocatio Number students available located i ng quota ject; amo (25% of	mpleti rstand erstand cute bu (type, o infor of ass ormati n exar gle cho o page 20 min approx) ge of as of pla s of Bu e place in a st as: Qu ong ap places	ng the course "Business an ERP system in its dep the interaction of busin usiness tasks and proces number of weekly conta mation on SWS (weekly essment (type, scope, la on on whether module co nination (approx. 60 mir ice questions (approx. 6 s), weighted 1:2 or d) ora nutes; groups of 3: approx 6. 60 minutes), weighted ssessment: German, Eng	oth; sess processes; sess in an ERP system act hours, language – contact hours) and co anguage — if other the an be chosen to earn nutes) or b) written ex- to minutes) or c) press al examination (one c bx. 30 minutes) or c) 1:3 or f) entirely or pa- stish s for Master's studer h specialization BIS, er of applications exc mong all applicants in tal number of ECTS credin mesters of the respective mesters of	n independently (after - if other than Germa ourse language avail an German, examina a bonus) camination consistin entation (10 to 15 mi andidate each: appr presentation (approx artly computerised we hts of Business Inform if the number of app eed the number of app eed the number of their s redits already achieved its achieved, places	n) able) tion offered — if not g entirely or partly of inutes) with written e ox. 10 to 15 minutes; x. 20 minutes) and w rritten examination (mation Systems and licatoins exceeds th vailable places, plac ubjects according to red in the respective will be allocated by l ng applicants with th	every seme- f multi- elaboration ; groups of 2: rritten exami- approx. 60 Master's e number of ces will be al- the followi- degree sub- lot. Quota 2 the same num

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dure, 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.

Additional information

Workload

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Teaching cycle

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

Module appears in

Master's degree (1 major) Business Information Systems (2013) Master's degree (1 major) Business Management (2013) Master's degree (1 major) Economics (2013)

Master's with 1 major Business Management (2013)

Module title					Abbreviation	
Work a	nd Info	rmation			12-ITA-132-m01	
Module	e coord	inator		Module offered by		
holder Informa		Chair of Business Manage /stems	ement and Business	Faculty of Business	Management and Economics	
ECTS		od of grading	Only after succ. com	pl. of module(s)		
5		rical grade				
Duratio	n	Module level	Other prerequisites			
1 seme	ster	graduate				
Conten	ts					
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.						
Intende	ed learn	ning outcomes				
The expertise gained from other modules related to business management issues can be interpreted and clas- sified in a certain way by participating in this module. For decisions in regards to human resources planning, in- vestment, and a company's strategy, the students will get to know all the relevant concepts and interdependen- cies, which come with taking information processing into account as the so called "fourth" factor of production.						
Course	s (type,	, number of weekly conta	ct hours, language —	if other than Germa	n)	
V + D (r	no infor	mation on SWS (weekly o	contact hours) and co	ourse language availa	able)	
Method of assessment (type, scope, language — if other than German, examination offered — if not every seme- ster, information on whether module can be chosen to earn a bonus)						
a) written examination (approx. 60 minutes) or b) written examination consisting entirely or partly of multi- ple/single choice questions (approx. 60 minutes) or c) presentation (15 to 20 minutes) with written elaboration (approx. 20 pages), weighted 1:2 or d) oral examination (one candidate each: approx. 10 to 15 minutes; groups of 2: approx. 20 minutes; groups of 3: approx. 30 minutes) or e) entirely or partly computerised written examination (approx. 60 minutes) Language of assessment: German, 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 Information Systems (2013)						
Master's degree (1 major) Business Management (2013)						
Master's degree (1 major) Economics (2013)						

Module title					Abbreviation		
Informa	Information Processing within Organizations 12-IV-132-m01						
Module	Module coordinator Module offered by						
holder (Informa		Chair of Business Manag ystems	ement and Business	Faculty of Business Management and Economics			
			Only after succ. con	mpl. of module(s)			
5		rical grade					
Duratio	n	Module level	Other prerequisites				
1 seme	ster	graduate					
Conten	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 require- ments, 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);							
thods f	or spec	d the importance of char ific 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 seme- ster, information on whether module can be chosen to earn a bonus)							
a) written examination (approx. 60 minutes) or b) written examination consisting entirely or partly of multi- ple/single choice questions (approx. 60 minutes) or c) presentation (15 to 20 minutes) with written elaboration (approx. 20 pages), weighted 1:2 or d) oral examination (one candidate each: approx. 10 to 15 minutes; groups of 2: approx. 20 minutes; groups of 3: approx. 30 minutes) or e) entirely or partly computerised written examination (approx. 60 minutes) Language of assessment: German, English							
Allocation of places							
Additional information							
Workload							
Teaching cycle							
Master's wi	th 1 majo	r Business Management (2013)	-	generated 26-Aug-2024 • exa (120 ECTS) Business Manage	-	page 33 / 230	

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

Module appears in

Module title					Abbreviation		
Advanc	ed Sen	ninar: Logistics			12-LogSem-132-m01		
Module coordinator				Module offered by	<u> </u>		
holder of the Chair of Logistics and Quantitative Method				· · · · · · · · · · · · · · · · · · ·			
ECTS		od of grading	Only after succ. com	· · · ·			
10	nume	rical grade					
Duratio	on	Module level	Other prerequisites				
1 semester graduate		graduate	Admission prerequisite to assessment: regular attendance (minimum 80%) of seminar.				
Conten	ts						
quantit	ative p	lanning methods to optin			ve successfully implemented bly chain management.		
		ning outcomes nar, 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 asses the limitations of formal models in a practical context. 							
		, number of weekly conta			•		
S (no ir	format	ion on SWS (weekly cont	act hours) and cours	e language available	e)		
		essment (type, scope, la on on whether module c			tion offered — if not every seme-		
		oprox. 20 to 25 pages) ar ssessment: German, Eng		ox. 20 minutes), we	ighted 2:1		
Allocat	ion of p	olaces					
allocate stics ar ber of s achieve Manage	ed as fo nd Qua success ed in m ement) s offere	ollows: (1) Students who ntitative Methods will be sfully completed modules andatory courses of the or Value Chain Managen	already have success given preferential co s, places will be alloc ocus Logistik und Su nent or another speci	fully completed cound nsideration. Among ated according to th pply Chain Manager alisation the applica	available places, places will be rses offered by the Chair of Logi- applicants with the same num- e total number of ECTS credits nent (Logistics and Supply Chain ant has selected which includes TS credits, places will be alloca-		
Additional information							
Worklo	ad						
Teaching cycle							
Referred to in LPO I (examination regulations for teaching-degree programmes)							
		U. U	<u> </u>				
Module	e appea	irs in					
		ee (1 major) Business Ma	nagement (2013)				
	-	ee (1 major) Economics (2					

Module title					Abbreviation	
Work O	rder Pl	anning for Automated M	anufacturing		12-M-AGAF-132-m01	
Module	coord	inator		Module offered by		
holder	of the C	Chair of Business Manage	ement and Business			
Informa	· · · · · ·					
ECTS		od of grading	Only after succ. com	npl. of module(s)		
5	L	nerical grade				
	Duration Module level Other prerequisites					
Conten	1 semester graduate					
in terms ply network stomer conseq Intende Linking Busines future e	The idea of integration of business information systems is primarily practiced and developed as an ERP system in terms of business application areas, their temporal overlap (data warehouse), their spatial relationship (sup- ply network) and connection of legal tasks (eGovernment). However, linking the commercial view of incoming cu- stomer orders with the logistic or more technical view of the scheduling of production orders and the resulting consequences for the processes is a critical success factor. Intended learning outcomes Linking research and lectures of the Institute of Robotics and Telematics as well as the orientation of the Chair of Business Integration allows students a conceptual as well as practical insight into the challenges of this in the future essential part of the operational automation development. Courses (type, number of weekly contact hours, language — if other than German)					
V + Ü (r	no infor	mation on SWS (weekly o	contact hours) and co	ourse language avail	able)	
	Method of assessment (type, scope, language — if other than German, examination offered — if not every seme- ster, information on whether module can be chosen to earn a bonus)					
a) written examination (approx. 60 minutes) or b) written examination consisting entirely or partly of multi- ple/single choice questions (approx. 60 minutes) or c) presentation (15 to 20 minutes) with written elaboration (approx. 20 pages), weighted 1:2 or d) oral examination (one candidate each: approx. 10 to 15 minutes; groups of 2: approx. 20 minutes; groups of 3: approx. 30 minutes) or e) entirely or partly computerised written examination (approx. 60 minutes) Language of assessment: German, English						
Allocation of places						
Additional information						
Workload						
Teaching cycle						
Referred to in LPO I (examination regulations for teaching-degree programmes)						
i						
Module appears in						
Master' Master'	Master's degree (1 major) Business Information Systems (2013) Master's degree (1 major) Business Management (2013) Master's degree (1 major) Economics (2013)					

Module title Abbreviation								
	Advanced Microeconomics 12-M-AM-132-m01							
Module coordinator Module offered by								
holder of the Chair for Economics, Contract Theory and In- formation Economics					Management and Economics			
ECTS	Metho	od of grading	Only after succ. con	pl. of module(s)				
5	numei	rical grade						
Duratio	n	Module level	Other prerequisites					
1 semes	ster	graduate						
Conten	ts							
Whinsto pics suc 1. Game 2. Princ 3. Theo 4. Gene 5. Mech	This course deals with essential microeconomic methods and problems at an advanced level (e. g. Mas-Colell, Whinston, Green: Micoreconomic Theory). As this is a huge field, the course will concentrate on two or three to- pics such as 1. Game theory 2. Principal-agent models 3. Theory of auctions 4. General equilibrium theory 5. Mechanism design							
		ning outcomes	11.					
1. expla 2. apply	in esse the in	ng the course students a ential findings of microec volved methods to given n which real life situation	onomic theory, simple examples on					
Course	s (type,	, number of weekly conta	ct hours, language –	if other than Germa	n)			
V + Ü (n	o infor	mation on SWS (weekly o	contact hours) and co	ourse language availa	able)			
Method	l of ass	essment (type, scope, la	nguage — if other tha	an German, examinat	tion offered — if not every seme-			
ster, information on whether module can be chosen to earn a bonus) a) written examination (approx. 60 to 90 minutes) or b) written examination (questions concerning mathematical methodology; approx. 120 minutes) or c) term paper (approx. 15 pages) and oral examination (approx. 15 minu- tes), weighted 2:1 or d) case studies, project report or similar (approx. 10 pages) and presentation (approx. 15 mi- nutes), weighted 2:1 or e) presentation (approx. 30 to 45 minutes), presentations can be held by one candidate each or in groups Language of assessment: German, English								
Allocati	ion of p	olaces						
Additio	nal info	ormation						
Worklo	ad							
Teachir	Teaching cycle							
	<u> </u>							
Referre	d to in	LPOI (examination regu	lations for teaching-	legree programmes)				
Module	annes	irs in						
		ee (1 major) Business Info	ormation Systems (2)	113)				
	-	ee (1 major) Business Ma	-					
	-	ee (1 major) Economics (2						

Module titl			·	Abbreviation
Incentives	in Organizations			12-M-AO-132-m01
Module cod	ordinator		Module offered by	<u> </u>
holder of th	e Chair for Human Resource	e Management and	Faculty of Business	Management and Economics
Organisatio				
	thod of grading	Only after succ. con	npl. of module(s)	
-	merical grade			
Duration	Module level	Other prerequisites		
1 semester	graduate			
Contents				
This theory between er pirical resu	will be used to develop fina	ancial and economic addition to the most	solutions to help ove	on the principal agent theory. ercome the conflict of interests s, estimation techniques and em
Intended le	arning outcomes			
	the lectures is to enable stu cal results in the area incent			l theories, estimation techniques htifc literature.
Courses (ty	pe, number of weekly conta	ct hours, language –	- if other than Germa	n)
V + Ü (no in	formation on SWS (weekly o	contact hours) and co	ourse language avail	able)
	assessment (type, scope, la ation on whether module ca			tion offered — if not every seme-
	xamination (approx. 60 min of assessment: German, Eng		er (approx. 15 pages)	
Allocation	of places			
Additional	information			
Workload				
Teaching cy	vcle			
	,			
Referred to	in LPO I (examination regu	lations for teaching	degree programmoc)	
Keleneu lu			active programmes)	
Madula				
Module app		armation Systems (-	242)	
	egree (1 major) Business Info egree (1 major) Business Info	•		
	egree (1 major) Business Ma	-	514)	
	egree (1 major) Business Ma	0 , 5,		
	egree (1 major) Economics (2			
	egree (1 major) Economics (2			

Module title Abbreviation								
Advanced Operations & Logistics Management 12-M-AOLM-132-mo1								
Module	e coord	inator		Module offered by				
holder	of the (Chair of Logistics and Qua	antitative Methods	Faculty of Business	Management and Economics			
ECTS	Metho	od of grading	Only after succ. com	pl. of module(s)				
5	nume	rical grade						
Duratio	n	Module level	Other prerequisites					
1 seme	ster	graduate						
Conten	ts							
plannir	ng of int				with advanced methods for the application of these with the help			
Intende	ed learr	ning outcomes						
(ii) dev (iii) eva (iv) app	elop an Iluate ti oly cond	d evaluate integrated pro d apply appropriate met ne consequences of unce cepts and methods to pla	hods to plan complex ertainties in processe in uncertainties proce	production and log s, and esses.				
Course	s (type	number of weekly conta	ct hours, language —	if other than Germa	n)			
V + Ü (r	no infor	mation on SWS (weekly o	contact hours) and co	ourse language avail	able)			
		essment (type, scope, la on on whether module ca			tion offered — if not every seme-			
b) writt c) writte Langua	en elab en exar ge of a	nination (approx. 60 min ooration (approx. 15 to 20 nination (approx. 40 min ssessment: German, Eng ffered: once a year, sumr	pages) and presenta utes) with written ela lish		nutes), weighted 2:1 or to 20 pages), weighted 2:1			
Allocat	ion of p	olaces						
Additio	nal info	ormation						
Worklo	ad							
Teachi	ng cycl	9						
Referre	d to in	LPO I (examination regu	lations for teaching-o	legree programmes)				
Module	e appea	rs in						
Master	's degre	ee (1 major) Business Info	ormation Systems (20	013)				
Master	-		Master's degree (1 major) Business Management (2013)					
	Master's degree (1 major) Economics (2013)							

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Workload		_		
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Referred to in	LPOI (examination reg	ulations for teaching-o	degree programmes))
Module appea				
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Master's degree (1 major) Economics (2014) Master's degree (1 major) Economics (2013)

Module	e title				Abbreviation
Selected Topics in Business Management and Economics					12-M-APW1-132-m01
Module	e coord	inator		Module offered by	
		iculty of Business Manag	ement and Econo-	•	Management and Economics
mics		icany of Dubiliess Maildg			
ECTS	Metho	od of grading	Only after succ. con	npl. of module(s)	
5	nume	rical grade			
Duratio	on	Module level	Other prerequisites	i	
1 seme		graduate			
Conten	ts				
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-	•	ssessment: German, Eng ffered: in the semester ir		offered	
Allocat				oncicu	
Additio	onal inf	ormation			
Worklo	ad				
Teachi	ng cycl	e			
Referre	ed to in	LPOI (examination regu	lations for teaching-	degree programmes)	
Module	e appea	ars in			
Master	's degr	ee (1 major) Business Inf ee (1 major) Business Ma ee (1 major) Economics (2	nagement (2013)	013)	

Modul	e title				Abbreviation
Select	ed Topi	cs in Business Managem	ent and Economics 2		12-M-APW2-132-m01
Modul	e coord	inator		Module offered by	<u> </u>
Dean o mics	of the Fa	iculty of Business Manag	ement and Econo-	Faculty of Business	Management and Economics
ECTS	Metho	od of grading	Only after succ. con	npl. of module(s)	
5	nume	rical grade			
Duratio	on	Module level	Other prerequisites	i i i i i i i i i i i i i i i i i i i	
1 seme	ester	graduate			
Conter	nts				
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Intend	ed lear	ning outcomes			
As a re	sult of	accrediting multiple kind	s of modules, a desc	ription of acquired s	kills cannot be given.
Course	es (type	, number of weekly conta	ct hours, language –	- if other than Germa	an)
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Langua	age of a	ssessment: German, Eng ffered: in the semester ir	lish		
Allocat	tion of p	olaces			
Additio	onal inf	ormation			
Worklo	bad				
Teachi	ng cycl	e			
Referre	ed to in	LPOI (examination regu	lations for teaching-	degree programmes)	
Modul	e appea	urs in			
Master Master	r's degr r's degr	ee (1 major) Business Inf ee (1 major) Business Ma ee (1 major) Economics (2	nagement (2013)	013)	

Modul	e title				Abbreviation
Select	ed Topi	cs in Business Managem	ent and Economics 3		12-M-APW3-132-m01
Modul	e coord	inator		Module offered by	<u> </u>
Dean o mics	of the Fa	iculty of Business Manag	ement and Econo-	Faculty of Business	Management and Economics
ECTS	Metho	od of grading	Only after succ. con	npl. of module(s)	
5	nume	rical grade			
Duratio	on	Module level	Other prerequisites	i	
1 seme	ester	graduate			
Conter	nts				
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Intend	ed lear	ning outcomes			
As a re	sult of	accrediting multiple kind	s of modules, a desc	ription of acquired s	kills cannot be given.
Course	es (type	, number of weekly conta	ct hours, language –	- if other than Germa	an)
		mation on SWS (weekly			
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Langua	age of a	ssessment: German, Eng ffered: in the semester ir	lish		
Allocat	tion of p	olaces			
Additio	onal inf	ormation			
Worklo	bad				
Teachi	ng cycl	e			
Referre	ed to in	LPOI (examination regu	lations for teaching-	degree programmes)	
Modul	e appea	urs in			
Master Master	r's degr r's degr	ee (1 major) Business Inf ee (1 major) Business Ma ee (1 major) Economics (2	nagement (2013)	013)	

Module	title				Abbreviation
Selected Topics in Business Management and Economics					12-M-APW4-132-m01
Module coordinator				Module offered by	
Dean of	f the Fa	culty of Business Manag	ement and Econo-	-	Management and Economics
mics					
ECTS		od of grading	Only after succ. con	npl. of module(s)	
5		rical grade			
Duratio		Module level graduate	Other prerequisites		
Content		Sidduite			
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Referre	α το ιη	LPOI (examination regu	tations for teaching-	uegree programmes)	
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Master'	s degr s degr	ee (1 major) Business Infe ee (1 major) Business Ma ee (1 major) Economics (2	nagement (2013)	013)	

Module	e title				Abbreviation
Advanced Seminar: Advanced Topics in Contract Theory					12-M-ATC-132-m01
Module coordinator				Module offered by	
		Chair for Economics, Con nomics	tract Theory and In-	· · · · ·	s Management and Economics
ECTS	r	od of grading	Only after succ. cor	npl. of module(s)	
10	nume	rical grade			
Duratio	on	Module level	Other prerequisites	;	
1 seme	ster	graduate			
Conten	ts				
quired	to inde		emselves with the res	spective topics as w	ontract theory. Students will be re ell as to summarise these topics
Intende	ed lear	ning outcomes			
		able to analyze independ minar thesis and present			evance for a given theme. They ic standards.
Course	s (type	, number of weekly conta	ct hours, language –	- if other than Germa	an)
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Additio	nal inf	ormation			
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Module	anne	ars in			
Master Master	's degr 's degr	ee (1 major) Business Ma ee (1 major) Business Ma ee (1 major) Economics (2	nagement (2014)		
	's degr	ee (1 major) Economics (2	2013)		

Module title Abbreviation								
Topics in International Economics 12-M-ATIÖ-132-m01								
Module coordinator		Module offered by						
holder of the Chair of International Eco	nomics	Faculty of Business	Management and E	conomics				
ECTS Method of grading	Only after succ. con	npl. of module(s)						
5 numerical grade								
Duration Module level	Other prerequisites							
1 semester graduate								
Contents								
international journals. These works for	The workshop discusses pioneering work and monographs in the field of international economics published in international journals. These works focus on the patterns of specialisation in the world economy, international competition between locations and its policy implications. Reading:							
Intended learning outcomes								
The workshop is intended for advanced graduate students and doctoral candidates. Through detailed study of selected technical papers, students are methods and content introduced to the research front in the field of International Economics. Students acquire the ability to communicate complex technical papers to penetrate independently and understand the highly compact design of such studies. Thus, the workshop promotes in particularly the ability to write their own work. The workshop seminar-like character lives by the interaction of teachers with students. Students are systematically involved in the event, because they are asked to prepare brief summaries of the technical papers and present them in the reading workshop and actively participate in the work-up and detailed discussion of the essays in the events. The workshop trains both analytical skills and an understanding of the respective current application questions.								
Courses (type, number of weekly conta	ct hours, language –	- if other than Germa	n)					
V + Ü (no information on SWS (weekly	contact hours) and co	ourse language avail	able)					
Method of assessment (type, scope, la ster, information on whether module ca			tion offered — if not	every seme-				
a) written examination (approx. 60 mir butions to the discussion and written e Language of assessment: German, Eng	examination consistir							
Allocation of places								
Additional information								
Lecture (V) and exercise (Ü) may be rep	blaced by W.							
Workload								
Teaching cycle								
Referred to in LPO I (examination regu	lations for teaching-o	degree programmes)						
Module appears in								
Master's degree (1 major) Business Ma	nagement (2013)							
Master's degree (1 major) Business Ma								
Master's degree (1 major) Economics (2	2014)							
Master's with 1 major Business Management (2013)	-	generated 26-Aug-2024 • exa (120 ECTS) Business Manage	-	page 47 / 230				



Master's degree (1 major) Economics (2013)

Module t	itle			Abbreviation						
Advanced	d Seminar: Selected Aspects	of Managerial Accour	nting	12-M-AUAS-132-mo	1					
Module c	coordinator		Module offered by							
	the Chair of Business Manag	ement Controlling		Management and E	conomics					
and Acco		ement, controlling			cononnes					
	Aethod of grading	Only after succ. con	npl. of module(s)							
	numerical grade		• • • •							
Duration	Module level	Other prerequisites								
1 semest	er graduate									
Contents	i									
	ourse, students will acquire im per and to present the results									
	learning outcomes	-			<u> </u>					
(i) unders (ii) use el (iii) creato	npleting the controlling maste stand and apply scientific lite laborated contents to write sc e presentations and speeche	rature reviews; ientific papers; s independently.								
	(type, number of weekly conta									
	ormation on SWS (weekly con									
	of assessment (type, scope, la rmation on whether module c			tion offered — if not	every seme-					
term pap Language	er (approx. 15 to 20 pages) ar e of assessment: German, Eng ent offered: once a year, sum	nd presentation (appr glish), weighted 2:1						
Allocatio	n of places									
allocated lowing qu subject; a ta 2 (25% number of procedur ve modul ted numb located a	of places: 20. Should the num l in a standardised procedure uotas: Quota 1 (50% of places among applicants with the sa of places): number of subject of subject semesters, places w re, applicants who already hav le will be given preferential co per of places will be allocated as they become available.	among all applicants): total number of EC me number of ECTS c t semesters of the re vill be allocated by lo ve successfully comp onsideration. Places c	s irrespective of their TS credits already ac redits achieved, plac spective applicant; a t. Quota 3 (25% of pl leted at least one mo on all courses of the p	subjects according hieved in the respec- ces will be allocated mong applicants wi aces): allocation by odule component of module component	to the fol- tive degree by lot. Quo- th the same lot. In this the respecti- with a restric-					
Additiona	al information									
Workload	1									
Teaching	; cycle									
Referred	to in LPO I (examination regu	lations for teaching-	degree programmes)							
Module a	appears in									
Master's Master's	degree (1 major) Business Ma degree (1 major) Business Ma degree (1 major) Economics (degree (1 major) Economics (anagement (2014) 2014)								
Master's with	1 major Business Management (2013)	-	generated 26-Aug-2024 • ex	-	page 49 / 230					
		la record Master	(120 ECTS) BUSINESS Manage	ta record Master (120 ECTS) Business Management - 2013						

Module title					Abbreviation		
Portfolio Selection and Capital Market Theory					12-M-B1a-132-m01		
Module coordinator				Module offered by			
holder	of the (Chair of Business Manag	gement. Banking and		Management and Economics		
Finance			Sement, Banking and				
ECTS	Metho	od of grading	Only after succ. con	npl. of module(s)			
5	nume	rical grade					
Duratio	n	Module level	Other prerequisites				
1 seme	ster	graduate					
Conten	ts						
ket equ	urse de Ilibriur	n and the resulting CAP		tment decisions (po	rtfolio selection), the capital mar-		
2. Portf 3. CAPN	amenta olio se A	als of decision theory	alysis				
Intende	ed learı	ning outcomes					
its indiv (ii) to u Course	vidual u ndersta s (type)	utility function in theory	and calculate it; ions made by the CAP act hours, language –	M and use the CAPM - if other than Germa			
		- -					
		on on whether module			tion offered — if not every seme-		
		nation (approx. 60 minu ssessment: German, En					
Allocat	ion of p	olaces					
Additio	nal inf	ormation					
Worklo	ad						
Teachir	ng cvcl	e					
	5 / 1						
Referre	d to in	LPOI (examination reg	ulations for teaching-	degree programmes)			
				p.eg.annied)			
Module	annea	urs in					
		ee (1 major) Business In	formation Systems (2)	013)			
	-	ee (1 major) Business In	•	-			
	-	ee (1 major) Business M	, ,	ν			
	-	ee (1 major) Business M					
Master'	-	ee (1 major) Economics	(2014)				
	Aaster's degree (1 major) Economics (2013)						

Module title			Abbreviation			
Agency Theory 12-M-B1b-132-m01					12-M-B1b-132-m01	
Module coordinator Module offered by						
holder of the Chair of Business Management, Banking and Faculty of Business Management and Econon Finance					Management and Economics	
ECTS	Metho	od of grading	Only after succ. com	pl. of module(s)		
5	numei	rical grade				
Duratio	n	Module level	Other prerequisites			
1 seme	ster	graduate				
Conten	ts					
	urse de	eals with the fundamenta on asymmetric.	ls of agency theory a	nd financial contract	ing with information symmetric	
Outline	of sylla	abus:				
1. Agen						
		ontracting				
Intende	ed learr	ning outcomes				
(i) to ur ting giv (ii) to u	ndersta en e.g. ndersta	different capital endown and the central problems	igency theory and so nents; of controlling work a	lve problems concer ssignments in theor	ents will be able ning optimal financial contrac- y and solve basic case studies; ion and the resulting agency pro-	
Course	s (type,	, number of weekly conta	ct hours, language —	· if other than Germa	n)	
V + Ü (n	no infor	mation on SWS (weekly o	contact hours) and co	ourse language availa	able)	
		e ssment (type, scope, la on on whether module ca			tion offered — if not every seme-	
		nation (approx. 60 minut ssessment: German, Eng				
Allocat	ion of p	laces				
Additio	nal info	ormation				
Worklo	ad					
Teachir	ng cycl	6				
	3 -)	-				
Referre	Referred to in LPO I (examination regulations for teaching-degree programmes)					
Referred to in Er o F (examination regulations for teaching-degree programmes)						
Module appears in						
		ee (1 major) Business Info	ormation Systems (20	013)		
	-	ee (1 major) Business Info		-		
	-	ee (1 major) Business Ma				
	-	ee (1 major) Business Ma				
	-	ee (1 major) Economics (2				
Master'	Master's degree (1 major) Economics (2013)					

Module title				Abbreviation		
Option Pricing Theory					12-M-B2-132-m01	
Module coordinator				Module offered by	<u> </u>	
holder Finance		Chair of Business Manage	ement, Banking and	Faculty of Business	Management and Economics	
ECTS		od of grading	Only after succ. com	pl. of module(s)		
10		rical grade				
Duratio	n	Module level	Other prerequisites			
1 seme	ster	graduate				
Conten	ts					
compaı portfoli	dule d nies as os.	well as shares as deriva			Binominial models. It assesses delta hedging to hedge equity	
3. Immi	e optio r finan unisinរ្	ns cial derivatives g portfolios against intere	st rate changes			
Intende	ed lear	ning outcomes				
(i) to pr	ice opt	ing the course "Option pr tions using the Black-Sch and the use of options as	oles formula and the	binominal model;	dging.	
Course	s (type	, number of weekly conta	ct hours, language —	· if other than Germa	n)	
V + Ü (r	no info	rmation on SWS (weekly	contact hours) and co	ourse language avail	able)	
		sessment (type, scope, la ion on whether module ca			tion offered — if not every seme-	
		nation (approx. 120 minu Issessment: German, Eng				
Allocat	ion of	places				
Additio	nal inf	ormation				
Worklo	ad					
Teachir	ng cvcl	e				
Referre	d to in	LPOI (examination regu	lations for teaching-o	legree programmes)		
Module	appea	ars in				
		ee (1 major) Business Inf		013)		
	Master's degree (1 major) Business Management (2013)					
		ee (1 major) Business Ma				
	Naster's degree (1 major) Economics (2014)					
mastel	Aaster's degree (1 major) Economics (2013)					

Module title					Abbreviation		
	Financial Markets: Institutions and Regulation 12-M-B3-132-m01						
Module coordinator Module offered by							
holder Finance		Chair of Business Manage	ement, Banking and	Faculty of Business	Management and Eco	nomics	
ECTS	Metho	od of grading	Only after succ. con	npl. of module(s)			
10	nume	rical grade					
Duratio	n	Module level	Other prerequisites				
1 seme	ster	graduate					
Conten	ts						
This co system regulat	Content: 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 inno- vations.						
1. The G 2. Aims 3. Equit	German and re ty and l	commerical banking sys estrictions of operating de balance sheet analysis of novations	ecisions				
Hull: Ri ed.	nn-We skman	ndels, Pfingsten, Weber: agement and Financial In					
Intende	ed learı	ning outcomes					
fundam (i) the c (ii) the (iii) the	nental a organis aims a specia	ng the course "Finanzma and advanced knowledge ation and function of the nd restrictions of operation I characteristics of bank uction and function of fin	of german commerical ng decisions in comn regulation and of the	banking system; nercial banks;		provide	
		, number of weekly conta		- if other than Germa	n)		
		mation on SWS (weekly o					
Method	d of ass	sessment (type, scope, la on on whether module ca	nguage — if other that	an German, examina		ery seme-	
		nation (approx. 120 minu ssessment: German, Eng					
Allocat	ion of p	olaces					
Additio	nal inf	ormation					
Workload							
Teachir	ng cycl	e					
	- <u>5</u> - y - l	•					
Referred to in LPO I (examination regulations for teaching-degree programmes)							
Referre							
 Master's wi	th 1 maio	r Business Management (2013)	IMII Würzburg •	generated 26-Aug-2024 • exa	am reg da-	page 53 / 230	
			_	(120 ECTS) Business Manage			

Module appears in

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) Economics (2014) Master's degree (1 major) Economics (2013)

Module	e title				Abbreviation	
The Business Case for Sustainability: Empirical Evidence					12-M-BCS-132-m01	
Module	e coord	inator		Module offered by		
holder	ofthe	Chair of Entrepreneurship	and Strategy	Faculty of Business	Management and Economics	
ECTS	Methe	od of grading	Only after succ. con	npl. of module(s)		
5	nume	rical grade				
Duratio	on	Module level	Other prerequisites			
1 seme	ster	graduate				
Conten	Its					
This ma	ay be d he moc	vill be discontinued, no co ue to one of the following dule belongs to a version urer who offered the cour	g reasons: of the examination re	gulations that no lor	iger has any enrolled students	
• t	he con	tents are no longer taugh	t and were substitute	ed with comparable of		
and Ec					,	
Intend	ed lear	ning outcomes				
Due to module		k of relevance, no learnin	g outcomes descript	ion is available beca	use no courses are held for this	
Course	s (type	, number of weekly conta	ct hours, language –	- if other than Germa	n)	
V (no ii	nforma	tion on SWS (weekly cont	act hours) and cours	e language available	e)	
		sessment (type, scope, la ion on whether module ca			tion offered — if not every seme-	
b) emp 20 pag Langua	irical p es) age of a	mination (approx. 60 min roject/case study/essay ssessment: German, Eng offered: once a year, winte	on selected problem: lish	s (assignment to be	completed at home, approx. 15 to	
Allocat		· · · · · · · · · · · · · · · · · · ·				
Additio	onal inf	ormation				
Worklo	ad					
Teaching cycle						
	0.7					
Referred to in LPO I (examination regulations for teaching-degree programmes)						
Module appears in						
		ee (1 major) Business Info	ormation Systems (2)	013)		
	-	ee (1 major) Business Ma	•			
	Master's degree (1 major) Economics (2013)					

Procurement Management Module coordinator holder of the Chair of Business Management and Industri Management CTS Method of grading Only after succ. c numerical grade	12-M-BE-132-m01 Module offered by al Faculty of Business Management and Economics ompl. of module(s)				
nolder of the Chair of Business Management and Industri Management CTS Method of grading Only after succ. c	Al Faculty of Business Management and Economics				
nolder of the Chair of Business Management and Industri Management CTS Method of grading Only after succ. c	Al Faculty of Business Management and Economics				
Aanagement CTS Method of grading Only after succ. c					
	ompl. of module(s)				
numerical grade					
Duration Module level Other prerequisit	95				
semester graduate					
Contents					
his course will develop the objectives, principles and str ses with a special focus on catalogue-based procurement rerse) auctions, e-marketplaces, supplier relationship ma stems.	systems, electronic tendering systems, electronic (re-				
ntended learning outcomes					
sight into the essentials of operational procurement man alog-based procurement systems, electronic tendering s supplier relationship management systems and eSupply dule, students can define and analyze the related tasks a application-oriented possible solutions at a high profession	vstems, electronic (reverse) auctions, e-marketplaces, chain management systems. After completing this mo- nd processes and show or develop theory-based and pnal level.				
Courses (type, number of weekly contact hours, language	— if other than German)				
6 (no information on SWS (weekly contact hours) and cou	rse language available)				
Method of assessment (type, scope, language — if other ster, information on whether module can be chosen to ear					
a) written examination (approx. 60 minutes) or b) 2 written :1 or c) written examination (approx. 40 minutes) and pro- en examination (approx. 40 minutes) with written elabor sentation (approx. 20 minutes) with written elaboration (a ation (approx. 30 to 40 pages) .anguage of assessment: German, English	sentation (approx. 20 minutes), weighted 2:1 or d) wri ation (approx. 15 to 20 pages), weighted 2:1 or e) pre-				
Allocation of places					
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 Management and Economics and 5 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.					
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 (2013) Master's degree (1 major) Business Management (2013) Master's degree (1 major) Economics (2013)

Module title			Abbreviation		
	Business Analytics 12-M-BUA-132-mo1				
Module	e coord	inator		Module offered by	
holder	of the (Chair of Information Syste	ems Engineering	Faculty of Business	Management and Economics
ECTS Method of grading Only after succ. compl. of module(s)					
10	nume	rical grade			
Duratio	on	Module level	Other prerequisites		
1 seme	ster	graduate		site to assessment: I	regular attendance (minimum
			70%) of seminar.		
Conten	ts				
tured to manag	erm paj ement	per and to present the res	sults of their work wit hods and their appli	th the help of relevar cation in the develop	able them to prepare a well-struct at topics in the field of business oment of decision-support sy- ta analysis.
Intend	ed learı	ning outcomes			
1. Scier 2. Integ	ntific lit gration	rovides students with kno erature of developed results in so esentations and lectures	-		
Course	s (type	, number of weekly conta	ct hours, language —	- if other than Germa	n)
S (no ir	nformat	tion on SWS (weekly cont	act hours) and cours	e language available	2)
		essment (type, scope, la on on whether module ca			tion offered — if not every seme-
Langua	ige of a	oprox. 20 to 25 pages) an ssessment: German, Eng ffered: once a year, winte	lish	ox. 20 minutes), wei	ghted 2:1
Allocat	ion of p	olaces			
Allocation of places Number of places: 20. 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 fol- lowing 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. Quo- ta 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 respecti- ve module will be given preferential consideration. Places on all courses of the module component with a restric- ted number of places will be allocated in the same procedure. A waiting list will be maintained and places re-al- located as they become available.					
Additio	nal inf	ormation			
Workload					
Teaching cycle					
Referre	Referred to in LPO I (examination regulations for teaching-degree programmes)				
 Module appears in					
		r Business Management (2013)	IMII Wiirzhurg •	generated 26-Aug-2024 • exa	am. reg. da- page 58 / 230
				(120 ECTS) Business Manage	

Master's degree (1 major) Business Information Systems (2013) Master's degree (1 major) Business Management (2013) Master's degree (1 major) Business Management (2014) Master's degree (1 major) Economics (2014) Master's degree (1 major) Economics (2013)

Module title				Abbreviation	
Contract Economics					12-M-CE-132-m01
Module	coord	inator		Module offered by	
holder of the Chair for Economics, Contract Theory and In- formation Economics					Management and Economics
ECTS		od of grading	Only after succ. con	pl. of module(s)	
5		rical grade		• • • • •	
Duratio	n	Module level	Other prerequisites		
1 semes	ster	graduate			
Conten	ts				
ble to s 1. Statio	earch f c moral	or the optimal contract fo			ing partners. This makes it possi- contract theory. Typical topics:
3. Incor 4. Adve	nplete rse sel	oral hazard contracts ection ontracts and career conc	erns		
		ning outcomes			
1. expla 2. apply 3. recog	in the / the in gnise, i	ng the course students a essential results of contr volved methods to given n which real life situation	act theory, simple examples on s and how the result	s can be applied.	
		number of weekly conta			
		mation on SWS (weekly o			
		essment (type, scope, la on on whether module ca			tion offered — if not every seme-
Langua	ge of a	nation (approx. 60 minuto ssessment: German, Eng ffered: once a year, sumr	lish	(approx. 30 minutes), weighted 2:1
Allocati	ion of p	olaces			
Additio	nal info	ormation			
Worklo	ad				
Teaching cycle					
Referre	d to in	LPO I (examination regu	lations for teaching-	degree programmes)	
Module	appea	rs in			
		ee (1 major) Business Ma	nagement (2013)		
Master'	Master's degree (1 major) Economics (2013)				

Master's with 1 major Business Management (2013)

Module title					Abbreviation	
DSGE Modelling 12-M-DMM-132-m01					12-M-DMM-132-m01	
Module	e coord	inator		Module offered by		
holder Econon		Chair of Monetary Policy a	and International	Faculty of Business	Management and Economics	
ECTS	Metho	od of grading	Only after succ. con	npl. of module(s)		
5		rical grade		• • • •		
Duratio	n	Module level	Other prerequisites			
1 seme	ster	graduate				
Conten	ts					
are des present are forr plans. I show h We also Intende	igned t tative h nulated n a thin ow cha o discu: ed learr	o describe the business ousehold. In particular, v I. In a second step, we fo	cycle at the macro le we describe how con cus on the firm secto role the central bank eract with optimal de PM models and mone	vel. In a first step, we sumption, asset allo or and address how f plays in stabilising t ecisions taken by hou etary policy in the eu	ro area.	
Linea Solvii Basic	rization ng linea time s	tertemporal optimizatior n methods (e.g., Taylor-ex ar difference expectation eries concepts such as ir ts in MATLAB/ Dynare pro	xpansions). s by minimum state v npilse response func	variabel techniques (tions, variance deco	(MSV-solution). mpositions.	
Course	s (type	, number of weekly conta	ct hours, language –	- if other than Germa	n)	
V + Ü (r	no infor	mation on SWS (weekly o	contact hours) and co	ourse language avail	able)	
		e ssment (type, scope, la on on whether module ca			tion offered — if not every seme-	
		nination (approx. 60 min ssessment: German, Eng		er (approx. 15 pages)		
Allocat	<u> </u>					
Additio	nal info	ormation				
Worklo	ad					
Teachi		٥				
reactin	is cycl	•				
Referred to in LPO I (examination regulations for teaching-degree programmes)						
 Module appears in						
			nagamant (agus)			
	-	ee (1 major) Business Ma ee (1 major) Business Ma				
	-	ee (1 major) Economics (2				
	-	ee (1 major) Economics (2	•			

Module title			Abbreviation				
Decision Support Systems 12-M-DSS-132-mo1							
Module coordinator Module offered by			Module offered by				
holder	holder of the Chair of Information Systems Engineering Faculty of Business Management and Econo			conomics			
ECTS		od of grading	Only after succ. con	npl. of module(s)			
5	nume	rical grade					
Duratio		Module level	Other prerequisites				
1 seme		graduate					
Conter	ts						
		cusses advanced appr nsights are used to des					
Intend	ed learr	ing outcomes					
• [•] • 2	Jndersta solate k Solve di stochast	ully completing the cou and the structure of cla ey elements from gener fferent classes of optin tic) ent spreadsheet-based	ssic business decisior al problem descriptior nization problems (lir	n problems is and convert them to near, network, intege			
		number of weekly cont			n)		
		mation on SWS (weekly					
Metho	d of ass	essment (type, scope, on on whether module	language — if other th	an German, examina		every seme-	
ple/sir boratic groups examir	igle cho on (appr of 2: aj nation (a	nination (approx. 60 m ice questions (approx. ox. 20 pages), weighte oprox. 20 minutes; grou approx. 60 minutes) ssessment: German, Er	60 minutes) or c) pres d 1:2 or d) oral examin ips of 3: approx. 30 m	entation (approx. 20 ation (one candidate	to 30 minutes) with e each: approx. 10 to	written ela- 15 minutes;	
Allocat	ion of p	laces					
Allocation of places Number of places: 40. 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 ex- ceed 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 cre- dits achieved, places will be allocated by lot. Quota 2 (25% of places): number of subject semesters of the re- spective 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 com- pleted at least one module component of the respective module will be given preferential consideration. (2) Pla- ces on all courses of the module component with a restricted number of places will be allocated in the same pro- cedure. (3) A waiting list will be maintained and places re-allocated as they become available.							
Additio	Additional information						
Workload							
Teaching cycle							
Master's w	ith 1 major	Business Management (2013)	-	generated 26-Aug-2024 • exa (120 ECTS) Business Manage	-	page 62 / 230	

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

Module appears in

Master's degree (1 major) Business Information Systems (2013) Master's degree (1 major) Business Management (2013) Master's degree (1 major) Economics (2013)

Module title			Abbreviation			
European Public Finance 12-M-EFP-132-m01						
Module coordinator Module offered			Module offered by			
	· · · · ·	Chair of Public Finance		Faculty of Business	Management and E	conomics
ECTS	·	od of grading				
5	L	rical grade				
Duratio		Module level	Other prerequisites			
1 seme		graduate				
Conten						
Descrip In this		students will acquire a b	pasic understanding	of the financial syste	m of the European L	Inion as well
		pects of European agricu				
Readin	g: lectu	re notes provided by Cha	air.			
Outline	e of sylla	ahus				
		of the European Union				
		n Agricultural Policy (CAI	P)			
		y and Growth Pact (SGP)				
		ition or tax coordination rading and European clin				
-		ning outcomes				
		ng the course "Europäiso	he Finanzpolitik" stu	dents know the cent	ral revenues and exi	penditures of
the bu	dget of	ther European Union. The	ey also know the mos	st important instrume	ents of the agricultur	al policy and
		em within the European			o discuss internatior	nal tax policy
		sues using simple partia				
		number of weekly conta				
		mation on SWS (weekly				
		essment (type, scope, la on on whether module ca			tion offered — if not	every seme-
		nination (approx. 60 mir		er (approx. 15 pages)		
		ssessment: German, Eng	lish			
	ion of p		·			
Econor ons. Ap	nics Ma	agement Master's, Econo Ister's, Chinese and Ecor Iuman Geography Maste	nomics Master's and	China Business und	Economics Master's	: no restricti-
		ormation				
Worklo	ad		,			
Teaching cycle						
Referred to in LPO I (examination regulations for teaching-degree programmes)						
Module appears in						
Master's degree (1 major) Business Information Systems (2013)						
Master's degree (1 major) Business Information Systems (2014)						
		ee (1 major) Media Comm	nunication (2014)			
Master's w	ith 1 major	Business Management (2013)	-	generated 26-Aug-2024 • exa (120 ECTS) Business Manage	-	page 64 / 230

Julius-Maximilians-UNIVERSITÄT WÜRZBURG

Master's degree (1 major) Business Management (2013) Master's degree (1 major) Business Management (2014) Master's degree (1 major) Economics (2014) Master's degree (1 major) Economics (2013)

Module title				Abbreviation	
					12-M-EG1-132-m01
Module	coord	inator		Module offered by	
holder Econom		Chair of Monetary Policy a	and International	Faculty of Business	Management and Economics
ECTS	Metho	od of grading	Only after succ. con	npl. of module(s)	
5	nume	rical grade			
Duratio	n	Module level	Other prerequisites		
1 seme	ster	graduate			
Conten	ts				
The course deals with the following topics: 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? 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? 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. 4. Money demand What are the key determinants of money demand? 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. 6. Deflation Consequences of deflation on macro variables on the basis of different models. Intended learning outcomes By completing this course, students receive a profound understanding of theory and practice of the monetary po- licy and the financial system. Next to a profound knowledge of banking in general, students learn the monetary					
interna	tional ł	nistorical experience. , number of weekly conta			neoretical models as well as the
		mation on SWS (weekly o			
Method	l of ass		nguage — if other th	an German, examina	tion offered — if not every seme-
		nination (approx. 60 min ssessment: German, Eng		er (approx. 15 pages)	
Allocat	ion of p	olaces			
Number of places: 30. 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. Places on all courses of the module component with a restricted number of places will be allocated in the same procedure. A waiting list will be maintained and places re-allocated as they become available.					
Additio	nal info	ormation			
Worklo	ad				
Teachir	ng cvcl	9			

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

Module appears in

Master's degree (1 major) Media Communication (2014) Master's degree (1 major) Business Management (2013) Master's degree (1 major) Business Management (2014) Master's degree (1 major) Economics (2014) Master's degree (1 major) Economics (2013)

Module title				Abbreviation		
	Economic Geography 12-M-EG-132-m01					
Module	e coord	inator		Module offered by		
holder	of the (Chair of International Eco	nomics	Faculty of Business	Management and Economics	
ECTS		od of grading	Only after succ. con	npl. of module(s)		
5	nume	rical grade				
Duratio	n	Module level	Other prerequisites			
1 seme	ster	graduate				
Conten	ts					
origins	urse co of the trade, t	new economic geography	and model tools inv	olving mobile labou	an and regional economics; the r and mobile capital; applicati- glomeration and trade are dis-	
1. Intro 2. Econ 3. From 4. The c 5. The f 6. Hous 7. The c 8. Polic	Outline of syllabus: 1. Introduction 2. Economic activity in space: basics 3. From the new trade theory to the new economic geography 4. The core-periphery model and beyond 5. The footloose-capital model and applications 6. Housing, welfare and regional policy 7. The empirics of agglomeration and trade 8. Policy issues 9. Where to go from here?					
Brakma bridge Baldwin cy, Prin Combe ceton L Fujita, I	urse us an, W., Univers n, R., R. ceton. s, P.P, Iniversi M., P.R.	sity Press. . Forslid, P. Martin, G. Ott	Marrewijk, 2009, Th aviano and F. Robert 2008, Economic Ge les, 1999, The Spatia	e New Introduction t -Nicoud, 2003, Econ ography. The Integra	o Geographical Economics, Cam- omic Geography and Public Poli- tion of Regions and Nations, Prin-	
Intende	ed learı	ning outcomes				
they lea	arn to a		s of agglomeration to	o understand and an	conomic activity in space and alyze policy issues involving tra- intuitive way.	
Course	s (type	, number of weekly conta	ct hours, language –	- if other than Germa	n)	
V + Ü (r	no infor	mation on SWS (weekly o	contact hours) and co	ourse language avail	able)	
		s essment (type, scope, la on on whether module ca			tion offered — if not every seme-	
b) term Langua	paper ge of a	nination (approx. 60 min (approx. 15 pages) ssessment: German, Eng ffered: once a year, sumr	lish			
Allocat	ion of p	olaces				

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Additional information

Workload

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Teaching cycle

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

Module appears in

Master's degree (1 major) Business Management (2013) Master's degree (1 major) Economics (2013)

Modul	e title				Abbreviation			
Europe	ean Mo	netary Policy - Open E	conomy		12-M-EG2-132-m01			
Modul	e coord	linator		Module offered by				
		Chair of Monetary Pol	icy and International	Faculty of Business Management and Economics				
Econor		chair of Monetary 1 of	icy and international	Taculty of Busiliess		conomics		
ECTS	Meth	od of grading	Only after succ. co	npl. of module(s)				
5	nume	rical grade						
Duration		Module level	Other prerequisite	S				
1 semester graduate				-				
Conter	-							
The co	urse de	eals with the following	topics:					
Functio specul	oning o ation w		arkets; market structure	, players and evolutio	on; FX transactions; I	nedging and		
Theore and pu busch- ce app	etical ba Irchasii) overs	ackground and empiri ng power parity (PPP); hooting model; Balas Real effective exchan;	cal validity of covered ir Monetary approach: Flo sa-Samuelson effect; FJ ge rates; Empirical valic	exible price monetary (valuation via the PP	v model and sticky p P and the macroeco	rice (Dorn- nomic balan		
Classif	ication	of exchange rate regi	ry policy in open econo mes; the policy trilemm tral bank interventions	a in open economies	; historical developn	nent of the		
Implica tes. The BN	ations o NW (IS-	of the Mundell-Flemin MP-PC) model of the c	onomics at the intermed g model for monetary ar open economy and its in um currency areas in the	nd fiscal policy under nplication for moneta	ary and fiscal policy ι	-		
Interna	cy crise ational ramewo	experience with curre	ncy crises since the 197	os; modelling curren	cy crises within the N	Mundell-Fle-		
Manag	ed-floa	ting as a solution for	the policy trilemma.					
Intend	ed lear	ning outcomes						
By com market Next to investr econor	npleting ts, the o a prof ment st mies, ir	g this course, student drivers of exchange ra ound knowledge of ex rategy. In the second ncluding its trade-offs	s receive a profound un te movements and som cchange rate theory the part of the course stude and risks like currency Il as the international hi	e exchange rate valu course highlights its ents learn the princip crises. Students will	ation methods used practical applicabilit les of monetary polic	in practice. ty, e.g. as ar ty in open		
Course	es (type	, number of weekly co	ontact hours, language -	— if other than Germa	an)			
V + Ü (no info	rmation on SWS (wee	kly contact hours) and c	ourse language avai	able)			
			e, language — if other th le can be chosen to ear		ation offered — if not	every seme		
		mination (approx. 60 assessment: German,	minutes) or b) term pap English	per (approx. 15 pages))			
Aactor's w	vith 1 maio	r Business Management (2013)) IMU Würzburg	• generated 26-Aug-2024 • ex	am reg da-	page 70 / 230		

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Allocation of places

Number of places: 30. 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. Places on all courses of the module component with a restricted number of places will be allocated in the same procedure. A waiting list will be maintained and places re-allocated as they become available.

Additional information

Workload

Teaching cycle

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

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Module appears in

Master's degree (1 major) Media Communication (2014) Master's degree (1 major) Business Management (2013) Master's degree (1 major) Business Management (2014) Master's degree (1 major) Economics (2014) Master's degree (1 major) Economics (2013)

Module	e title		Abbreviation								
Empirio	cal Res	earch in Entrepreneurshi	12-M-EGF-132-m01								
Module	e coord	inator		Module offered by							
holder	of the (Chair of Entrepreneurship	o and Strategy	Faculty of Business	Management and E	conomics					
ECTS	Metho	od of grading	Only after succ. con								
10 numerical grade											
Duratio	Duration Module level		Other prerequisites								
1 seme	ster	graduate									
Contents											
Description: 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 ma- ke? 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? Content (subject to change): 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-ori-											
	solution				```						
		, number of weekly conta									
		mation on SWS (weekly									
		s essment (type, scope, la on on whether module c			ition offered — if not	every seme-					
term paper (approx. 20 pages), presentation of term paper (approx. 15 minutes), presentation of an empirical working paper (approx. 30 minutes) and contributions to the discussion (10%), weighted 45:15:30:10 Language of assessment: German, English Assessment offered: once a year, summer semester											
Allocation of places											
Number of places: 30. 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. Places on all courses of the module component with a restricted number of places will be allocated in the same procedure. A waiting list will be maintained and places re-allocated as they become available.											
Master's w	ith 1 majo	Business Management (2013)	_	generated 26-Aug-2024 • ex (120 ECTS) Business Manage	-	page 72 / 230					

Workload

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Teaching cycle

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

Module appears in

Master's degree (1 major) Business Management (2013) Master's degree (1 major) Economics (2013)

Modul	e title				Abbreviation
		Information and Network	Industries		12-M-EIN-132-m01
Modul	e coord	inator		Module offered by	
holder	of the (Chair of Industrial Econor	nics	Faculty of Business	Management and Economics
ECTS	1	od of grading	Only after succ. con	npl. of module(s)	
5	nume	rical grade			
Durati	on	Module level	Other prerequisites		
1 seme	ester	graduate			
Conter	nts				
1. Netw - Const - Mono - Comp - Comp - Dynat - Comp 2. Comp - Vario - Switc 3. Two - Mono - Comp - Divid - Non-p - Comp 4. Acce - Netwo	Contents Outline of syllabus: 1. Network effects - Consumer demand in markets with network effects and rational expectations - Monopoly pricing - Competition in markets with network effects - Compatibility and multihoming - Dynamic competition - Competition policy issues in industries with network effects 2. Competition policy issues in industries with network effects 2. Competition in markets with switching costs - Simple two period models of markets with switching costs - Various modelling possibilities for switching costs - Switching costs and long-run prices 3. Two(Multi)-Sided Markets and Platforms - Monopoly pricing in platform markets - Divide and conquer strategies - Non-price strategies - Competition policy issues in platform markets 4. Access pricing in network industries - Network competition and role of access prices - Regulation of access prices				
Intend	ed lear	ning outcomes			
advand tation strateg ve of th	ced con form). T gies and he state	cepts of economics, info hey will be able to refer t I can predict the market c	rmation and network o the modeling exam outcome, evaluate in priate policy action a	industries (including ples from the praction formation and netwo alternatives derived.	es the in the lecture introduced g their mathematical represen- ce by impute obvious corporate ork industries from the perspecti- They will sufficiently understand able to think critically.
Course	es (type	, number of weekly conta	ct hours, language –	- if other than Germa	n)
V + Ü (no infoi	mation on SWS (weekly o	contact hours) and co	ourse language avail	able)
		sessment (type, scope, la on on whether module ca			tion offered — if not every seme-
metho tes), w nutes) each o	a) written examination (approx. 60 to 90 minutes) or b) written examination (questions concerning mathematical methodology; approx. 120 minutes) or c) term paper (approx. 15 pages) and oral examination (approx. 15 minutes), weighted 2:1 or d) case studies, project report or similar (approx. 10 pages) and presentation (approx. 15 minutes), weighted 2:1 or e) presentation (approx. 30 to 45 minutes), presentations can be held by one candidate each or in groups Language of assessment: German, English				
	tion of p				
L					

Workload

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Teaching cycle

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

Module appears in

Master's degree (1 major) Business Management (2013) Master's degree (1 major) Economics (2013)

Module	title			Abbreviation	
Empiric	al Industrial Organization			12-M-EIO-132-m01	
Module	coordinator		Module offered by		
holder	of the Chair of Industrial Econor	nics		Management and Economics	
ECTS	Method of grading	Only after succ. com	pl. of module(s)	_	
5	numerical grade				
Duratio		Other prerequisites			
1 semes	ster graduate				
Conten	ts				
 Identil Endog Varian Estim Repression Discre Discre Discre Demail Strim Supply Inferrin Appli Marke Empirition 	Outline of syllabus:1. Recap of econometric methods- Identification and estimation of simultaneous equation models- Endogeneity- Variants of GMM and ML estimation2. Estimation of demand- Representative consumer models- Discrete choice models with individual data- Discrete choice models with aggregate data- Demand models with consumer heterogeneity3. Estimation of static market models- Supply and demand estimation: NEIO framework- Inferring/estimation of marginal costs4. Applications- Market definition- Empirical merger analysis				
	urse will be taught in English.				
The stu comes. one car nizatior compet structin environ empiric	Intended learning outcomes The students taking this class will learn modern empirical methods in studying questions related to industry out- comes. They will become familiar with methods used in estimating demand and during exercises will learn how one can do it in practice. They will have a thorough understanding of the so-called New Empirical Industrial Orga- nization (NEIO) methodology. They will become familiar with methods used in estimating demand and imperfect competition models among firms. They will learn how to use such models to infer marginal costs as well as con- structing policy simulations based on the estimated models to evaluate the effects of changes in the competitive environment, such as mergers. A student which successfully completes this course will not only be able to read empirical academic papers but will also implement a few important models in computer exercises. Furthermore, they will be able to draw implications of empirical studies for economic policy in areas such as antitrust and re- gulation.				
Courses	s (type, number of weekly conta	ct hours, language —	if other than Germa	n)	
V + Ü (n	o information on SWS (weekly o	contact hours) and co	ourse language avail	able)	
	I of assessment (type, scope, la formation on whether module ca			tion offered — if not every seme-	

a) written examination (approx. 60 to 90 minutes) or b) written examination (questions concerning mathematical methodology; approx. 120 minutes) or c) term paper (approx. 15 pages) and oral examination (approx. 15 minutes), weighted 2:1 or d) case studies, project report or similar (approx. 10 pages) and presentation (approx. 15 minutes), weighted 2:1 or e) presentation (approx. 30 to 45 minutes), presentations can be held by one candidate each or in groups

Language of assessment: German, English

Allocation of places

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Workload

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Teaching cycle

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

Module appears in

Master's degree (1 major) Business Management (2013) Master's degree (1 major) Business Management (2014) Master's degree (1 major) Economics (2013)

Module title					Abbreviation	
Europe	ean Mao	croeconomic Policy			12-M-EMP-132-m01	
Modul	e coord	inator		Module offered by		
	holder of the Chair of Monetary Policy and International Economics		y and International	Faculty of Business	Faculty of Business Management and Economics	
ECTS	Meth	od of grading	Only after succ. cor	npl. of module(s)		
5	nume	rical grade				
Duratio	on	Module level	Other prerequisites	5		
1 semester graduate						
Contents						

Description:

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.

Content:

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.

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)

a) written examination (approx. 60 minutes) or b) term paper (approx. 15 pages) Language of assessment: German, English

Allocation of places

Number of places: 30, thereof 10 places for Master's students of Business Management and Master's students of Economics assigned as described below and 10 places each for Master's students of Applied Human Geography and Master's students of Political and Social Sciences, assigned by lot. (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) Pla-

ces 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.

Additional information

Workload

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Teaching cycle

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

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Module appears in

Master's degree (1 major) Business Information Systems (2013) Master's degree (1 major) Business Information Systems (2014) Master's degree (1 major) Media Communication (2014) Master's degree (1 major) Business Management (2013) Master's degree (1 major) Business Management (2014) Master's degree (1 major) Economics (2014) Master's degree (1 major) Economics (2013)

Module					Abbreviation
Empirio	al HR F	Research			12-M-EPF-132-m01
Module	coord	inator		Module offered by	
holder Organis		Chair for Human Resource	e Management and	Faculty of Business	Management and Economics
ECTS	Metho	od of grading	Only after succ. con	npl. of module(s)	
5		rical grade		• • • •	
Duratio	n	Module level	Other prerequisites		
1 seme	ster	graduate			
Conten	ts				
most in learn, w STATA.	nportar vith the	it estimation problems a	nd their application i	n the software packa) introduces and discusses the age STATA. In addition, students programs are programmed in
Intende	ed learr	ning outcomes			
		seminar is to enable stu application in STATA witl			important estimation program- omics.
Course	s (type,	number of weekly conta	ct hours, language –	- if other than Germa	n)
Ü (no ir	nformat	ion on SWS (weekly cont	act hours) and cours	e language available	2)
		essment (type, scope, la on on whether module ca			tion offered — if not every seme-
Langua	ge of a	oprox. 10 pages) and pres ssessment: German, Eng ffered: once a year, sumr	lish	o minutes), weighted	1:1
Allocat	ion of p	olaces			
allocate lowing subject ta 2 (25 numbe proced ve mod ted num	ed in a quotas ; amon % of p r of sub ure, ap ule will nber of	standardised procedure : Quota 1 (50% of places) g applicants with the sar laces): number of subjec ject semesters, places w plicants who already hav l be given preferential co	among all applicants total number of EC ne number of ECTS c t semesters of the re ill be allocated by lo e successfully comp nsideration. Places o	Firrespective of their TS credits already ac redits achieved, plac spective applicant; a t. Quota 3 (25% of pl leted at least one mo on all courses of the r	available places, places will be subjects according to the fol- hieved in the respective degree ces will be allocated by lot. Quo- mong applicants with the same aces): allocation by lot. In this odule component of the respecti- nodule component with a restric- be maintained and places re-al-
Additio	nal inf	ormation			
Worklo	ad				
Teachir	ng cycl	9			
Referre	d to in	LPO I (examination regu	lations for teaching-	degree programmes)	
Module					
	-	ee (1 major) Business Ma			
Master	s degre	ee (1 major) Economics (2	2013)		

Module	e title				Abbreviation	
Advanc	ed Fina	ancial Accounting (Germ	an GAAP, IFRS)		12-M-ER-132-m01	
Module coordinator				Module offered by		
holder ting	of the (Chair of Business Manag	gement and Accoun-		Management and Economics	
ECTS	Metho	od of grading	Only after succ. con	npl. of module(s)		
5	nume	rical grade				
Duratio	n	Module level	Other prerequisites			
1 seme	ster	graduate				
Conten	ts		_			
GAPP (Outline ced fina sets, ho group f statem Readin Intende After co 1. analy stance 2. evalu	German of syll ancial a edge ac inancia ent of c g list to ompleti yze con dards a uate inc	a Commercial Code, Han abus: Theoretical and er accounting, e. g. pension counting; purchase prio al statements; capital co cash flow and segment r b be provided during cou ning outcomes ng this course, students nplex financial accounting and develop predominar dependently selected res	delsgesetzbuch). mpirical foundations of a accounting, fair valu e allocation and impa- nsolidation in multile eporting; notes and m urse. will be able to ng problems accordin utly self-directed solut search contribution to	of financial accountin e accounting (financ airmant test; leasing vel corporate groups anagement report. g to national and int ions for these proble	ns according to national German ng; selected topics of advan- cial instruments, biological as- ; deferred taxes in individual and s; presentation of equity changes; ernational financial reporting ems; ial accounting and design rese-	
		olication-oriented projec	1		<u>```</u>	
		, number of weekly cont				
		mation on SWS (weekly	-		•	
		ion on whether module of			tion offered — if not every seme-	
20 min	utes), v	mination (approx. 60 to veighted 2:1 ssessment: German, En	-	n paper (approx. 15 p	bages) and presentation (approx.	
Allocat	ion of p	olaces				
Additio	nal inf	ormation				
Worklo	ad					
Teachi	ng cycl	e				
Referre	d to in	LPOI (examination reg	ulations for teaching-	degree programmes)		
Module	e appea	ars in				
Master	's degr	ee (1 major) Business M	anagement (2013)			
	Aaster's degree (1 major) Economics (2013)					

Busine	e title				Abbreviation	
Business Software 2: Enterprise-Resource-Planning-System				ns	12-M-ERP-132-m01	
Module	e coord	inator		Module offered by		
	of the (ation S	Chair of Business Manag	ement and Business	-	Management and E	conomics
ECTS		od of grading	Only after succ. con	npl. of module(s)		
5		rical grade				
Duratio	on	Module level	Other prerequisites			
1 semester graduate						
Conten	Its					
well as Outline 1. Integ 2. Sele	odule p the se of syll grated i ction of	provides students with ar lection and implementati abus: nformation systems: inte f integrated information s ation of integrated inform	on of business inforr gration, standard sol systems: methods, co	nation systems in or ftware, system archit ost-benefit analysis	ganisations. ectures, operating n	nodels
groups softwa	, the er re, dea	ll be accompanied by an nterprise resource planni ling with a wide variety o	ng system operated b	by the Chair in its ERI		
Intend	ed lear	ning outcomes				
		ng the course "Business				
 differentiate between system architectures and -philosophies; understand the interaction of business processes; come to a selection decision for an ERP system using a structured approach and compare different ERP systems; 						
	4. execute business tasks and processes in an ERP system independently (after participation in the practice les-					
		siness tasks and process	es in an ERP system i	independently (after	·	·
4. exec sons	5).	siness tasks and process , number of weekly conta			participation in the	
4. exec sons Course	s). e s (type		ict hours, language –	- if other than Germa	participation in the	·
4. exec sons Course V + Ü (r Methor	s). es (type no infor d of ass	, number of weekly conta	nct hours, language – contact hours) and co unguage — if other tha	- if other than Germa ourse language avail an German, examina	participation in the n) able)	practice les-
4. exec sons Course V + Ü (r Method ster, in a) writt ple/sin (15 to 2 approx nation minute	s). is (type no infor d of ass formati is en exat agle cho co page co pa	, number of weekly conta mation on SWS (weekly sessment (type, scope, la	act hours, language – contact hours) and co inguage – if other the an be chosen to earn nutes) or b) written ex o minutes) or c) pres al examination (one c ox. 30 minutes) or e) 1:3 or f) entirely or pa	- if other than Germa ourse language avail an German, examina a bonus) camination consistin entation (10 to 15 mi andidate each: appropresentation (approp	participation in the n) able) tion offered — if not g entirely or partly of nutes) with written e ox. 10 to 15 minutes; c. 20 minutes) and w	practice les- every seme f multi- elaboration ; groups of 2 rritten exami
4. exec sons Course V + Ü (r Method ster, in a) writt ple/sin (15 to 2 approx nation minute	i). is (type no infor d of ass formation agle cho to page to page to age to age of a	, number of weekly conta mation on SWS (weekly sessment (type, scope, la ion on whether module c mination (approx. 60 mir bice questions (approx. 6 es), weighted 1:2 or d) ora nutes; groups of 3: approx x. 60 minutes), weighted ssessment: German, Eng	act hours, language – contact hours) and co inguage – if other the an be chosen to earn nutes) or b) written ex o minutes) or c) pres al examination (one c ox. 30 minutes) or e) 1:3 or f) entirely or pa	- if other than Germa ourse language avail an German, examina a bonus) camination consistin entation (10 to 15 mi andidate each: appropresentation (approp	participation in the n) able) tion offered — if not g entirely or partly of nutes) with written e ox. 10 to 15 minutes; c. 20 minutes) and w	practice les- every seme- f multi- elaboration ; groups of 2 rritten exami
4. exec sons Course V + Ü (r Methor ster, in a) writt ple/sin (15 to 2 approx nation minute Langua Allocat Numbe studen availab located	s). s (type no infor d of ass formation agle cho co page to	, number of weekly conta mation on SWS (weekly sessment (type, scope, la ion on whether module c mination (approx. 60 mir bice questions (approx. 6 es), weighted 1:2 or d) ora nutes; groups of 3: approx x. 60 minutes), weighted ssessment: German, Eng	act hours, language – contact hours) and co inguage — if other that an be chosen to earn nutes) or b) written ex io minutes) or c) pres al examination (one c bx. 30 minutes) or e) 1:3 or f) entirely or pa flish s for Master's studen h specialization BIS, er of applications exc mong all applicants in	- if other than Germa ourse language avail an German, examina a bonus) camination consistin entation (10 to 15 mi andidate each: appr presentation (approx artly computerised w ts of Business Inform if the number of app eed the number of a rrespective of their s	participation in the n) able) tion offered — if not g entirely or partly of nutes) with written e ox. 10 to 15 minutes; c. 20 minutes) and w rritten examination (nation Systems and licatoins exceeds th vailable places, plac ubjects according to	practice les- every seme- f multi- elaboration ; groups of 2 vritten exami approx. 60 Master's e number of ces will be al the followi-

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ject; 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.

Additional information

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Workload

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Teaching cycle

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

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Module appears in

Master's degree (1 major) Business Information Systems (2013) Master's degree (1 major) Business Management (2013) Master's degree (1 major) Economics (2013)

Master's with 1 major Business Management (2013)

Module title				Abbreviation
Advanced Se	eminar: Enterprise Sys	stems		12-M-ES-132-m01
Module coor	dinator		Module offered by	<u> </u>
nolder of the nformation		anagement and Business		Management and Economics
	nod of grading	Only after succ. con	npl. of module(s)	
10 num	erical grade			
Duration	Module level	Other prerequisites		
ı semester	graduate	Admission prerequi 70%) of seminar.	site to assessment:	regular attendance (minimum
Contents				
tured term p on systems a Reading:	aper and to present th and enterprise system	ne results of their work wit		able them to prepare a well-struc nt topics in the fields of informati
	ording to topic	<u> </u>		
1. understan 2. integrate e				
Courses (typ	e, number of weekly o	contact hours, language –	- if other than Germa	an)
S (no inform	ation on SWS (weekly	contact hours) and cours	e language available	e)
		be, language — if other the ule can be chosen to earn		ation offered — if not every seme-
anguage of	approx. 20 to 25 page assessment: German offered: once a year,		rox. 20 minutes), we	ighted 2:1
Allocation of	places			
students of E available pla ocated in a ng quotas: Q ect; among (25% of plac oer of subjec dure, applica dule will be number of pl	Business Managemen ices. (1) Should the nu standardised procedu uota 1 (50% of places applicants with the sa es): number of subjec st semesters, places v ants who already have given preferential con	t with specialization BIS, umber of applications exc are among all applicants in b): total number of ECTS creat ame number of ECTS credi ct semesters of the respect vill be allocated by lot. Que successfully completed sideration. (2) Places on a	if the number of app eed the number of a rrespective of their s redits already achiev ts achieved, places tive applicant; amou tota 3 (25% of places at least one module all courses of the mo	mation Systems and Master's olicatoins exceeds the number of vailable places, places will be al- ubjects according to the followi- ved in the respective degree sub- will be allocated by lot. Quota 2 ng applicants with the same num s): allocation by lot. In this proce- component of the respective mo odule component with a restricted be maintained and places re-allo
Additional ir	formation			
-				
Workload				
-				
Feaching cyc	le			
-				

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

Module appears in

Master's degree (1 major) Business Information Systems (2013) Master's degree (1 major) Business Management (2013) Master's degree (1 major) Economics (2013)

Module	title			Abbreviation	
Common European Labor Market					12-M-EW-132-m01
Module	coord	inator		Module offered by	·
holder o	holder of the Chair of Economic Order and Social Policy			Faculty of Business Management and Economics	
ECTS	Metho	od of grading	Only after succ. con	npl. of module(s)	
5	nume	rical grade			
Duratio	n	Module level	Other prerequisites	i	
1 semester graduate					
Content	Contents				

Description:

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.

Outline of syllabus:

- 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?

Basic reading:

BALDWIN, R./WYPLOSZ, CH. (2009): The Economics of European Integration, 3rd ed., McGraw-Hill, London. KRUGMAN, P.R./OBSTFELD, M. (2009): Internationale Wirtschaft, 8th ed., Pearson Studium, Munich. PELKMANS, J. (2007): European Integration -- Methods and Economic Analysis, Prentice Hall, 3rd ed., Harlow. RIBHEGGE, H. (2007): Europäische Wirtschafts- und Sozialpolitik, Springer-Verlag, Heidelberg.

ROOS, M. (2003): Internationale Integration und die Neue Ökonomische Geographie. *Perspektiven der Wirtschaftspolitik*, 4 (1), p. 107-121.

VAUBEL, R./SCHUSTER, R. (1996): Europäische Strukturpolitik. *R. Ohr (Ed.), Europäische Integration*, Kohlhammer, Stuttgart.

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)

a) written examination (approx. 60 minutes) or b) term paper (approx. 15 pages) Language of assessment: German, English

Allocation of places

Business Management Master's, Economics Master's, Business Information Systems Master's, Mathematics for Economics Master's, Chinese and Economics Master's and China Business und 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

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Workload

Teaching cycle

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

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Module appears in

Master's degree (1 major) Business Management (2013) Master's degree (1 major) Business Management (2014) Master's degree (1 major) Economics (2014) Master's degree (1 major) Economics (2013)

Module	e title				Abbreviation	
Europe	an Eco	nomic Statistics			12-M-EWS-132-m01	
Module	e coord	inator		Module offered by		
holder	ofthe	Chair of Econometrics		Faculty of Business	Management and Economics	
ECTS	1	od of grading	Only after succ. com	pl. of module(s)		
5	nume	rical grade				
Duratio		Module level	Other prerequisites			
1 seme		graduate				
Conten	ts					
2. The 3. The 4. Strue 5. Mon	ect and Europe harmor ctural i ey and	abus: I tasks of business and ed an system of national acc nised consumer price inde ndicators loans in the European me of EuroStat	counting ex			
		ning outcomes				
Studen Germai conom	its acqı n busir ic ques	uire comprehension on th ness and economic statist stions.	ics. They will be able	to use these reporti	ing systems of the European and ng systems for different macroe-	
Course	s (type	, number of weekly conta	ct hours, language —	if other than Germa	n)	
V + Ü (I	no info	rmation on SWS (weekly o	contact hours) and co	urse language avail	able)	
		sessment (type, scope, la ion on whether module ca			tion offered — if not every seme-	
		mination (approx. 60 min Issessment: German, Eng		er (approx. 15 pages)		
Allocat	ion of	places				
Additio	onal inf	ormation				
Worklo	ad					
Teachi	ng cycl	Δ				
	is cyci					
Referre	ed to in	LPOI (examination regu	lations for teaching-c	legree programmes)		
Module	e appea	ars in				
Master Master Master Master Master	's degr 's degr 's degr 's degr 's degr	ee (1 major) Business Info ee (1 major) Business Info ee (1 major) Media Comm ee (1 major) Business Ma ee (1 major) Business Ma ee (1 major) Economics (2	ormation Systems (20 nunication (2014) nagement (2013) nagement (2014) 2014)	-		
master	s aegr	ee (1 major) Economics (2	2013)			

Module title			Abbreviation			
Policy of					12-M-F1-132-m01	
Module	coordi	nator		Module offered by		
r		hair of Public Finance			Management and E	conomics
		d of grading	Only after succ. con	npl. of module(s)		
	ľ	rical grade				
Duration		Module level	Other prerequisites			
1 semes		graduate				
Content	S					
In this m holds in Reading Contents	Description: In this module, students will acquire a basic understanding of the tax system and structure applied to house- holds in Germany. In addition, the course will include simple tax incidence analyses of specific tax policies. Reading: lecture notes provided by Chair.					
2. Mecha 3. Tax in 4. Incom 5. Taxati 6. Progre 7. Taxati	anics a icident ne tax ion of essive ion an	married couples and fa taxation and income le d household decisions	T system nilies			
Intende	d learr	ning outcomes				
they are cific taxe	divide es usir	ng the course "Tax Policed between the Federating simple case studies. Dartial equilibrium mode	on and the federal pro Finally they can discu	ovinces. They are abl	e to explain the inci	dence of spe-
Courses	(type,	number of weekly cont	act hours, language –	- if other than Germa	n)	
V + Ü (no	o infor	mation on SWS (weekly	contact hours) and co	ourse language avail	able)	
Method	of ass	essment (type, scope,	anguage — if other th	an German, examina		every seme-
		on on whether module nination (approx. 60 m		-		
Languag	ge of a	ssessment: German, En				
Allocatio	on of p	laces				
Addition	nal info	ormation				
Workloa	ıd					
Teaching	g cycle	9				
Referred	l to in	LPOI (examination reg	ulations for teaching-	degree programmes)		
Module	appea	rs in				
Master's	s degre	ee (1 major) Business In	formation Systems (20	013)		
	-	ee (1 major) Business In	•	014)		
	-	ee (1 major) Business M				
		ee (1 major) Business M				
Master's with	h 1 major	Business Management (2013)	_	generated 26-Aug-2024 • exa (120 ECTS) Business Manage	-	page 89 / 230



Master's degree (1 major) Economics (2014) Master's degree (1 major) Economics (2013)

					Abbreviation	
Public	Debt				12-M-F2-132-m01	
Module	e coord	inator		Module offered by		
holder	of the C	Chair of Public Finance		Faculty of Business	Management and E	conomics
ECTS		od of grading	Only after succ. compl. of module(s)			
5	L	rical grade				
Duratio		Module level	Other prerequisites			
1 seme		graduate				
Conten						
The mo and sc	Description: The module provides an introduction to some specific issues of public debt that are in the focus of the public and scientific debate. Reading: lecture notes provided by Chair.					
1. Mea: 2. Grov 3. Inter 4. Publ 5. Neut 6. Polit	wth effe generatic debt trality of tical ecc	abus: nt of public debt cts of public debt tional effects of public de in open economies f public debt onomy of public debt ouvereign debtors	ebt			
Intend	ed learr	ning outcomes				
measu quence cardiar	rement es using	ng the course "National I concepts and problems s simple equilibrium mod ality and know the politic	of public debt. They o lels of closed and op	can discuss the grow en economies. They	th and distributiona can evaluate the rele	ll conse- evance of Ri-
Course	s (type,	, number of weekly conta	ct hours, language –	- if other than Germa	n)	
V + Ü (I	no infor	mation on SWS (weekly o	contact hours) and co	ourse language avail	able)	
		s essment (type, scope, la on on whether module ca			tion offered — if not	every seme-
		nination (approx. 60 min ssessment: German, Eng		er (approx. 15 pages)		
Allocat	ion of p	olaces				
Additio	onal info	ormation				
Worklo	ad					
Teachi	ng cycl	e				
Referre	ed to in	LPOI (examination regu	lations for teaching-o	degree programmes)		
Module	e appea	irs in				
Master	's degre	ee (1 major) Business Info ee (1 major) Business Info ee (1 major) Business Ma	ormation Systems (20	-		
Master's w	ith 1 major	Business Management (2013)	-	generated 26-Aug-2024 • exa (120 ECTS) Business Manage	-	page 91 / 230

Master's degree (1 major) Business Management (2014) Master's degree (1 major) Economics (2014) Master's degree (1 major) Economics (2013)

Module title				Abbreviation			
Social	Insurar	nce and the Welfare State	2		12-M-F3-132-m01		
Modul	e coord	inator		Module offered by	<u> </u>		
holder	of the (Chair of Public Finance		Faculty of Business Management and Economics			
ECTS		od of grading	Only after succ. con	Only after succ. compl. of module(s)			
5	nume	rical grade					
Duratio		Module level	Other prerequisites				
1 seme		graduate					
	Contents						
This m and pr retirem	Description: 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. Reading: lecture notes provided by Chair.						
2. The 3. Soci 4. The 5. Alter 6. Why	ic interv insuran al secu optimal rnative do we	vention in insurance mar ice function of social sect rity and social morale I health insurance contra financing schemes for pu need a public pension sy pay-as-you-go financing o	urity ct ıblic health in Germa rstem?	ny			
Intend	ed learı	ning outcomes					
dation cuss th	of the s ne finan	ng the module "Theorie of social security system in a cing and contract structu uences of policy reforms.	a market economy. U re of the public healt	sing simple partial e	quilibrium models t	hey can dis-	
Course	es (type	, number of weekly conta	ct hours, language –	- if other than Germa	n)		
V + Ü (no infor	mation on SWS (weekly o	contact hours) and co	ourse language avail	able)		
		essment (type, scope, la on on whether module ca			tion offered — if not	every seme-	
		mination (approx. 60 min ssessment: German, Eng		er (approx. 15 pages)			
Allocat	tion of p	olaces					
Additio	onal inf	ormation					
Worklo	pad						
Teachi	ng cycl	e					
Referre	ed to in	LPOI (examination regu	lations for teaching-	legree programmes)			
	e appea		armation Custome (-				
	-	ee (1 major) Business Info ee (1 major) Business Info	•	-			
	-	ee (1 major) Business Ma	•				
Master's w	vith 1 majoi	r Business Management (2013)	_	generated 26-Aug-2024 • exa (120 ECTS) Business Manage	-	page 93 / 230	

Master's degree (1 major) Business Management (2014) Master's degree (1 major) Economics (2014) Master's degree (1 major) Economics (2013)

					Abbreviation
Optima	al Tax T	heory			12-M-F4-132-m01
Module coordinator				Module offered by	
holder	of the C	Chair of Public Finance		Faculty of Business	Management and Economics
ECTS	·	od of grading	Only after succ. com	pl. of module(s)	
5	nume	rical grade			
Duratio	on	Module level	Other prerequisites		
1 seme	ster	graduate			
Conten	lts				
Description: The course will discuss the design of an optimal tax system. First, students will learn what criteria have to be met for a tax system to be optimal. Lectures will introduce key rules for taxing commodities as well as income and ca- pital. Examining specific taxation issues such as eco-tax, family taxation and the taxation of international enterprises, students will then gain more in-depth insights into these rules. Reading: Lecture notes will be provided. Outline of syllabus: 1. Optimal commodity taxation 2. Optimal income taxation					
3. Opti	mal tax	ation of families al tax competition			
Intende	ed learr	ning outcomes			
They ar	re able t		pecific normative qu	estions of tax policy	eant with "optimal taxation". in practice. Students also learn cy issues in groups.
Course	s (type,	, number of weekly conta	ct hours, language —	if other than Germa	n)
V + Ü (r	no infor	mation on SWS (weekly o	contact hours) and co	ourse language avail	able)
		essment (type, scope, la on on whether module ca			tion offered — if not every seme-
		nination (approx. 60 min ssessment: German, Eng		er (approx. 15 pages)	
Allocat	ion of p	olaces			
Additio	onal info	ormation			
Worklo	ad				
Teachi	ng cycl	e			
Referre	ed to in	LPOI (examination regu	lations for teaching-o	legree programmes)	
Module	e appea	in			
	-	ee (1 major) Business Ma			
	-	ee (1 major) Business Ma			
	-	ee (1 major) Economics (2			
Master's degree (1 major) Economics (2013)					

Module title					Abbreviation	
Case Studies on Business Taxation					12-M-FER-132-m01	
Modu	le coord	inator		Module offered by		
		Chair of Business Manage	ement and Business		Management and Economics	
Taxati	-		r			
ECTS		od of grading	Only after succ. con	pl. of module(s)		
5		rical grade				
Durati		Module level graduate	Other prerequisites			
Conte						
by par me ca compa	rticipant lculation anies.	s in advance and will be 1 for tax purposes, taxati	discussed in class. T	he focus will be on G	e studies which will be prepared German income taxation, inco- is of foreign activities of German	
		ning outcomes				
Stude their c		oen their knowlegde of th	ie German tax law. Th	ey are enabled to so	olve complex tax problems on	
		, number of weekly conta				
S (no i	informat	ion on SWS (weekly cont	act hours) and cours	e language available	e)	
ster, i	nformati	on on whether module c	an be chosen to earn	a bonus)	ition offered — if not every seme-	
		nination (approx. 60 mir ssessment: German, Eng		er (approx. 15 pages)		
Alloca	tion of p	olaces				
Number of places: 15. 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. Places on all courses of the module component with a restricted number of places will be allocated in the same procedure. A waiting list will be maintained and places re-allocated as they become available.						
Additi	ional inf	ormation				
Workl	oad					
-						
Teaching cycle						
Referr	red to in	LPOI (examination regu	lations for teaching-	legree programmes)		
Modu	le appea	ars in				
Macto	Master's degree (1 major) Business Management (2012)					

Master's degree (1 major) Business Management (2013)

Master's with 1 major Business Management (2013)

Module title				Abbreviation			
Analysis of Financial Market Data 12-M-FMO-132-mo1							
Modul	e coordinator		Module offered by				
	er of the Chair of Econometrics		· · ·	Management and Economics			
ECTS	Method of grading	Only after succ. con	npl. of module(s)				
5	numerical grade						
Durati		Other prerequisites					
1 seme							
Conte	nts						
Description: The module covers the fundamentals, methods and concepts for the empirical analysis of financial market da- ta. The concept of market efficiency is explained and critically examined with reference to the random walk hy- pothesis. To test this hypothesis, a number of parametric and non-parametric methods are proposed and app- lied in practice. Based on the findings, market microstructure models that can explain some important empiri- cal 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. Outline of syllabus: 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							
Alexar Campl Geyer, schaft Hamilt Mills,	Reading: Alexander, C.: A Guide to Financial Data Analysis, Wiley. Campbell, JY, Lo, AW, MacKinley, AC: The Econometrics of Financial Markets, Princeton University Press. Geyer, A.: Information, Erwartung und Risiko. Aspekte der Verteilung, Abhängigkeit und Varianz von finanzwirt- schaftlichen Zeitreihen, Verlag V. Florentz. Hamilton, JD: Time Series Analysis, Princeton University Press. Mills, T.: Econometric Modelling of Financial Time Series, Cambridge University Press. Taylor, S.: Modelling Financial Time Series, Wiley.						
Intend	ed learning outcomes						
rical a progra studer	Students have significant knowledge of the fundamentals, methods and concepts that are needed for the empi- rical 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.						
Course	es (type, number of weekly conta	ct hours, language –	- if other than Germa	n)			
V + Ü (no information on SWS (weekly	contact hours) and co	ourse language avail	able)			
	d of assessment (type, scope, la formation on whether module c			tion offered — if not every seme-			
	ten examination (approx. 60 mir age of assessment: German, Eng		er (approx. 15 pages)				
Alloca	tion of places						

Workload

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Teaching cycle

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

Module appears in

Master's degree (1 major) Business Management (2013) Master's degree (1 major) Economics (2013)

Module title					Abbreviation		
Management and Leadership in Organizations					12-MFO-132-m01		
Module	e coord	inator		Module offered by			
holder	ofthe	Chair of Business Manage	ement and Business	· · ·	Management and E	conomics	
Informa		-		,	5		
ECTS		od of grading	Only after succ. con	npl. of module(s)			
5		rical grade					
Duratio		Module level	Other prerequisites				
1 seme		graduate					
Contents							
Part I: The complexity of the modern work environment and the constantly changing organisational structures of com- panies lead to a demand for young mangers with a high diversity of expertise that are able to play their part in managing the organisational world. The lecture will provide students with an insight into the characteristics, tasks and instruments as well as the challenges of management in organisations and situations that are beco- ming ever more complex.							
 Outline of syllabus: Introduction Power in the daily management routine Fundamentals of management in complex organisations Tasks and instruments of management Leadership in an intercultural context Assurance of employability Conclusion Management of supervisors and colleagues Part II: Today's world of work is characterised by continuous change in a global context. Mergers, integrations and acquisitions - these are key terms in this context. The majority of change processes does not have the desired effect or even fails. This is not least due to the fact that not enough attention is paid to the complexity of these processes and to employees. The support and integration of successful change processes is a central responsibility of managers as well as a complex and central task that requires sound preparation. 							
- Introd - Psych - Appro - Meast - The rc	Outline of syllabus: - Introduction - typical change scenarios - Psychological basics and concepts - Approaches and control in change projects - Measures and instruments of change management - The role of management - Conclusion - example of application acquisitions and cases						
Intende	ed lear	ning outcomes					
 Part I: Course objectives: Provide a widespread insight into the current status of theory and practice regarding management in complex organizations Introduction of essential tasks and instruments of managers and their apply to authentic cases. To illustrate and reflect the tensions of management in complex situations and international context Part II: Course objectives: Provide a widespread insight into the current status of theory and practice regarding changes Introduction, suitability of daily use and critical reflection of essential concepts, models and methods Foster the understanding for the necessity, complexity of changes as well as their constraints and barriers. 							
Course	s (type	, number of weekly conta	ct hours, language –	- if other than Germa	n)		
compo • 1	nent. .2-MFO	omprises 2 module comp 1-132: V (no information 2-132: V (no information	on SWS (weekly cont	act hours) and cours	e language availabl	e)	
Master's w	ith 1 majo	r Business Management (2013)	-	generated 26-Aug-2024 • exa (120 ECTS) Business Manage	-	page 99 / 230	

Method of assessment (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-MFO-1-132: General Management - Key Skills for Young Professionals

- 3 ECTS, Method of grading: numerical grade
- written examination (approx. 60 minutes)
- Language of assessment: German, English
- Assessment in module component 12-MFO-2-132: Managing Change
 - 2 ECTS, Method of grading: numerical grade
 - written examination (approx. 60 minutes)
 - Language of assessment: German, English

Allocation of places

Additional information

Workload

Teaching cycle

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

Module appears in

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) Economics (2014)

Master's degree (1 major) Economics (2013)

Module title					Abbreviation
Global	Logisti	cs & Supply Chain Mana	gement		12-M-GLSC-132-m01
Module	coord	inator		Module offered by	
		Chair of Logistics and Qua	antitative Methods		Management and Economics
ECTS		od of grading	Only after succ. com		
5		rical grade		•	
Duratio	n	Module level	Other prerequisites		
1 seme	ster	graduate			
Conten	ts				
	ng of gl				with advanced methods for the ese with the help of multiple case
Intende	ed learı	ning outcomes			
(ii) deve (iii) eva process	elop ar Iluate t ses.		hods to plan product ertainties in processe	s and apply concept	s and methods to plan uncertain
Course	s (type	, number of weekly conta	ct hours, language —	if other than Germa	n)
V + Ü (r	no infor	mation on SWS (weekly o	contact hours) and co	ourse language avail	able)
		essment (type, scope, la on on whether module ca			tion offered — if not every seme-
b) writte c) writte Langua	en elat en exar ge of a	nination (approx. 60 min poration (approx. 15 to 20 nination (approx. 40 min ssessment: German, Eng ffered: once a year, winte	pages) and presenta utes) with written ela lish		nutes), weighted 2:1 or to 20 pages), weighted 2:1
Allocat	ion of p	olaces			
Additio	nal inf	ormation			
Worklo	ad				
Teachir	ng cycl	9			
Referred to in LPO I (examination regulations for teaching-degree programmes)					
Module	e appea	irs in			
Master's degree (1 major) Business Information Systems (2013)					
Master's degree (1 major) Business Management (2013)					
	-	ee (1 major) Business Ma ee (1 major) Economics (2			

Module title					Abbreviation		
Global	Global Value Management 12-M-GVM-132-mo1						
Module	e coord	inator		Module offered by			
holder Manage		Chair of Business Manage	ement and Industrial	Faculty of Business	Management and Economics		
ECTS		od of grading	Only after succ. com	and of module(s)			
5		rical grade					
Duratio	L	Module level	Other prerequisites				
1 seme		graduate					
Conten		0					
In this o	course,	students will explore sel	ected issues of proci	urement, production	and logistics management.		
		ning outcomes	·		5 5		
ciplinar gement	ry and s t at leas	social competences are ta st partially independent o	aught, because these apabilities provide a	e from procurement, not important succe	rks, in this seminar (inter-) dis- production and logistics mana- ess factor of a successful (global global value management.		
Course	s (type,	, number of weekly conta	ct hours, language —	· if other than Germa	n)		
V + Ü (r	no infor	mation on SWS (weekly o	contact hours) and co	ourse language availa	able)		
ster, in	formati	on on whether module ca	an be chosen to earn		tion offered — if not every seme-		
 a) written examination (approx. 60 minutes) or b) 2 written examinations (approx. 30 minutes each), weighted 1:1 or c) written examination (approx. 40 minutes) and presentation (approx. 20 minutes), weighted 2:1 or d) written examination (approx. 40 minutes) with written elaboration (approx. 15 to 20 pages), weighted 2:1 or e) presentation (approx. 20 minutes) with written elaboration (approx. 15 to 20 pages), weighted 1:1 or f) written elaboration (approx. 30 to 40 pages) Language of assessment: German, English Assessment offered: in the semester in which the course is offered and in the subsequent semester 							
Allocat	ion of p	olaces					
Additio	nal inf	ormation					
Worklo	ad						
Teaching cycle							
Referred to in LPO I (examination regulations for teaching-degree programmes)							
Module	e appea	in					
Master	's degre	ee (1 major) Business Ma	nagement (2013)				
	-	ee (1 major) Business Ma					
	-	ee (1 major) Economics (2					
Master's degree (1 major) Economics (2013)							

Module title					Abbreviation	
Human	Resou	rce Management and In		12-M-HRM-132-m01		
Modula	Module coordinator Module offered by					
		Chair for Human Resourc	e Management and	· · · · ·	Management and Economics	
Organi			e management and		management and Economics	
ECTS						
5		rical grade				
Duration Module level Other prerequisites						
1 seme	ster	graduate				
Conten	Its					
Industr of hum	rial Rela Ian resc		nced theories, estima	tion techniques and	man Resource Management and I empirical results from the areas	
Intend	ed learı	ning outcomes				
	npirical				d theories, estimation techniques elations on the basis of scientific	
Course	s (type	, number of weekly cont	act hours, language –	- if other than Germa	an)	
V + Ü (r	no infor	mation on SWS (weekly	contact hours) and co	ourse language avail	able)	
		essment (type, scope, l on on whether module o			ation offered — if not every seme-	
		mination (approx. 60 mi ssessment: German, En		er (approx. 15 pages))	
Allocat	ion of p	olaces				
Econor	nics Ma		nomics Master's and	China Business und	stems Master's, Mathematics for Economics Master's: no restricti- by lot.	
Additio	onal inf	ormation				
Worklo	ad					
Teachi	ng cvcl	e				
	0.934					
Referre	ed to in	LPOI (examination reg	ulations for teaching-	degree programmes		
Module appears in						
		ee (1 major) Business In	formation Systems (20	013)		
	-	ee (1 major) Business In	-	-		
	-	ee (1 major) Business M	-	-		
	-	ee (1 major) Business M	- ,			
	-	ee (1 major) Economics (-			
Master	's degr	ee (1 major) Economics (2013)			

Module title					Abbreviation		
International Taxation					12-M-IB-132-m01		
Module	coord	inator		Module offered by			
holder o Taxatio		Chair of Business Manage	ement and Business	Faculty of Business	Management and Economics		
ECTS	Metho	od of grading	Only after succ. com	pl. of module(s)			
5		rical grade		• •			
Duratio	n	Module level	Other prerequisites				
1 semes	ster	graduate					
Conten	ts						
Student law, the on (mos	ts becc e functi stly trig	ome familiar with the prin on of double taxation tre	ciples of internationa aties as well as recer tice of the European	al taxation, relevant a nt developments of ta Union). The topics a	oss-border business activities. aspects of German income tax axation within the European Uni- re introduced in the form of lectu- cts.		
Intende	ed learn	ning outcomes					
After completion of the module students are able (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. 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							
		ousiness activities indepe , number of weekly conta	•				
· · · · · · · · · · · · · · · · · · ·		mation on SWS (weekly o					
Method	l of ass		nguage — if other tha	an German, examina	tion offered — if not every seme-		
b) term on, wei Langua	a) written examination (approx. 60 minutes) or b) term paper (approx. 15 pages) and presentation (approx. 20 minutes), and oral contributions to the discussi- on, weighted 5:2:3 Language of assessment: German, English Assessment offered: every fourth semester						
Allocati	ion of p	olaces					
Allocation of places Number of places: 12. 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 fol- lowing 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. Quo- ta 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 respecti- ve module will be given preferential consideration. Places on all courses of the module component with a restric- ted number of places will be allocated in the same procedure. A waiting list will be maintained and places re-al- located as they become available.							
Additio	nal inf	ormation					
Worklo	ad						

Teaching cycle

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

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Module appears in

Master's degree (1 major) Business Management (2013)

Module title					Abbreviation	
E-Business Strategies 12-M-IBS-132-mo1						
Module	e coord	inator		Module offered by		
holder	of the (Chair of Information Sys	tems Engineering	Faculty of Business	Management and E	conomics
ECTS	Metho	od of grading	Only after succ. cor	npl. of module(s)		
5	nume	rical grade				
Duratio	on	Module level	Other prerequisites	5		
1 seme	ster	graduate				
Contents						
		ovides an overview of th 2.0 etc.) and the strates			b-based platforms (e	electronic
Intend	ed lear	ning outcomes				
(i) Theo (ii) The meanir	oretical streng ngful ap	rovides students with kr concepts of strategy de ths and weaknesses of o plication; f concepts to other situa	velopment and imple different frameworks a	and approaches as w		s for their
Course	s (type	, number of weekly cont	act hours, language -	– if other than Germa	n)	
V + Ü (ı	no infoi	mation on SWS (weekly	contact hours) and c	ourse language avail	able)	
Metho	d of ass	essment (type, scope, l on on whether module of	anguage — if other th	an German, examina	· · · · · · · · · · · · · · · · · · ·	every seme-
boratic groups written (appro Langua	on (app of 2: a examin x. 60 m age of a	ssessment: German, En	l 1:2 or d) oral examir ps of 3: approx. 30 m tes), weighted 1:3 or f	nation (one candidate inutes) or e) present	e each: approx. 10 to ation (approx. 20 mi	o 15 minutes; nutes) and
Allocat	ion of p	olaces				
Number of places: 40. 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.						
Additional information						
Workload						
 Teaching cycle						
Tedull	ing cycl	C				
Referre	ed to in	LPO I (examination reg	ulations for teaching-	degree programmes)		
Master's w	ith 1 majo	Business Management (2013)	-	• generated 26-Aug-2024 • ex r (120 ECTS) Business Manage	-	page 106 / 230

Module appears in

Master's degree (1 major) Business Information Systems (2013) Master's degree (1 major) Business Management (2013) Master's degree (1 major) Economics (2013)

Module title					Abbreviation		
Interna	International Marketing 12-M-IMM-132-m01						
Module	e coord	inator		Module offered by			
holder ting	of the (Chair of Business Admini	stration and Marke-	Faculty of Business	Management and Economics		
ECTS	Metho	od of grading	Only after succ. con	npl. of module(s)			
5	nume	rical grade					
Duratio	n	Module level	Other prerequisites				
1 seme	ster	graduate					
Conten	ts						
Description: 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 internatio- nal contexts. These are explained mainly by Porter's diamond and cluster models. Another focus is on internatio- nalisation 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 mar- ket entry and market development. Outline of syllabus: 1. Internationalisation of the economy and regional integration processes - Globalisation - Competitiveness of countries, industries and companies in an international context 2. International strategic marketing decisions - Market entry forms - Market development strategies - Timing strategies - Timing strategies - International organisation structures 3. Theories and strategies of internationalisation - Foreign trade theory - Multinational enterprise							
on).	, H. / B , R. / Fa				Stuttgart etc. (most recent editi- ement, Berlin etc. (most recent		
Intende	ed lear	ning outcomes					
the inte of inter	ernation nation	nal context. Students ach	ieve particular exper	tise in the analysis,	ement with particular attention to assessment and implementation f marketing and management po-		
Course	s (type	, number of weekly conta	ct hours, language —	- if other than Germa	n)		
V + Ü (r	no infoi	rmation on SWS (weekly	contact hours) and co	ourse language avail	able)		
		sessment (type, scope, la ion on whether module ca			tion offered — if not every seme-		
tion (ap	prox. 2	mination (approx. 60 mir 20 minutes), weighted 2: ssessment: German, Eng	1	amination (approx. 4	40 minutes) and group presenta-		
Allocat	ion of p	olaces					

Additional information

Workload

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Teaching cycle

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

Module appears in

Modu	le title				Abbreviation
Instru	ments o	of Strategic Controlling			12-M-INST-132-m01
Modu	le coord	linator		Module offered by	<u> </u>
		Chair of Business Manag	ement Controlling		Management and Economics
	ccounti	•	cinent, controlling		munagement and Leonomies
ECTS	Meth	od of grading	Only after succ. con	npl. of module(s)	
5	nume	rical grade			
Durati	ion	Module level	Other prerequisites		
1 sem	ester	graduate			
Conte	nts				
enterp se tec	orises. T hniques	he module covers analyt	ical and heuristic tecl osting, life cycle anal	nniques of planning ysis, value chain ana	t of the strategic management of and control. In the context of the- ilysis and various portfolio tech- pplication.
Intend	led lear	ning outcomes			
contro hs and	ol within d weakr	enterprises is acquired.	What is more, the mo	odule conveys obtair	f decision-making and behavior ning knowledge about the strengt- nstruments of strategic corporate
Cours	es (type	, number of weekly conta	act hours, language –	- if other than Germa	in)
V + Ü	(no info	rmation on SWS (weekly	contact hours) and co	ourse language avail	able)
		sessment (type, scope, la ion on whether module c			tion offered — if not every seme-
		nation (approx. 60 minut assessment: German, Eng			
Alloca	tion of	places			
Additi	onal inf	ormation			
Workl	oad				
Teach	ing cyc	e			
Referr	red to in	LPOI (examination regu	llations for teaching-	degree programmes)	
Modu	le appe	ars in			
Maste Maste	er's degr er's degr	ree (1 major) Business Inf ree (1 major) Business Ma ree (1 major) Economics (anagement (2013)	013)	

Module	e title			,	Abbreviation
	-	ystems Research			12-M-ISR-132-m01
Module	a coord	inator		Module offered by	
		Chair of Information Syste	ams Engineering	· · · · ·	Management and Economics
ECTS	1	od of grading	Only after succ. con		Management and Economics
5		rical grade		.p. or	
Duratio	n	Module level	Other prerequisites		
1 seme	ster	graduate			
Conten	ts				
		ovides an overview of the research in business info		undations, theories,	research topics and methods of
Intend	ed lear	ning outcomes			
(ii) Get (iii) Rec (iv) Gai	ting to cognitic n expe	of classical themes of W know the relevant paradi on of the interfaces to oth rience in finding and eva	gms, theories and mo ler areas of business luation of scientific li	administration and terature.	- ·
		, number of weekly conta			-
		mation on SWS (weekly			
		s essment (type, scope, la on on whether module ca			tion offered — if not every seme-
boratio groups examir Langua	on (app of 2: a nation (nge of a	rox. 20 pages), weighted pprox. 20 minutes; group approx. 60 minutes) ssessment: German, Eng	1:2 or d) oral examin os of 3: approx. 30 mi	ation (one candidate	o to 30 minutes) with written ela- e each: approx. 10 to 15 minutes; or partly computerised written
Allocat					
be set a ceed th irrespe credits dits act spectiv lot. Qua pleted ces on cedure	aside for ne num ctive of alread hieved, re appli ota 3 (2 at lease all cou . (3) A v	or Master's students of B ber of available places, p their subjects according y achieved in the respect places will be allocated cant; among applicants 5% of places): allocation t one module component rses of the module comp vaiting list will be mainta	usiness Information s laces will be allocate to the following quo ive degree subject; a by lot. Quota 2 (25% with the same number by lot. In this proceed of the respective mo onent with a restricted	Systems. (1) Should ed in a standardised tas: Quota 1 (50% of mong applicants wit of places): number of er of subject semeste dure, applicants who odule will be given pr ed number of places	f available places, 15 places will the number of applications ex- procedure among all applicants f places): total number of ECTS th the same number of ECTS cre- of subject semesters of the re- ers, places will be allocated by o already have successfully com- referential consideration. (2) Pla- will be allocated in the same pro- ome available.
Additio	nal inf	ormation			
Worklo	ad				
Teachi	ng cycl	e			
Referre	ed to in	LPOI (examination regu	lations for teaching-	degree programmes)	

Module appears in

Module	ule title Abbreviation					
IT-Man	ageme	nt			12-M-ITM-132-m01	
Module	e coord	inator		Module offered by	<u> </u>	
holder	ofthe	Chair of Business Mana	gement and Business	Faculty of Business	Management and E	conomics
Informa	-	f	1			
ECTS		od of grading	Only after succ. con	npl. of module(s)		
5		rical grade				
Duratio		Module level graduate	Other prerequisites			
		graduate				
Conten	ts					
ment.	urse pi	rovides students with a	n in-depth overview of	aims, tasks and app	ropriate methods of	IT manage-
Outline	e of syll	abus:				
2. IT str 3. IT org 4. Mana 5. Enter 6. IT pro 7. IT see 8. IT lav 9. IT con Reading	rategy ganisat ageme rprise A oject m curity v ntrollir g:	nt of IT systems Architecture Manageme Janagement Ig		n		
- Tieme	yer: Ha	hmidt: Masterkurs IT-N andbuch IT-Managemer trategisches Managem	nt, Munich.			
Intende	ed lear	ning outcomes				
After co	ompleti	ing the course "IT Mana	gement", students will	be able to		
		e different aspects to b		g a purposeful IT mar	nagement;	
	pender	and apply appropriate atly perform system sea		team project (only af	ter participation in t	he practice
Course	s (type	, number of weekly con	tact hours, language –	- if other than Germa	n)	
V + Ü (r	no info	rmation on SWS (weekl	y contact hours) and co	ourse language avail	able)	
		s essment (type, scope, ion on whether module			tion offered — if not	every seme-
ple/sin (15 to 2 approx. nation minute	gle cho o page . 20 mi (appro s)	mination (approx. 60 m pice questions (approx. es), weighted 1:2 or d) o nutes; groups of 3: app x. 60 minutes), weighte	60 minutes) or c) pres oral examination (one c orox. 30 minutes) or e) ed 1:3 or f) entirely or p	entation (10 to 15 mi andidate each: appr presentation (approx	nutes) with written (ox. 10 to 15 minutes (. 20 minutes) and w	elaboration ; groups of 2: vritten exami-
Allocat	ion of	places				
Master's wi	ith 1 majo	r Business Management (2013)	-	generated 26-Aug-2024 • exa (120 ECTS) Business Manage	-	page 113 / 230

Additional information

Workload

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Teaching cycle

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

Module appears in

Module	e title				Abbreviation
		Trade and the Multinatio	onal Firm		12-M-ITMF-132-m01
Module	e coord	inator		Module offered by	
holder	ofthe	Chair of International Eco	nomics	Faculty of Business	Management and Economics
ECTS		od of grading	Only after succ. con	npl. of module(s)	
5	nume	rical grade			
Duratio	on	Module level	Other prerequisites		
1 seme	ster	graduate			
Conten	ts				
scher-C trade. 7 Outline 1. Struc 2. Rica 3. Heck 4. The 5. Sect 6. New 7. Firm	urse sta Dhlin) f The fina e of syll cture of rdian tr cscher- genera or-spec trade t hetero multina	ollowed by theories base al part covers firm hetero	d on monopolistic an geneity and multinati Viner model	nd oligopolistic componal firms.	advantage (Ricardo and Heck- betition to explain intra-industry
Barba I Press Caves, Feensti Gandol Helpma Markus	R., R.W ra, R.C. Ifo, G. (an, Elha sen, J.R led list	/. Jones and J.A. Frankel ((2004), Advanced Intern (1998), International Trad anan (2011), Understand ., J.R. Melvin, W.H. Kaem of references with furthe	2007), World Trade a ational Trade. Theory le Theory and Policy. ing Global Trade, Han pfer, K. E. Maskus (19	nd Payments. Addiso and Evidence. Princ Springer-Verlag, Berl vard University Press 195), International Tr	eton University Press. lin and New York. 5.
Intend	ed lear	ning outcomes			
ments lopmer	of spec nts and	ialization patterns in the to apply the tools and m	global economy. The ethods to evaluate co	ey learn to analyze, d ontroversies associa	of world trade and the develop- liscuss and defend these deve- ited with the ongoing deepening al economy on national econo-
Course	s (type	, number of weekly conta	act hours, language —	- if other than Germa	in)
V + Ü (I	no info	rmation on SWS (weekly	contact hours) and co	ourse language avail	able)
					tion offered — if not every seme-
b) term Langua	ster, information on whether module can be chosen to earn a bonus) a) written examination (approx. 60 minutes) or b) term paper (approx. 15 pages) Language of assessment: German, English Assessment offered: once a year, winter semester				
Allocat	ion of	places			

Additional information

Workload

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Teaching cycle

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

Module appears in

Master's degree (1 major) Business Management (2013) Master's degree (1 major) Economics (2013)

Modul					Abbreviation
Coordi	nation,	Budgeting and Incentiv	ves in Enterprises		12-M-KOBO-132-m01
Modul	e coord	inator		Module offered by	<u> </u>
	of the (countin	Chair of Business Mana	gement, Controlling	Faculty of Business	s Management and Economics
ECTS	Meth	od of grading	Only after succ. con	npl. of module(s)	
5		rical grade		•	
Duratio	on	Module level	Other prerequisites	;	
1 seme	ester	graduate			
Conter	nts		-		
course well as	first di inform	scusses the role of acco	ounting in the context over the second se	of decision making a on instruments of be	decentralised enterprises. The and behavioural controlling as ehavioural controlling (budgetin y and practice.
Intend	ed lear	ning outcomes			
Requir	ements		or behavioral controllir	ng are discussed and	in enterprises. Knowledge abou l competencies for deployment,
Course	es (type	, number of weekly con	tact hours, language –	- if other than Germa	an)
V + Ü (i	no info	mation on SWS (weekly	/ contact hours) and co	ourse language avai	lable)
		s essment (type, scope, on on whether module			ation offered — if not every seme
		mination (approx. 60 m ssessment: German, Er		er (approx. 15 pages)
Allocat	tion of _l	olaces			
Additio	onal inf	ormation			
Worklo	ad				
Teachi	ng cycl	e			
Referre	ed to in	LPOI (examination reg	gulations for teaching-	degree programmes)
Modul	e appea	irs in			
		ee (1 major) Business Ir	formation Systems (2)	013)	
	-	ee (1 major) Business Ir	•	-	
Master			• •		
	r's degr	ee (1 major) Business iv	lanagement (2013)		
Master		ee (1 major) Business N ee (1 major) Business N			
Master Master	r's degr		lanagement (2014)		

Module					Abbreviation
		anning and Scheduling			12-M-LA-132-m01
Module	e coord	inator		Module offered by	
holder Manage		Chair of Business Manage	ement and Industrial	Faculty of Business	Management and Economics
ECTS		od of grading	Only after succ. com	pl. of module(s)	
5		rical grade		-	
Duratio	n	Module level	Other prerequisites		
1 seme	ster	graduate			
Conten	ts				
method	ls and		scheduling. The focus	s is on the determina	ntrol. In addition, it develops ation of optimal production and
Intende	ed lear	ning 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.					
· · ·		, number of weekly conta	ct hours, language —	· if other than Germa	n)
S (no in	format	ion on SWS (weekly cont	act hours) and cours	e language available	2)
		sessment (type, scope, la on on whether module ca			tion offered — if not every seme-
1:1 or c) ten exa sentatio ration () writte minati on (app approx	n examination (approx. 4 on (approx. 40 minutes)	o minutes) and prese with written elaborati itten elaboration (ap	entation (approx. 20 on (approx. 15 to 20	x. 30 minutes each), weighted minutes), weighted 2:1 or d) writ- pages), weighted 2:1 or e) pre-), weighted 1:1 or f) written elabo-
Allocat	ion of p	olaces			
Allocation of places Number of places: 20. 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 fol- lowing 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. Quo- ta 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 respecti- ve module will be given preferential consideration. Places on all courses of the module component with a restric ted number of places will be allocated in the same procedure. A waiting list will be maintained and places re-al- located as they become available.					
Additio	nal inf	ormation			
Worklo	ad				
Teachir	ıg cycl	e			

page 118 / 230

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

Module appears in

Module	e title				Abbreviation
Entrepr	reneurs	hip, Innovation, Manage	ement		12-M-LUP-132-m01
Module	e coord	inator		Module offered by	
holder of the Chair of Entrepreneurship and Strategy			and Strategy	Faculty of Business	Management and Economics
ECTS Method of grading		Only after succ. compl. of module(s)			
10	nume	rical grade			
Duratio	n	Module level	Other prerequisites		
1 semester graduate					
Contents					
This mo	odule w	vill be discontinued, no c	ourses are offered cu	rrently or will be offe	ered in future.

This may be due to one of the following reasons:

- 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

For more information, please contact the Office of the Dean of Studies of the Faculty of Business Management and Economics.

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)

R (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 to be prepared in groups (approx. 40 pages) and 1 to 2 presentations (20 to 30 minutes each), weighted 3:2

Language of assessment: German, English Assessment offered: every fourth semester

Allocation of places

Number of places: 20. 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. Places on all courses of the module component with a restricted number of places will be allocated in the same procedure. A waiting list will be maintained and places re-allocated as they become available.

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 (2013) Master's degree (1 major) Economics (2013)

Module	title				Abbreviation
		Methods			12-MM-132-m01
Module	coord	inator		Module offered by	
holder of Information		Chair of Business Manage /stems	ement and Business	Faculty of Business	Management and Economics
ECTS	Metho	od of grading	Only after succ. con	npl. of module(s)	
5		rical grade		•	
Duratio	n	Module level	Other prerequisites		
1 seme	ster	graduate			
Conten	ts				
Descrip The mo Conten	dule fa	miliarises students with	relevant managemer	it methods.	
- Princiț - Corpo - Deterr	oles of rate str ninatio	Management rategy and processes n of strategy tasks within the compan	y		
Intende	ed learn	ning outcomes			
(i) have (ii) reco (iii) suc (iv) reco	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.				ods and
Course	s (type	, number of weekly conta	ct hours, language –	- if other than Germa	n)
V + Ü (r	io infor	mation on SWS (weekly o	contact hours) and co	ourse language availa	able)
		essment (type, scope, la on on whether module ca			tion offered — if not every seme-
ple/sin (approx 2: approx (approx	a) written examination (approx. 60 minutes) or b) written examination consisting entirely or partly of multi- ple/single choice questions (approx. 60 minutes) or c) presentation (15 to 20 minutes) with written elaboration (approx. 20 pages), weighted 1:2 or d) oral examination (one candidate each: approx. 10 to 15 minutes; groups of 2: approx. 20 minutes; groups of 3: approx. 30 minutes) or e) entirely or partly computerised written examinatio (approx. 60 minutes) Language of assessment: German, English				inutes) with written elaboration oprox. 10 to 15 minutes; groups of
Allocat	ion of p	olaces			
Numbe be set a ceed th irrespec credits dits ach spectiv lot. Quo pleted a ces on a cedure.	r of pla aside fo e numl ctive of already nieved, e appli ota 3 (2 at least all cour (3) A v	ces: 20. Should the num or Master's students of B per of available places, p their subjects according y achieved in the respect places will be allocated cant; among applicants y 5% of places): allocation	usiness Information s laces will be allocate to the following quo ive degree subject; a by lot. Quota 2 (25% with the same numbe by lot. In this procee of the respective mo onent with a restricted	Systems. (1) Should t ed in a standardised tas: Quota 1 (50% of mong applicants wit of places): number of er of subject semeste dure, applicants who idule will be given pr ed number of places of	Favailable places, 15 places will the number of applications ex- procedure among all applicants places): total number of ECTS the the same number of ECTS cre- of subject semesters of the re- ers, places will be allocated by already have successfully com- referential consideration. (2) Pla- will be allocated in the same pro- tome available.
	natini				

Workload

Teaching cycle

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

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Module appears in

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)

Module	e title				Abbreviation
Manag	erial Aı	alytics & Decision Maki	ng		12-M-MADM-132-m01
Module	coord	inator		Module offered by	
		Chair of Logistics and Qua	antitative Methods		Management and Economics
ECTS		od of grading	Only after succ. com		management and Leononnes
5		rical grade			
Duratio	n	Module level	Other prerequisites		
1 seme	ster	graduate			
Conten	ts				
a diver	se set o				ethods to structure and solve dern methods with the help of
Intende	ed lear	ning outcomes			
(ii) app sion ma (iii) imp	ly impo aking; plemen	erstand and structure pro ortant theoretical and em t advanced analytical me , number of weekly conta	pirical frameworks to thods to support dec	ision making under	
		mation on SWS (weekly o			
		on on whether module ca			tion offered — if not every seme-
b) writt c) writt Langua	en elat en exar ge of a	nination (approx. 60 min poration (approx. 15 to 20 nination (approx. 40 min ssessment: German, Eng ffered: once a year, winte	pages) and presenta utes) with written ela lish		nutes), weighted 2:1 or ; to 20 pages), weighted 2:1
Allocat	ion of p	olaces			
Additio	nal inf	ormation			
Worklo	ad				
Teachi	ng cycl	e			
Referre	d to in	LPOI (examination regu	lations for teaching-o	legree programmes)	
Module	e appea	ars in			
Master	's degr	ee (1 major) Business Info	ormation Systems (20	013)	
	-	ee (1 major) Business Ma			
Master	's degr	ee (1 major) Economics (2	2012)		

Modul	e title				Abbreviation
Semina	ar: Mar	nagerial Decision Making			12-M-MDM-132-m01
Modul	e coord	linator		Module offered by	·
holder	ofthe	Chair of Logistics and Qu	antitative Methods	Faculty of Business	Management and Economics
ECTS	S Method of grading Only after succ. co		Only after succ. cor	npl. of module(s)	
10	nume	rical grade			
Duratio	on	Module level	Other prerequisites	;	
1 semester g		graduate	Admission prerequi (minimum 80% of c		regular attendance of seminar
Conter	nts	£			

This module will be discontinued, no courses are offered currently or will be offered in future.

This may be due to one of the following reasons:

- 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

For more information, please contact the Office of the Dean of Studies of the Faculty of Business Management and Economics.

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)

written elaboration (approx. 20 to 25 pages) and presentation (approx. 20 minutes), weighted 2:1 Language of assessment: German, English

Assessment offered: once a year, winter semester

Allocation of places

Number of places: 20. Should the number of applications exceed the number of available places, places will be allocated as follows: (1) Students who already have successfully completed courses offered by the Chair of Logistics and Quantitative Methods will be given preferential consideration. Among applicants with the same number of successfully completed modules, places will be allocated according to the total number of ECTS credits achieved in mandatory courses of the focus Logistik und Supply Chain Management (Logistics and Supply Chain Management) or Value Chain Management or another specialisation the applicant has selected which includes courses offered by the Chair. (3) Among applicants with the same number of ECTS credits, places will be allocated by lot.

Additional information

Workload

Teaching cycle

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

Module	2000270	
mouule	auvears	

Master's with 1 major Business Management (2013)
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Module					Abbreviation	
Seminar: Macroeconomics and Quantitative Economic Rese			earch	12-M-MEW-132-mo	1	
Module	coord	inator		Module offered by	<u> </u>	
		Chair of Monetary Policy a	and International		Management and E	conomics
Econon	nics					
ECTS		od of grading	Only after succ. con	npl. of module(s)		
10	<u> </u>	rical grade				
Duratio		Module level	Other prerequisites			
1 seme		graduate				
Conten						
	antitati	Il provide students with a ive economic research. A				
Intende	ed leari	ning outcomes				
(ii) crea (iii) dea (iv) pre	ite, pre Il with 1 pare be	e acquired knowledge and sent and defend a scient the working papers of oth eter for the processing of , number of weekly conta	ific paper; her participants; the master's thesis.			
		•				
		tion on SWS (weekly cont				
ster, in	formati	sessment (type, scope, la on on whether module ca	an be chosen to earn	a bonus)		every seme-
Langua	ge of a	oprox. 20 to 25 pages) an ssessment: German, Eng		ox. 20 minutes), wei	ghted 2:1	
Allocat						
allocate lowing subject ta 2 (25 numbe proced ve mod ted nur	ed in a quotas ; amon % of p r of sub ure, ap ule wil nber of	ices: 10. Should the number standardised procedure : Quota 1 (50% of places) of applicants with the same laces): number of subject opject semesters, places w plicants who already hav l be given preferential co places will be allocated by become available.	among all applicants): total number of ECT ne number of ECTS c t semesters of the res vill be allocated by lo re successfully compl nsideration. Places o	Firrespective of their IS credits already ac redits achieved, plac spective applicant; a t. Quota 3 (25% of pl leted at least one mo n all courses of the r	subjects according hieved in the respec- ces will be allocated mong applicants wi aces): allocation by odule component of module component	to the fol- ctive degree by lot. Quo- th the same lot. In this the respecti- with a restric
Additio	nal inf	ormation				
Worklo	ad					
Teachi	ng cycl	e				
Referre	d to in	LPO I (examination regu	lations for teaching-o	degree programmes)		
Module	appea	ars in				
Master	s degr	ee (1 major) Business Ma ee (1 major) Business Ma	nagement (2014)			
		ee (1 major) Economics (2	2014)			
Mactor's w	th 1 major	r Business Management (2013)	JMU Würzburg •	generated 26-Aug-2024 • ex (120 ECTS) Business Manage	am. reg. da-	page 127 / 230



Master's degree (1 major) Economics (2013)

Module title			Abbreviation				
Advan	Advanced Macroeconomics 12-M-MFF-132-mo1						
Modul	e coord	inator		Module offered by			
holder	holder of the Chair of International Economics			Faculty of Business	Management and E	conomics	
ECTS	<u> </u>	od of grading	Only after succ. con	npl. of module(s)			
5	·	rical grade					
Duratio		Module level	Other prerequisites				
1 seme		graduate					
The co and a r mans r growth Outline I Facts II Infini III Endo IV Hum V Appl Readin The co	Contents 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. Outline of syllabus I Facts and the Solow growth model II Infinite-horizon Ramsey-Cass-Koopmans model III Endogenous growth V Human capital, social infrastructure and beyond V Applications (urban and regional growth; growth, resources and the environment) Reading: The course draws strongly on the following textbook:						
		Advanced Macroeconom se journal articles and re			ture.		
Intend	ed learı	ning outcomes					
This er of inco	nables t mes, to	tire a working knowledge hem to identify the key for make informed policy and as well as to conduct the	orces that determine nalysis and statemer	the determinants of	income levels and g	rowth rates	
Course	es (type	, number of weekly conta	ct hours, language –	- if other than Germa	n)		
V + Ü (no infor	mation on SWS (weekly o	contact hours) and co	ourse language avail	able)		
		s essment (type, scope, la on on whether module ca			tion offered — if not	every seme-	
		nation (approx. 60 minut ssessment: German, Eng					
Allocat	tion of p	olaces					
	_						
Additio	onal info	ormation					
Worklo	ad						
Teachi	ng cycl	e					
Referre	ed to in	LPOI (examination regu	lations for teaching-	degree programmes)			
Modul	e appea	irs in					
Master	's degr	ee (1 major) Business Ma	nagement (2013)				
Master's w	rith 1 major	Business Management (2013)	_	generated 26-Aug-2024 • ex (120 ECTS) Business Manage	-	page 129 / 230	

Master's degree (1 major) Business Management (2014) Master's degree (1 major) Economics (2014) Master's degree (1 major) Economics (2013)

Module title					Abbreviation			
Microe	Microeconometrics 12-M-MIK-132-mo1							
Modul	e coord	inator		Module offered by				
holder	of the (Chair of Econometrics		Faculty of Business	Management and E	conomics		
ECTS	Metho	od of grading	Only after succ. con	npl. of module(s)				
5	nume	rical grade						
Duratio	on	Module level	Other prerequisites					
1 seme	ester	graduate						
Conter	Contents							
Description: This course builds on the Master's courses "Ökonometrie 1" ("Econometrics 1") and "Ökonometrie 2" ("Econome- trics 2") and introduces students to different microeconometric models. In the first part of the course, the maxi- mum likelihood estimation procedure is introduced, its importance for estimating microeconometric models and properties of the estimators are explained and derived. Subsequently, a wide variety of micoreconometric mo- dels is motivated and explained and the advantages of these models over the linear regression model are poin- ted out. In addition, these models are estimated with different estimation methods and the results are interpre- ted. Outline of syllabus: 1. Maximum likelihood estimator and its properties 2. Logit and probit models for unordered categories 3. Logit and probit models for ordered categories 4. Tobit model 5. Models for count data 6. Duration analysis 7. Hazard rate models								
Camer Greene	ng: Mikr on / Triv e: Econo	oökonometrie, Springer- vedi: Micoreconometrics ometric Analysis, Pearso editions)	- Methods and Appli	cations, Cambridge l	Jniversity Press.			
Intend	ed lear	ning outcomes						
(i) und (ii) app ons; (iii) get (iv) gai	Intended learning outcomes After finishing this course students are able to (i) understand the maximum likelihood method; (ii) apply, assess, and interpret the above introduced models and check for possible violation of the assumpti- ons; (iii) get to know other possibilities, next to the maximum likelihood method, to estimate these models; (iv) gain a general understanding how to treat discrete, censored, or truncated dependent variables; (v) know how to estimate the introduced models in EViews.							
Course	es (type	, number of weekly cont	act hours, language –	- if other than Germa	ın)			
Ü + Ü (no info	rmation on SWS (weekly	contact hours) and c	ourse language avail	able)			
		essment (type, scope, la on on whether module c			tion offered — if not	every seme-		
	a) written examination (approx. 60 minutes) or b) term paper (approx. 15 pages) Language of assessment: German, English							
Allocat	tion of p	olaces						
Additio	onal inf	ormation						
Master's w	vith 1 majo	Business Management (2013)	-	generated 26-Aug-2024 • ex (120 ECTS) Business Manage	-	page 131 / 230		

Workload

Teaching cycle

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

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Module appears in

Master's degree (1 major) Business Management (2013) Master's degree (1 major) Economics (2013)

Module title					Abbreviation		
Marketing & Brand Management					12-M-MM-132-m01		
Module	e coord	inator		Module offered by	I		
holder ting	ofthe	Chair of Business Ad	ministration and Marke-	Faculty of Business	Management and Economics		
ECTS	Meth	od of grading	Only after succ. cor	npl. of module(s)			
5	nume	rical grade					
Duratio	on	Module level	Other prerequisites	i			
1 seme	ster	graduate					
Conten	ts						
At the beginning of the 21st century, marketing - until then interpreted as a market-oriented corporate manage- ment 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 re- quirements regarding the strategic sustainable positioning of the brand as well as brand management itself. Outline of syllabus: 1. Brand leadership and brand assessment 2. Brand leadership, identity and relevance according to David Aaker's approach 3. Brand strategies 4. Consumer behaviour 5. Market research methods and the development of brand strategies							
6. Marl	ket rese	earch methods					
Intend	ed lear	ning outcomes					
Paced on the theories of Moffort and Aaker, students will gain a profound understanding for brand leadership							

Based on the theories of Meffert and Aaker, students will gain a profound understanding for brand leadership, which will be deepened by many pracital 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)

a) written examination (approx. 60 minutes) or b) written examination (approx. 40 minutes) and group presentation (approx. 20 minutes), weighted 2:1

Language of assessment: German, English

Allocation of places

Number of places: 35, thereof 30 places for Master's students of Business Management and Master's students of Economics and 5 places for Master's students of Business Information Systems, if the number of applications exceeds the number of available places. (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 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.

Additional information

Aaster's with	1 major Bu	isiness	Managem	ent (2013)

Workload

Teaching cycle

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

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Module appears in

			Abbreviation			
Multinational Enterprises 12-M-MNE-132-mo1			12-M-MNE-132-m01			
Modul	e coord	inator		Module offered by		
		Chair of Public Finance		· · · · ·	Management and Economics	
ECTS		od of grading	Only after succ. con			
5	-1	rical grade				
Durati		Module level	Other prerequisites			
1 seme		graduate				
Conte		3.44440				
		vill be discontinued, no co		rrently or will be offe	ered in future.	
• 1 • 1 • 1 For mc	the moc the lect the cont ore infor	lule belongs to a version ourer who offered the cour ents are no longer taugh mation, please contact th	of the examination re se is no longer emplo t and were substitute	oyed at the Universited with comparable of		
	conomic	ning outcomes				
		•	ig outcomes descript	ion is available beca	use no courses are held for this	
modul						
		, number of weekly conta				
V (no i	nformat	ion on SWS (weekly cont	act hours) and cours	e language available	2)	
		sessment (type, scope, la on on whether module ca			tion offered — if not every seme-	
b) oral Langua	l examir age of a	mination (approx. 120 mi nation (approx. 15 minute ssessment: German, Eng ffered: once a year, sumr	s) lish			
	tion of j	•	,			
Econo	mics Ma	-	nomics Master's and	China Business und	tems Master's, Mathematics for Economics Master's: no restricti- y lot.	
Additi	onal inf	ormation				
Workle	oad					
Teachi	ing cycl	е				
Referr	Referred to in LPO I (examination regulations for teaching-degree programmes)					
Modul	le appea	ars in				
Maste	r's degr	ee (1 major) Business Info	ormation Systems (20	013)		
	-	ee (1 major) Business Ma				
Maste	r's degr	ee (1 major) Economics (2	2013)			

Module title			Abbreviation			
Strateg	Strategic Networks in Industry 12-M-MS-132-m01					
Module	e coord	inator		Module offered by		
holder ting	of the C	Chair of Business Admini	stration and Marke-	Faculty of Business	Management and Economics	
ECTS	Metho	od of grading	Only after succ. con	npl. of module(s)		
5		rical grade		•		
Duratio	n	Module level	Other prerequisites			
1 seme	ster	graduate				
Conten	ts					
non of fication The foc ble inne Outline 1. Strat 2. Trans plier 3. Mana 4. Clust 5. Sust Intende	The primary object of this course is to gain a detailed understanding of strategic networks and of the phenome- non of clustering in the industrial industry. The example of the international automotive industry is used for clari- fication of the theoretical contents. The focus is on marketing in industrial companies and also on CSR - CSR is considered the "driver" of sustaina- ble innovations - as well as the different strategy types of sustainable innovations. Outline of syllabus: 1. Strategic networks and clusters in industrial industries such as the automotive industry 2. Transaction types of Williamson as well as strategic cooperation between automobile manufacturers and sup- pliers 3. Management of business types, in particular the business of suppliers in the automotive industry 4. Cluster and entrepreneurship activities 5. Sustainable innovation strategies Intended learning outcomes					
					sics of network research. Further- as detailed cluster skills.	
Course	s (type	, number of weekly conta	ct hours, language –	- if other than Germa	n)	
V + Ü (r	no infor	mation on SWS (weekly o	contact hours) and co	ourse language availa	able)	
		s essment (type, scope, la on on whether module ca			tion offered — if not every seme-	
tion (ap	prox. 2	nination (approx. 60 min 20 minutes), weighted 2:: ssessment: German, Eng	1	amination (approx. 2	40 minutes) and group presenta-	
Allocat	ion of p	olaces				
Number of places: 30. 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. Places on all courses of the module component with a restricted number of places will be allocated in the same procedure. A waiting list will be maintained and places re-allocated as they become available.						
Additio	nal info	ormation				
Worklo	ad					
Teachi	ng cvcl	e				

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

Module appears in

Module	<u>e title</u>				Abbreviation
Advanced Seminar: Marketing Strategy			ategy		12-M-MSS-132-m01
Module	coord	inator		Module offered by	<u> </u>
			ninistration and Marke-		Management and Economics
ting					
ECTS	1	od of grading	Only after succ. con	npl. of module(s)	
10		rical grade			
Duratio		Module level	Other prerequisites		
1 seme		graduate			
In this (tured p	course, aper ai				able them to prepare a well-struc vics in the fields of strategic mar-
Readin will var		rding to topic			
Intende	ed lear	ning outcomes			
1. unde 2. integ	erstand grate el	-			
Course	s (type	, number of weekly c	ontact hours, language –	- if other than Germa	an)
S (no ir	format	tion on SWS (weekly	contact hours) and cours	e language available	e)
			e, language — if other th le can be chosen to earn		tion offered — if not every seme-
		pprox. 20 to 25 pages ssessment: German,	s) and presentation (app English	rox. 20 minutes), we	ighted 2:1
Allocat	ion of _l	olaces			
allocate lowing subject ta 2 (25 numbe proced ve mod ted nur located	ed in a quotas ; amor 5% of p r of sub ure, ap lule wil nber of l as the	standardised proced : Quota 1 (50% of pland ing applicants with the laces): number of sub- pict semesters, place plicants who already l be given preferentian places will be allocate y become available.	ure among all applicants ices): total number of EC same number of ECTS c bject semesters of the re es will be allocated by lo have successfully comp Il consideration. Places o	s irrespective of their TS credits already ac redits achieved, plac spective applicant; a t. Quota 3 (25% of pl leted at least one mo on all courses of the	available places, places will be subjects according to the fol- hieved in the respective degree ces will be allocated by lot. Quo- among applicants with the same laces): allocation by lot. In this odule component of the respecti- module component with a restric- be maintained and places re-al-
Additio	nal inf	ormation			
Worklo	ad				
Teachi	ng cycl	e			
Referre	d to in	LPOI (examination	regulations for teaching-	degree programmes)	

Master's with 1 major Business Management (2013)

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Master's degree (1 major) Business Management (2014) Master's degree (1 major) Economics (2014) Master's degree (1 major) Economics (2013)

Module title				Abbreviation			
Mobile	Mobile and Ubiquitous Systems 12-M-MUS-132-mo1						
Module	e coord	inator		Module offered by			
holder of the Chair of Information Systems Engineering Faculty of Business Management and Ec			conomics				
ECTS	î	od of grading	Only after succ. con	npl. of module(s)			
5	nume	rical grade					
Duratio	on	Module level	Other prerequisites				
1 seme	ster	graduate					
Conten	ts						
ubiquit experie Prerequ	The course will provide students with an overview of basic technologies and business applications of mobile and ubiquitous computing. Exercises running in parallel to lectures will present students with an opportunity to gain experience with mobile development platforms. Prerequisite for participation in this module: knowledge of the basics of e-business; basic experience with software development tools would be an asset for exercises.						
Intende	ed leari	ning outcomes					
(i) Mob (ii) Mob (iii) The (iv) Sm	The module provides students with knowledge of: (i) Mobile Infrastructure (ii) Mobile Business (iii) The Auto-ID technologies (iv) Smart Metering (v) Sensor networks and localization systems						
Course	s (type	, number of weekly con	tact hours, language –	- if other than Germa	n)		
V + Ü (r	no infor	mation on SWS (weekl	y contact hours) and co	ourse language avail	able)		
		essment (type, scope, on on whether module			tion offered — if not	every seme-	
ple/sin boratio groups written (approx	ster, information on whether module can be chosen to earn a bonus) a) written examination (approx. 60 minutes) or b) written examination consisting entirely or partly of multi- ple/single choice questions (approx. 60 minutes) or c) presentation (approx. 20 to 30 minutes) with written ela- boration (approx. 20 pages), weighted 1:2 or d) oral examination (one candidate each: approx. 10 to 15 minutes; groups of 2: approx. 20 minutes; groups of 3: approx. 30 minutes) or e) presentation (approx. 20 minutes) and written examination (approx. 60 minutes), weighted 1:3 or f) entirely or partly computerised written examination (approx. 60 minutes) Language of assessment: German, English						
Allocat	ion of p	olaces					
Additio	nal inf	ormation					
Worklo	ad						
Teachi	ng cycl	e					
Referre	d to in	LPOI (examination reg	gulations for teaching-	degree programmes)			
Module	appea	urs in					
		ee (1 major) Business II	nformation Systems (20	013)			
	-	ee (1 major) Media Corr		2/			
	-	ee (1 major) Media Corr					
Master	's degr	ee (1 major) Business N	lanagement (2013)				
Master's wi	ith 1 majoı	Business Management (2013)		generated 26-Aug-2024 • exa (120 ECTS) Business Manage	-	page 140 / 230	



Master's degree (1 major) Economics (2013)

Module title			Abbreviation				
Strate	gic Man	agement of Innovation a	nd Growth		12-M-MWT-132-m01	L	
Modul	e coord	inator		Module offered by	•		
holder	of the (Chair of Entrepreneurship	and Strategy	Faculty of Business	Management and E	conomics	
ECTS		od of grading	Only after succ. con	npl. of module(s)			
5	nume	rical grade					
Duratio		Module level	Other prerequisites				
1 seme		graduate					
Conter	Contents						
quire t ted to t les in t on, the how pl tegies	In this course, students will acquire an overview of the strategic aspects of innovation management. They will ac- quire the knowledge necessary to understand the range, scope and complexity of the issues and problems rela- ted to the strategic management of innovations. The lecture will focus on innovation teams and the different ro- les in the innovation process. It will also discuss how users can be involved in the innovation process. In additi- on, 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 stra- tegies 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.						
	-						
• 1 • 1 • 1 • 1 • (• (• (• (• (• (• ()))) • ()) • () • (The state of the art and importance of innovations The current trends in strategic innovation management The importance of patent strategies 						
Allocat	ion of p	olaces					
Additio	onal inf	ormation					
Worklo	ad						
Teachi	ng cycl	e					
Referre	ed to in	LPOI (examination regu	lations for teaching-	degree programmes)			
		<u></u>		<u> </u>			
Modul	e appea	ars in					
		ee (1 major) Business Info	ormation Systems (20	013)			
Master	's degr	ee (1 major) Business Ma	nagement (2013)	-			
Master's w	ith 1 majoi	r Business Management (2013)		generated 26-Aug-2024 • ex (120 ECTS) Business Manage		page 142 / 230	



Master's degree (1 major) Economics (2013)

Module title			Abbreviation				
Computational Economics - Advanced Level 12-M-NGM-132-mo1					L		
Module coordinator Mod			Module offered by				
holder	of the (Chair of Public Finance		Faculty of Business	Management and E	conomics	
ECTS	Metho	od of grading	Only after succ. compl. of module(s)				
5	nume	rical grade					
Duratio	on	Module level	Other prerequisites	i i i i i i i i i i i i i i i i i i i			
1 seme	ester	graduate					
Conter	nts						
This co ty etc.) field an tribute kets ar	Description: This course will mostly be concerned with the analysis of public policy (in areas such as taxation, social securi- ty 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 redis- tribute between different generations and also within generations, how they may improve risk sharing when mar- kets are incomplete and how they can trigger distortions and therefore hurt the aggregate economy.						
1. Prog 2. Solu 3. The	ition teo overlap	abus: Ig with FORTRAN and ap Chniques for dynamic pr ping generations model vsis in the stochastic OL	ogramming problems (OLG) with uninsurab				
	e notes	will be provided.					
Intend	ed lear	ning outcomes	_				
(i) edit (ii) imp	and so lement	ng the course "Computa lve stochastic economic small scale economic r ax and social security p	problems using adva nodels on the comput	nced numerical tech er;	iniques;	c term.	
Course	es (type	, number of weekly cont	act hours, language –	- if other than Germa	ın)		
V + Ü (no infoi	mation on SWS (weekly	contact hours) and co	ourse language avail	able)		
		essment (type, scope, l on on whether module			ition offered — if not	every seme-	
		nination (approx. 60 mi ssessment: German, En		er (approx. 15 pages)			
Allocat	tion of p	olaces					
Additio	onal inf	ormation					
Worklo	bad						
Teachi	ng cycl	e					
Referred to in LPO I (examination regulations for teaching-degree programmes)							
Modul	Module appears in						
Master	r's degr	ee (1 major) Business M ee (1 major) Business M					
Master's w	vith 1 majo	Business Management (2013)		generated 26-Aug-2024 • ex (120 ECTS) Business Manage		page 144 / 230	



Master's degree (1 major) Economics (2014) Master's degree (1 major) Economics (2013)

Module	title				Abbreviation
Sustair	nability	in logistics and informa	tion processing		12-M-NLI-132-m01
Module	coord	inator		Module offered by	<u> </u>
		Chair of Business Manag	ement and Business	-	Management and Economics
Informa		-			
ECTS		od of grading	Only after succ. con	npl. of module(s)	
5	nume	rical grade			
Duratio		Module level	Other prerequisites		
1 seme	ster	graduate			
Conten	ts				
private cuss re Part A: 1 Enviro 2 Enviro 3 Funda 4 Marko 5 State 6 Exam 7 Exam 8 Alterr 1 Intra a 2 Funda 3 Typica	house levant Environ onmenta et econo ple of a pative e and int amenta al chan	holds and enterprises bu issues from both points nmental economics and and endangerment of the tal protection and enviro of principles of environme omy instruments my instruments application: promotion of application: ecological tal economic growth Part B: er-corporate division of l al principles of ecological ages in a globalised work	It also for the national of view. environmental policy he environment nmental policy ental economics f innovation f innovation and financial reforr Green Logistics and (abour lly and economically d concerning the envi	n Green IT oriented production	y's (business) world - not only fo le. This course will therefore dis-
4 Corpo 5 Green		nvironmental information	n systems		
		onal logistics for econom	nising		
Intende	ed lear	ning outcomes			
- Creati - Explar - Preser stics ar - Creati - Explar	on of e nation ntation nd Gree on of lo nation		y-political rudiments ns based on economi of implementation al -technological rudime based on economica	ical questions long with practical e ents al questions	xamples Goals Part B: Green Log examples
Course	s (type	, number of weekly conta	act hours, language –	- if other than Germa	an)
This mo compor	odule c nent. 2-M-NL		ponents. Information n on SWS (weekly cor	on courses will be li ntact hours) and cou	isted separately for each module rse language available)
		essment (type, scope, la on on whether module c			ation offered — if not every seme
	less st	ated otherwise, success			e components as specified be- successful completion of all ind
		n module component 12- Method of grading: num	_	metal economics an	d policy

- a) written examination (approx. 30 minutes) or b) written examination consisting entirely or partly of multiple/single choice questions (approx. 30 minutes) or c) entirely or partly computerised written examination (approx. 30 minutes)
- Language of assessment: German, English
- Assessment in module component 12-M-NLI-2-132: Green Logistics and Green IT
 - 3 ECTS, Method of grading: numerical grade
 - a) written examination (approx. 30 minutes) or b) written examination consisting entirely or partly of multiple/single choice questions (approx. 30 minutes) or c) entirely or partly computerised written examination (approx. 30 minutes)
 - Language of assessment: German, English

Allocation of places

UNIVERSITÄT

WÜRZBURG

Additional information

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Workload

Teaching cycle

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

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Module appears in

Master's degree (1 major) Business Information Systems (2013) Master's degree (1 major) Business Management (2013)

Module title			Abbreviation		
Manag	gement	of Corporate Sustainabil	ity		12-M-NUF-132-m01
Module coordinator			Module offered by		
holder	ofthe	Chair of Entrepreneurship	and Strategy	Faculty of Business	Management and Economics
ECTS	1	od of grading	Only after succ. con	npl. of module(s)	
5	nume	rical grade			
Duratio	on	Module level	Other prerequisites	i	
1 seme	ester	graduate			
Conter	nts				
First, e nesses lity as econor Conter 1. Basi	odule i ssentia within well as mic per nt: c overv	society is discussed. Aft	inability and corpora erwards, the module l management with p eness.	te social responsibil addresses different	ity are explained, the role of busi- aspects of corporate sustainabi- ne dimensions of corporate and
4. Sust 5. Ope	rationa	e as well as eco-innovatio	ent (sustainable stra		al performance indicators) ace and competitiveness
Intend	ed lear	ning outcomes			
(i) expl contrib (ii) ass sed on (iii) eva	lain and outions ess and the ga aluate d	and aspects of sustainab d analyse the complex pro ined knowledge and expe	les and concepts of sole development in a oblems and impleme eriences of this cours erational approaches	Sustainability Manag critical way; ntation strategies of e;	ts will be able to gement as well as to deal with the ⁵ Sustainability Management ba- anagement as well as to transfer
Course	es (type	, number of weekly conta	ct hours, language –	- if other than Germa	n)
V + Ü (no info	rmation on SWS (weekly o	contact hours) and co	ourse language avail	able)
		sessment (type, scope, la ion on whether module ca			tion offered — if not every seme-
		mination (approx. 60 min ssessment: German, Eng		er (approx. 15 pages)	
Allocat	tion of	places			
Additio	onal inf	ormation			
Worklo	bad				
Teachi	ng cycl	e			
Referre	ed to in	LPOI (examination regu	lations for teaching.	legree programmec)	
Modul		arc in			
moaul	e appea	15 11			

Master's with 1 major Business Management (2013)

Master's degree (1 major) Business Information Systems (2013) Master's degree (1 major) Business Management (2013) Master's degree (1 major) Economics (2013)

Module title Abbreviation			Abbreviation		
Econor	metrics	1			12-M-OE1-132-m01
Module coordinator				Module offered by	
holder	of the	Chair of Econometrics		Faculty of Business	Management and Economics
ECTS	Meth	od of grading	Only after succ. com	npl. of module(s)	
5	nume	rical grade			
Durati	on	Module level	Other prerequisites		
1 seme	ester	graduate			
Conter	nts				
del. In dule ex ces tes Linear Outline 1. Rano 2. Imp 3. Poin 4. Sim 5. Mod 6. Moc 7. Sim	odule o particu xamine sts to ve algebra e of syll dom va ortant o it estim ple line lel assu lel prop ple hyp	alar, model assumptions a s linear restrictions on the erify simple and multiple a is used as formal aid. labus: riables distributions lates ear regression model imptions	and properties are dis e models explanatory	scussed and formally	t squares (OLS) regression mo- y motivated. In addition, the mo- dummy variables and introdu-
-		rictions ariables			
		ypothesis tests			
Intend	ed lear	ning outcomes			
del and tically of the proper to test and so The co econor	d under derive, multipl ties of multip ocial sci mpeter metrics	rstand the role of econom calculate and interpret the e regression model. Furth OLS and know how to dea le linear restrictions on the ence questions. nces acquired in this cour " und "Financial Econome	etrics in science and be coefficients, stand ermore, they are able al with transformed a be parameters and are se serve as a prerequ etrics".	data analysis. In pa ard errors and p-valu to state and motiva nd dummy variables able to apply these uisite for "Econometr	ne classical linear regression mo- rticular, they learn how to analy- ues of a classic regression output the formally the assumptions and . Additionally, students are able tests to real economic, business ics II", "Econometrics III", "Micro-
Course	es (type	, number of weekly conta	ct hours, language —	- if other than Germa	n)
V + Ü (no info	rmation on SWS (weekly o	contact hours) and co	ourse language avail	able)
		sessment (type, scope, la ion on whether module ca			tion offered — if not every seme-
		mination (approx. 60 min assessment: German, Eng		er (approx. 15 pages)	
Alloca	tion of	places			
		-			
Additio	onal inf	ormation			

Workload

Teaching cycle

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

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Module appears in

Master's degree (1 major) Business Information Systems (2013) Master's degree (1 major) Business Management (2013) Master's degree (1 major) Economics (2013)

Module title Abbreviation				Abbreviation	
Econor	netrics	2			12-M-OE2-132-m01
Module coordinator				Module offered by	
holder	of the (Chair of Econometrics		Faculty of Business	Management and Economics
ECTS		od of grading	Only after succ. con	npl. of module(s)	
5	nume	rical grade			
Duratio	on	Module level	Other prerequisites		
1 seme	ster	graduate			
Conten	ts				
Partly a well as I")) are tion. Linear Outline 1. Spec 2. Mult 3. Hete 4. Auto 5. Gene Intende Studen zed lin data pr cognize to critic implen above- metrice	odule d as a mo violati discus algebra e of syll ificatio icolline rosked correla eralisec ed learn ets acqu ear regr roblems e, to as cally as nentatio mentio s III", "A	tivation for the GLS mode ons of model assumption sed. This includes multic a is used as formal aid. abus: n analysis earity astiticy ted disruptive terms l least squares (GLS) ning outcomes uire essential knowledge ression model (GLS) and s and violations of the ass sess and therefore adequ sess the use of the Estim on of empirical analyzes t	el and partly for its ov is of the OLS estimat ollinearity, a test for of the fundamentals, can apply and interp sumptions of the clas lately deal with these ation methods in sci to answer selected (en competences acqu Financial Econometr	wn right, different sp or (as introduced in structural breaks, he , methods and conce ret it. They are sensit ssical linear model (e problems in theory entific work and to w conomic) scientific i fired in this course so ics".	ext squares (GLS) framework. ecification and data problems as "Ökonometrie I" ("Econometrics eteroskedastiticy and autocorrela- exteroskedastiticy and autocorrela- epts for estimating the generali- tized for specification problems, OLS) so that they are able to re- and practice. This enables them york independently on adequate ssues if available data with the erve as a prerequisite for "Econo- in)
V + Ü (I	no infoi	mation on SWS (weekly o	contact hours) and co	ourse language avail	able)
		essment (type, scope, la on on whether module ca			tion offered — if not every seme-
		mination (approx. 60 min ssessment: German, Eng		er (approx. 15 pages)	
Allocat	ion of p	olaces			
Additio	onal inf	ormation			
Worklo	ad				
Teachi		<u>م</u>			
Teacill	ig tytt	C			
			lations for the lite		
Referre	ed to in	LPOI (examination regu	lations for teaching-	legree programmes)	

Module appears in

Master's degree (1 major) Business Management (2013) Master's degree (1 major) Economics (2013)

Module title Abbreviation				Abbreviation		
Econor	metrics	3			12-M-OE3-132-m01	
Module coordinator				Module offered by		
holder	ofthe	Chair of Econometrics		Faculty of Business	Management and Economics	
ECTS	Meth	od of grading	Only after succ. com			
5	nume	rical grade				
Duratio	on	Module level	Other prerequisites			
1 seme	ester	graduate				
Conter	nts					
sed lea the ins models includi Linear Outline 1. Error 2. IV es 3. Gen 4. Disti 5. Stati 6. Dete 7. Integ	Description: This module deals with advanced econometric methods and concepts based on the classical and the generali- sed 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. Linear algebra is used as formal aid. Outline of syllabus: 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					
Intend	ed lear	ning outcomes				
miliariz studen to an e mics, a ted tim proces to app	zed wit Its unde extent th and unc ne serie ses, en ly the a	h diverse error-in-variable erstand the generalized n nat they can discuss their lerstand scientific papers s issues, such as distribu abling them to conduct a	es issues and capable nethods of moment (pros and cons, apply using these method ted lag models, non- comprehensive time s and concepts to rea	e of handling them a GMM) and the instru y these to selected q s. Furthermore, they stationarity, spuriou e series analysis. In b I life questions, asso	ots in econometrics. They are fa- ppropriately. After the course, mental variable (IV) estimator juestions in quantitative econo- become acquainted with selec- is correlation, and cointegrated orief, the course enables students ess their appropriateness, and	
Course	es (type	, number of weekly conta	ct hours, language —	if other than Germa	n)	
V + Ü (no info	rmation on SWS (weekly o	contact hours) and co	ourse language avail	able)	
ster, in	format	ion on whether module ca	an be chosen to earn	a bonus)	tion offered — if not every seme-	
		mination (approx. 60 min ssessment: German, Eng		er (approx. 15 pages)		
Allocat	tion of	places				
Additio	onal inf	ormation				
Worklo	bad					
Teachi	ng cycl	e				

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

Module appears in

Master's degree (1 major) Business Management (2013) Master's degree (1 major) Economics (2013)

Module title Abbreviation					Abbreviation		
	Aarket Econom	nics			12-M-OEA-132-m01		
Module coordinator				Module offered by			
		Economic Order a			Management and Economics		
ECTS	Method of gra		Only after succ. compl. of module(s)				
5	numerical gra						
Duratio			Other prerequisites				
1 seme		ite					
Conten	ts						
market.	course, studen	ill discuss econon			of the German national labour that can explain the phenome-		
1. Labo 2. Why 3. What	t policy is best	not been able, for suited to tackle la	more than two deca abour market probler political-economic st	ns?			
EHRENE FRANZ, JAHN, E LANDM LAYARD	5, G. J. (2010): I BERG, R.G./SM W. (2009): Art . J./ WAGNER, ANN, O./ JERG D, R. / NICKELL,	IITH, R.S. (1996): <i>I</i> peitsmarktökonon T. (2004): Neue A ER, J. (1999): Beso	nik. 7th ed., Berlin et rbeitsmarkttheorien, chäftigungstheorie, 1 (2005): Unemploym	c. 2nd ed., Lucius & Lu st ed., Springer, Berl			
Intende	ed learning out	tcomes					
			of the functioning of common approaches		nd its institutions. They will also oyment.		
Course	s (type, numbe	er of weekly conta	ct hours, language —	if other than Germa	n)		
V + Ü (r	no information	on SWS (weekly o	contact hours) and co	ourse language avail	able)		
			nguage — if other tha an be chosen to earn		tion offered — if not every seme-		
		n (approx. 60 min ent: German, Eng	utes) or b) term pape lish	er (approx. 15 pages)			
Allocat	ion of places						
Additio	nal informatio	n					
Worklo	ad						
Teachir	ng cycle						
Referre	d to in IPOI (examination requ	lations for teaching-o	legree programmec)			
		examination regu					
Module	 Module appears in						

Master's with 1 major Business Management (2013)

Master's degree (1 major) Media Communication (2014) Master's degree (1 major) Business Management (2013) Master's degree (1 major) Business Management (2014) Master's degree (1 major) Economics (2014) Master's degree (1 major) Economics (2013)

Module title Abbreviation					Abbreviation
Princip	les of E	uropean Regulation			12-M-PRE-132-m01
Module coordinator				Module offered by	
holder	of the (Chair of Industrial Econor	nics	Faculty of Business	Management and Economics
ECTS	Metho	od of grading	Only after succ. con	npl. of module(s)	
5	nume	rical grade			
Duratio	on	Module level	Other prerequisites		
1 seme	ster	graduate			
Conter	its				
	odule e	xamines the regulation o e: theory and practice	f traditional network	industries (railroads	, electricity, telecommunicati-
1. Over 2. Over 3. Over 4. Polit 5. Natu 6. Price 7. Proc	rview of rview of ical eco iral mor e regula uremer	abus: the regulation of railroad the regulation of the ele the regulation of the tele nomy of regulation nopoly and price regulation tion under realistic circu t: advantages and disade cess regulation	ctricity industry in Ge ecommunications inc on under ideal condi mstances	emany and Europe in lustry in Gemany and	
		ning outcomes			
(i) deso (ii) ideo (iii) ass	cribe ce ntify an sess the	lly completing this modu ntral problems in regulat d apply the appropriate r advantages and disadva tion theory.	ion of the traditional esults from Industria	network industries; l Organization;	is by using results from the indu-
		, number of weekly conta			
V (no i	nformat	ion on SWS (weekly cont	act hours) and cours	e language available	2)
		s essment (type, scope, la on on whether module ca			tion offered — if not every seme-
metho tes), w nutes), each o	dology; eighted , weight r in grou	approx. 120 minutes) or 2:1 or d) case studies, p ed 2:1 or e) presentation	c) term paper (appro roject report or simila (approx. 30 to 45 mi	x. 15 pages) and oral ar (approx. 10 pages)	estions concerning mathematical examination (approx. 15 minu- and presentation (approx. 15 mi- s can be held by one candidate
Allocat	ion of p	olaces			
Additio	onal inf	ormation			
Worklo	ad				
Teachi	ng cycl	e			
Referre	ed to in	LPOI (examination regu	lations for teaching-	degree programmes)	
		,	3	<u> </u>	
L					

Master's with 1 major Business Management (2013)

Module appears in

Master's degree (1 major) Business Information Systems (2013) Master's degree (1 major) Business Management (2013) Master's degree (1 major) Business Management (2014) Master's degree (1 major) Economics (2013)

Module title				Abbreviation
Project Management and Controlling				12-M-PROM-132-m01
Module coordinator			Module offered by	
holder of the	Chair of Business Manag	ement, Controlling	· · ·	Management and Economics
and Accountin		Outra the		
1	od of grading rical grade	Only after succ. con	npl. of module(s)	
5 nume Duration	Module level			
1 semester	graduate	Other prerequisites		
Contents	Sidduite	ļ		
of project man jects, their po various project	nagement and controlling ssible success factors, m	g within enterprises. I nethods and instrume oaches to multi-proje	t covers characterist ents of the controllin	and methods used in the context ic features and structures of pro- g and management of projects in e theoretical basis as well as po-
	ning outcomes			
with fields of within the cor	application and limits of	commonly used instr nent of the project ma	ruments and method inagement and -conf	hs and weaknesses and there- s of practitioners. Competences rolling are obtained as well as
Courses (type	, number of weekly conta	act hours, language –	- if other than Germa	an)
V + Ü (no info	rmation on SWS (weekly	contact hours) and co	ourse language avail	able)
	s essment (type, scope, la ion on whether module c			tion offered — if not every seme-
	nation (approx. 60 minut Issessment: German, Eng			
Allocation of	places			
Additional inf	ormation			
Workload	-			
Teaching cycl	e			
Referred to in	LPOI (examination regu	ulations for teaching-	degree programmes)	
Module appea	ars in			
Master's degr Master's degr Master's degr	ee (1 major) Business Inf ee (1 major) Business Inf ee (1 major) Business Ma ee (1 major) Business Ma	formation Systems (2 anagement (2013) anagement (2014)	-	
-	ee (1 major) Economics (ee (1 major) Economics (•		
master's degr	ee (I major) Economics (2013)		

Module title					Abbreviation
Accounting and Capital Markets					12-M-REKA-132-m01
Module coordinator				Module offered by	
holder of the Chair of Business Management, Controlli			agement, Controlling		Management and Economics
	counti			,	5
ECTS		od of grading	Only after succ. con	npl. of module(s)	
5	nume	rical grade			
Duratio	on	Module level	Other prerequisites	i	
1 semester graduate					
Conter	nts				
as thei text, ar ters. Ba sheet t	r impaon n econo ased or theorie	ct on internal and exter omic perspective has p n the theoretical founda	nal recipients under co riority over detailed leg ations of information eq	nsideration of the in al arrangements and conomics as well as	possible configurations as well stitutional setting. In this con- l regulations by the standard set- decision-making and balance ll as financial accounting and pu-
,		ning outcomes			
nomic ge abo valuati	impact ut poss on star	s of the configuration c sible impacts of change	of management and fina es in institutional gener	ancial accounting. W al frameworks is cov	ns the understanding of the eco- hat is more, extensive knowled- vered. For example, changes in its in enterprises and on capital
Course	es (type	, number of weekly cor	ntact hours, language –	- if other than Germa	an)
V + Ü (no info	rmation on SWS (week	y contact hours) and co	ourse language avail	able)
ster, in	format	ion on whether module	can be chosen to earn		tion offered — if not every seme-
		nation (approx. 60 min assessment: German, E	-		
Allocat	tion of	places			
Additio	onal inf	ormation			
Worklo	oad				
Teachi	ng cyc	e			
Referre	ed to in	LPOI (examination re	gulations for teaching-	degree programmes)	
Modul	e appe	ars in			
		ree (1 major) Business I	nformation Systems (2)	013)	
	-	ree (1 major) Business I	•	-	
	-	ee (1 major) Business N			
	-	ree (1 major) Business N			
	-	ree (1 major) Economics			
waster	r s degr	ee (1 major) Economics	(2013)		

Module title Abbreviation							
Tax-Op	timize	d Business Organization	n		12-M-RFW-132-m01		
Module	e coord	inator		Module offered by			
holder Taxatio		Chair of Business Mana	gement and Business	Faculty of Business	Management and E	conomics	
ECTS	Metho	od of grading	Only after succ. con	npl. of module(s)			
5	nume	rical grade					
Duratio	on	Module level	Other prerequisites				
1 seme	ster	graduate					
Conten	ts						
- Centra - The re - Static - Umwa	al aspe estructu and dy andlung	ill discuss: cts of the choice and ch ring and transfer of bus mamic tax burden acco gssteuerrecht (German c s will be on national ca	inesses unts for incorporated a conversion tax law)				
Intende	ed lear	ning outcomes					
(i) to ar (ii) to a	nalyze a nalyze	on of the module stude and to judge fiscal deter independently complex sources to develop des	rminants of a legal forr issues in the field of l				
Course	s (type	, number of weekly cont	act hours, language –	- if other than Germa	n)		
V + Ü (r	no infoi	mation on SWS (weekly	, contact hours) and co	ourse language avail	able)		
ster, in	formati	essment (type, scope, on on whether module	can be chosen to earn		tion offered — if not	every seme-	
b) term on, wei Langua	paper ghted ge of a	nination (approx. 60 mi (approx. 15 pages) and 5:2:3 ssessment: German, En ffered: every fourth sem	presentation (approx. glish	20 minutes), and or	al contributions to th	ne discussi-	
Allocat	ion of p	olaces					
allocate lowing subject ta 2 (25 numbe proced ve mod ted nur located	Allocation of places Number of places: 12. 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 fol- lowing 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. Quo- ta 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 respecti- ve module will be given preferential consideration. Places on all courses of the module component with a restric- ted number of places will be allocated in the same procedure. A waiting list will be maintained and places re-al- located as they become available.						
Additio	nal inf	ormation					
Worklo	ad						
Teachi	ng cycl	e					
Referre	d to in	LPO I (examination reg	ulations for teaching-	legree programmes)			
Master's wi	ith 1 majo	Business Management (2013)	-	generated 26-Aug-2024 • exa (120 ECTS) Business Manage	-	page 162 / 230	

Module appears in

Master's degree (1 major) Business Management (2013)

Module title Abbreviation				Abbreviation	
	Financial Reporting and Risk Management				
Module coordinator Module offered by					
holder ting	of the C	hair of Business Manage	ement and Accoun-	Faculty of Business	Management and Economics
ECTS	Metho	od of grading	Only after succ. con	npl. of module(s)	
5		ical grade		-	
Duratio	n	Module level	Other prerequisites		
1 seme	ster	graduate			
Conten	ts				
ContentsContentsContentsThis 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.Outline of syllabus: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.Reading list to be provided in class.Intended learning outcomesAfter completing the course, the students will be able1. 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					
		ented projects. number of weekly conta	ct hours language	if other than Corma	2)
This mo	odule c				sted separately for each module
	2-M-RN	l1-1-111: V (no informatio l1-2-111: V (no informatio		-	
		essment (type, scope, la on on whether module ca			tion offered — if not every seme-
	less sta	ated otherwise, successf			e components as specified be- successful completion of all indi-
• 2 • a • A Assess • 3 • a (a	ECTS, I) writte ssessm ment ir ECTS, I) writte approx.	module component 12 - Method of grading: nume n examination (approx. 6 ment offered: once a year module component 12 - Method of grading: nume n examination (approx. 6 20 minutes), weighted a ment offered: once a year	erical grade 50 minutes) or b) tern , winter semester M-RM1-2-111: Financi erical grade 50 to 90 minutes) or 2:1	n paper (approx. 15 p al Reporting and Ris	bages)

UNIVERSITÄT WÜRZBURG

Allocation of places

Number of places: 30. 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. Places on all courses of the module component with a restricted number of places will be allocated in the same procedure. A waiting list will be maintained and places re-allocated as they become available.

Additional information

Workload

Teaching cycle

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

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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 Management (2013) Master's degree (1 major) Business Management (2011) Master's degree (1 major) Economics (2011)

Modul					Abbreviation
Advan	ced Sei	minar: Entrepreneurs	hip and Management		12-M-SAS-132-m01
Modul	e coord	linator		Module offe	ered by
holder	ofthe	Chair of Entrepreneu	ship and Strategy	Faculty of B	usiness Management and Economics
ECTS		od of grading	Only after succ.		
10	nume	rical grade			
Duratio	on	Module level	Other prerequisi	tes	
1 seme	ester	graduate			
Conter	nts				
require	ed to in re, emp	dependently analyse	a selected topic and t	o write a term p	nd corporate sustainability. Students an aper. The term paper may be based on l addition, students are required to deli-
Intend	ed lear	ning outcomes			
innova	tion or		lity. They are also able		e of important fields of entrepreneurship I to structure their research findings in a
Course	es (type	, number of weekly c	ontact hours, languag	e — if other tha	n German)
S (no i	nforma	tion on SWS (weekly	contact hours) and co	urse language a	vailable)
ster, in	nformat	ion on whether modu	lle can be chosen to ea	arn a bonus)	examination offered — if not every seme
Langua	age of a	pprox. 20 pages) and assessment: German, offered: once a year, v	English	approx. 15 to 30	o minutes each), weighted 2:1
Allocat	tion of	places			
allocat lowing subjec ta 2 (29 numbe proced ve moo ted num	ted in a quotas t; amoi 5% of p er of sul lure, ap dule wi mber o	standardised proced s: Quota 1 (50% of pla ng applicants with the places): number of su bject semesters, plac oplicants who already Il be given preferentia	dure among all applica aces): total number of e same number of ECT bject semesters of the tes will be allocated by have successfully cor al consideration. Place ated in the same proce	nts irrespective ECTS credits alr S credits achiev respective app lot. Quota 3 (2 mpleted at least s on all courses	imber of available places, places will be of their subjects according to the fol- ready achieved in the respective degree red, places will be allocated by lot. Quo- licant; among applicants with the same 5% of places): allocation by lot. In this to ne module component of the respecti s of the module component with a restric list will be maintained and places re-al-
Additio	onal inf	ormation			
Worklo	oad				
Teachi	ing cycl	e			
Referre	ed to in	LPOI (examination	regulations for teachir	ng-degree progr	ammes)
				3 1 0	
Modul	e appe	ars in			
Master	r's degr	ee (1 major) Busines	s Management (2013)		

Master's with 1 major Business Management (2013)

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Module title			Abbreviation			
Projectseminar Entrepreneurship and Management			and Management		12-M-SB8-132-m01	
Modul	e coord	linator		Module offere	d by	
holder	ofthe	Chair of Entrepreneur	ship and Strategy	Faculty of Bus	iness Management and Economics	
ECTS	Meth	od of grading	Only after succ.	compl. of module(s)	
5	nume	rical grade				
Durati	on	Module level	Other prerequisi	tes		
1 seme	ester	graduate				
Conter	nts					
		vill be discontinued, lue to one of the follo	no courses are offerec wing reasons:	l currently or will b	e offered in future.	
• t	the lect	urer who offered the	ion of the examinatio course is no longer en ught and were substit	ployed at the Univ	, .	
For mo	ore info	rmation, please conta	act the Office of the De	an of Studies of th	ne Faculty of Business Management	

Intended learning outcomes

and Economics.

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)

2 presentations (approx. 15 to 20 minutes each) with subsequent discussion (approx. 10 to 15 minutes each), weighted 90:10 (presentation : discussion)

Language of assessment: German, English

Assessment offered: in the semester in which the course is offered

Allocation of places

Number of places: 15. 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. Places on all courses of the module component with a restricted number of places will be allocated in the same procedure. A waiting list will be maintained and places re-allocated as they become available.

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 (2013) Master's degree (1 major) Economics (2013)

Module	e title				Abbreviation	
Advanc	ed Ser	ninar: Banking			12-M-SBL-132-m01	
Module	e coord	inator		Module offered by	<u> </u>	
		Chair of Business Manag	ement. Banking and		Management and E	Economics
Finance						
ECTS	Metho	od of grading	Only after succ. con	npl. of module(s)		
10	nume	rical grade				
Duratio	on	Module level	Other prerequisites			
1 seme	ster	graduate				
Conten	ts					
to inde sed or	pendeı empirio	ill take the form of a sem ntly analyse a selected to cal or may be based on ir a talk on the topic.	pic and to write a ter	m paper. This term p	aper may be largely	literature ba
Intend	ed lear	ning outcomes				
	ess ind	gain in-depth knowledge lependently deeper prob	, , ,	-	-	
Course	s (type	, number of weekly conta	act hours, language –	- if other than Germa	n)	
S (no ir	nformat	tion on SWS (weekly cont	tact hours) and cours	e language available	2)	
ster, in term pa	formati aper (a	sessment (type, scope, la ion on whether module c oprox. 20 to 25 pages) ar ssessment: German, Eng	an be chosen to earn nd presentation (appr	a bonus)		t every seme-
Allocat	ion of _l	olaces				
allocate lowing subject ta 2 (29 numbe proced ve mod ted num locatec	ed in a quotas t; amor 5% of p r of sub ure, ap lule wil mber of l as the	ices: 10. Should the num standardised procedure :: Quota 1 (50% of places ing applicants with the sa laces): number of subject oject semesters, places w plicants who already hav l be given preferential co places will be allocated by become available.	among all applicants): total number of ECTS c me number of ECTS c t semesters of the re- vill be allocated by lo ve successfully comp nsideration. Places o	Firrespective of their IS credits already ac redits achieved, plac spective applicant; a t. Quota 3 (25% of pl leted at least one mo n all courses of the p	subjects according hieved in the respec- ces will be allocated mong applicants wi aces): allocation by odule component of module component	to the fol- ctive degree l by lot. Quo- ith the same l lot. In this the respecti- with a restric
Additio	onal inf	ormation				
Worklo	ad					
Teachi	ng cycl	e	-			
	-					
Referre	ed to in	LPOI (examination regu	lations for teaching-	degree programmes)		
Module	e appea	ars in				
Master Master	's degr 's degr	ee (1 major) Business Ma ee (1 major) Business Ma ee (1 major) Economics (ee (1 major) Economics (nagement (2014) 2014)			
Master's w	ith 1 majo	r Business Management (2013)	_	generated 26-Aug-2024 • ex	-	page 169 / 230
			ta record Master	(120 ECTS) Business Manage	ement - 2013	

Module	Module title Abbreviation							
Strateg	ic Sup	ply Management			12-M-SBM-132-m01			
Module	coord	inator		Module offered by				
holder o Manage		Chair of Business Manage	ement and Industrial	ial Faculty of Business Management and Economics				
ECTS		od of grading	Only after succ. com	pl. of module(s)				
5		rical grade		•				
Duratio	n	Module level	Other prerequisites					
1 semes	ster	graduate						
Conten	ts							
(purcha	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.							
Intende	ed lear	ning outcomes						
term, co re struc based o	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 prepa- re 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 ap- ply.							
Course	s (type	, number of weekly conta	ict hours, language —	if other than Germa	n)			
S (no in	Iformat	tion on SWS (weekly cont	act hours) and cours	e language available	e)			
		essment (type, scope, la on on whether module c			tion offered — if not	every seme-		
1:1 or c) ten exa sentatio ration (a) writte mination on (app approx	mination (approx. 60 mir n examination (approx. 4 on (approx. 40 minutes) orox. 20 minutes) with wi a. 30 to 40 pages) ssessment: German, Eng	o minutes) and prese with written elaborati ritten elaboration (ap	entation (approx. 20 on (approx. 15 to 20	minutes), weighted pages), weighted 2:	2:1 or d) writ- 1 or e) pre-		
Allocati	ion of p	olaces						
allocate lowing subject ta 2 (25 number procedu ve mod ted nun located	ed in a quotas ; amor % of p r of sub ure, ap ule wil nber of as the	ices: 20. Should the num standardised procedure : Quota 1 (50% of places og applicants with the sa laces): number of subjec oject semesters, places w plicants who already hav l be given preferential co places will be allocated by become available.	among all applicants): total number of ECT me number of ECTS of t semesters of the res vill be allocated by low ve successfully compl nsideration. Places o	irrespective of their IS credits already ac redits achieved, plac spective applicant; a t. Quota 3 (25% of pl eted at least one mo n all courses of the r	subjects according hieved in the respec- ces will be allocated mong applicants wi aces): allocation by odule component of module component with	to the fol- tive degree by lot. Quo- th the same lot. In this the respecti- with a restric-		
Additio	nal inf	ormation						
Worklo	ad							
Teachir	ng cycl	e						
Referre	d to in	LPOI (examination regu	lations for teaching-o	legree programmes)				
Master's wi	th 1 majo	r Business Management (2013)	-	generated 26-Aug-2024 • exa (120 ECTS) Business Manage	-	page 170 / 230		

Module appears in

Master's degree (1 major) Business Information Systems (2013) Master's degree (1 major) Business Management (2013) Master's degree (1 major) Economics (2013)

	e title			_	Abbreviation	
Semina	ar: Sup	ply Chain Competition			12-M-SCC-132-m01	
Module	e coord	inator		Module offered by		
holder	of the (Chair of Logistics and Q	uantitative Methods	Faculty of Business	Management and Economics	
ECTS	1	od of grading	Only after succ. cor	· · · ·		
5 numerical grade						
Duratio	on	Module level	Other prerequisites	5		
-			Admission prerequions (100%).	isite to assessment:	attendance of all contact sessi-	
Conten	nts					
		r "Supply Chain Compet perations and supply ch		cipate in an online m	ulti-round simulation and apply	
Intende	ed lear	ning outcomes				
i. selec ii. faceo	ted and d the p	ractical problems when	nodels for procuremer using real data to fee	d models,	and supply chain management,	
		stand the challenges to			•	
		, number of weekly cont				
		tion on SWS (weekly co			e)	
method	d of ass	CODE INTERCORE				
ster, in	formati	ion on whether module			ation offered — if not every seme	
written Langua	elabor age of a	on on whether module ation (approx. 15 to 20 ssessment: German, Er	can be chosen to earr pages) and presentati nglish	ı a bonus)		
written Langua	elabor age of a sment o	on on whether module ation (approx. 15 to 20 ssessment: German, Er ffered: once a year, win	can be chosen to earr pages) and presentati nglish	ı a bonus)	ation offered — if not every seme tes), weighted 2:1	
written Langua Assess Allocat Numbe allocat stics ar ber of s achieve Manag	e elabor age of a sment o tion of pla er of pla ed as fu nd Qua success ed in m ement) s offere	ion on whether module ation (approx. 15 to 20 ssessment: German, Er ffered: once a year, win blaces acces: 12. Should the nur bllows: (1) Students who ntitative Methods will b sfully completed module andatory courses of the or Value Chain Manage	can be chosen to earr pages) and presentatinglish ter semester mber of applications e o already have succes be given preferential co es, places will be alloc e focus Logistik und Su ement or another spec	a bonus) on (approx. 10 minu xceed the number of sfully completed cou onsideration. Among cated according to th upply Chain Manage ialisation the applica		
written Langua Assess Allocat Numbe allocat stics ar ber of s achieve Manag courses ted by	elabor age of a sment o tion of pla ed as fo nd Qua success ed in m sement) s offere lot.	ion on whether module ation (approx. 15 to 20 ssessment: German, Er ffered: once a year, win blaces acces: 12. Should the nur bllows: (1) Students who ntitative Methods will b sfully completed module andatory courses of the or Value Chain Manage	can be chosen to earr pages) and presentatinglish ter semester mber of applications e o already have succes be given preferential co es, places will be alloc e focus Logistik und Su ement or another spec	a bonus) on (approx. 10 minu xceed the number of sfully completed cou onsideration. Among cated according to th upply Chain Manage ialisation the applica	tes), weighted 2:1 available places, places will be urses offered by the Chair of Logi applicants with the same num- e total number of ECTS credits ment (Logistics and Supply Chair ant has selected which includes	
written Langua Assess Allocat Numbe allocat stics ar ber of s achieve Manag courses ted by	elabor age of a sment o tion of pla ed as fo nd Qua success ed in m sement) s offere lot.	ion on whether module ation (approx. 15 to 20 ssessment: German, Er ffered: once a year, win places aces: 12. Should the nur pllows: (1) Students who ntitative Methods will b sfully completed module andatory courses of the or Value Chain Manage ed by the Chair. (3) Amo	can be chosen to earr pages) and presentatinglish ter semester mber of applications e o already have succes be given preferential co es, places will be alloc e focus Logistik und Su ement or another spec	a bonus) on (approx. 10 minu xceed the number of sfully completed cou onsideration. Among cated according to th upply Chain Manage ialisation the applica	tes), weighted 2:1 available places, places will be urses offered by the Chair of Logi applicants with the same num- e total number of ECTS credits ment (Logistics and Supply Chair ant has selected which includes	
written Langua Assess Allocat Numbe allocat stics ar ber of s achieve Manag course ted by Additio	e elabor age of a sment o tion of pl er of plae d as fo nd Qua success ed in m sement) s offere lot.	ion on whether module ation (approx. 15 to 20 ssessment: German, Er ffered: once a year, win places aces: 12. Should the nur pllows: (1) Students who ntitative Methods will b sfully completed module andatory courses of the or Value Chain Manage ed by the Chair. (3) Amo	can be chosen to earr pages) and presentatinglish ter semester mber of applications e o already have succes be given preferential co es, places will be alloc e focus Logistik und Su ement or another spec	a bonus) on (approx. 10 minu xceed the number of sfully completed cou onsideration. Among cated according to th upply Chain Manage ialisation the applica	tes), weighted 2:1 available places, places will be urses offered by the Chair of Logi applicants with the same num- e total number of ECTS credits ment (Logistics and Supply Chair ant has selected which includes	
written Langua Assess Allocat Numbe allocat stics ar ber of s achieve Manag course ted by Additio	e elabor age of a sment o tion of pl er of plae d as fo nd Qua success ed in m sement) s offere lot.	ion on whether module ation (approx. 15 to 20 ssessment: German, Er ffered: once a year, win places aces: 12. Should the nur pllows: (1) Students who ntitative Methods will b sfully completed module andatory courses of the or Value Chain Manage ed by the Chair. (3) Amo	can be chosen to earr pages) and presentatinglish ter semester mber of applications e o already have succes be given preferential co es, places will be alloc e focus Logistik und Su ement or another spec	a bonus) on (approx. 10 minu xceed the number of sfully completed cou onsideration. Among cated according to th upply Chain Manage ialisation the applica	tes), weighted 2:1 available places, places will be urses offered by the Chair of Logi applicants with the same num- e total number of ECTS credits ment (Logistics and Supply Chair ant has selected which includes	
written Langua Assess Allocat Numbe allocat stics ar ber of s achieve Manag courses ted by I Additio	e elabor age of a sment o tion of pl er of pla ed as fo nd Qua success ed in m rement) s offere lot. onal inf	ion on whether module ation (approx. 15 to 20 ssessment: German, Er ffered: once a year, win places acces: 12. Should the nur pllows: (1) Students who ntitative Methods will b sfully completed module andatory courses of the or Value Chain Manage ed by the Chair. (3) Amo	can be chosen to earr pages) and presentatinglish ter semester mber of applications e o already have succes be given preferential co es, places will be alloc e focus Logistik und Su ement or another spec	a bonus) on (approx. 10 minu xceed the number of sfully completed cou onsideration. Among cated according to th upply Chain Manage ialisation the applica	tes), weighted 2:1 available places, places will be urses offered by the Chair of Logi applicants with the same num- e total number of ECTS credits ment (Logistics and Supply Chai ant has selected which includes	
written Langua Assess Allocat Numbe allocat stics ar ber of s achieve Manag courses ted by I Additio	e elabor age of a sment o tion of pl er of pla ed as fo nd Qua success ed in m rement) s offere lot. onal inf	ion on whether module ation (approx. 15 to 20 ssessment: German, Er ffered: once a year, win places acces: 12. Should the nur pllows: (1) Students who ntitative Methods will b sfully completed module andatory courses of the or Value Chain Manage ed by the Chair. (3) Amo	can be chosen to earr pages) and presentatinglish ter semester mber of applications e o already have succes be given preferential co es, places will be alloc e focus Logistik und Su ement or another spec	a bonus) on (approx. 10 minu xceed the number of sfully completed cou onsideration. Among cated according to th upply Chain Manage ialisation the applica	tes), weighted 2:1 available places, places will be urses offered by the Chair of Logi applicants with the same num- e total number of ECTS credits ment (Logistics and Supply Chair ant has selected which includes	
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written Langua Assess Allocat Numbe allocat stics ar ber of s achieve Manag courses ted by I Additio Worklo Teachin	e elabor age of a ment o tion of pl er of pla ed as fo nd Qua success ed in m mement) s offere lot. onal inf	ion on whether module ation (approx. 15 to 20 ssessment: German, Er ffered: once a year, win places acces: 12. Should the nur pllows: (1) Students who ntitative Methods will b sfully completed module andatory courses of the or Value Chain Manage ed by the Chair. (3) Amo ormation	can be chosen to earr pages) and presentati nglish iter semester mber of applications e o already have succes be given preferential co es, places will be alloo e focus Logistik und Su ement or another spec ng applicants with the	n a bonus) on (approx. 10 minur xceed the number of sfully completed cou onsideration. Among cated according to th upply Chain Manager ialisation the applica e same number of EC	tes), weighted 2:1 available places, places will be urses offered by the Chair of Logi applicants with the same num- e total number of ECTS credits ment (Logistics and Supply Chai ant has selected which includes TS credits, places will be alloca-	
written Langua Assess Allocat Numbe allocat stics ar ber of s achieve Manag course: ted by I Additio Worklo Teachin Referre	e elabor age of a sment o tion of pla ed as for nd Qua success ed in m rement) s offere lot. onal inf oad	ion on whether module ation (approx. 15 to 20 ssessment: German, Er ffered: once a year, win places acces: 12. Should the nur pollows: (1) Students who ntitative Methods will b sfully completed module andatory courses of the or Value Chain Manage ed by the Chair. (3) Amo ormation e LPOI (examination reg	can be chosen to earr pages) and presentati nglish iter semester mber of applications e o already have succes be given preferential co es, places will be alloo e focus Logistik und Su ement or another spec ng applicants with the	n a bonus) on (approx. 10 minur xceed the number of sfully completed cou onsideration. Among cated according to th upply Chain Manager ialisation the applica e same number of EC	tes), weighted 2:1 available places, places will be urses offered by the Chair of Logi applicants with the same num- e total number of ECTS credits ment (Logistics and Supply Chai ant has selected which includes TS credits, places will be alloca-	
written Langua Assess Allocat Stics ar ber of s achieve Manag courses ted by Additio Worklo Teachin Referre Master	e elabor age of a sment o tion of p er of pla ed as fo nd Qua success ed in m rement) s offere lot. onal inf pad ed to in e appea	ion on whether module ation (approx. 15 to 20 ssessment: German, Er ffered: once a year, win places acces: 12. Should the nur pollows: (1) Students who ntitative Methods will b sfully completed module andatory courses of the or Value Chain Manage ed by the Chair. (3) Amo ormation e LPOI (examination reg	can be chosen to earr pages) and presentati nglish iter semester mber of applications e o already have succes be given preferential co es, places will be alloo e focus Logistik und Su ement or another spec ng applicants with the gulations for teaching-	n a bonus) on (approx. 10 minur xceed the number of sfully completed cou onsideration. Among cated according to th upply Chain Manager ialisation the applica e same number of EC	tes), weighted 2:1 available places, places will be urses offered by the Chair of Logi applicants with the same num- e total number of ECTS credits ment (Logistics and Supply Chair ant has selected which includes TS credits, places will be alloca-	

Module	e title				Abbreviation	
Supply	Netwo	rk Information Managen	ient		12-M-SCIM-132-mo	1
Module	e coord	inator		Module offered by		
holder Informa		Chair of Business Manag vstems	ement and Business	Faculty of Business	Management and E	conomics
ECTS	1	od of grading	Only after succ. con	npl. of module(s)		
5	1	rical grade				
Duratio		Module level	Other prerequisites			
1 seme		graduate				
Conten	tc					
rement sible and lt has b ply cha works (of all si cular, h look at used to system Intendo Studen ducts a spectiv gards.	process nd the become in and (supply upplier how the how w b accele as of inc ed learn its will and the re of the These r	roduction on the assemb as in the 19th century, the demand of customers for e possible to adopt a muce the planning of the same networks) that also take s. This module will discu e managing of procureme ell ERP systems can supp erate the currently time-c dividual firms can be inte ning outcomes earn an overall understant ir dependencies for a var e parties involved into the relations will be of crucia f these relationships will	e usage of informatio individualised produ- th more differentiated so that the challeng into account the del ss these conceptual f nt activities can be sp oort these activities, h onsuming procureme grated into a network nding of the complex iety of products. Stuce e production process l importance for all pro-	n processing has ma ucts has made more d and sophisticated a we are facing toda ivery sequence for al fundamentals of sup upported by informa now new hardware a ent processes and ho of supply managem structure of supply r dent will also be train opportunities and to roduction-oriented m	de more flexible op flexible operations i approach to the elec y is designing procu Il deterministically p ply management an tion processing. The nd software technol ow formerly isolated nent. elationships for ind ned to recognize (fro to make decisions in nanagers because o	erations pos- necessary. ctronic sup- irement net- procured part d, in parti- e module will ogies can be information ividual pro- om the per- n these re-
Course	s (type	, number of weekly conta	ct hours, language –	- if other than Germa	n)	
v + Ü (r	no infoi	rmation on SWS (weekly	contact hours) and co	ourse language avail	able)	
		s essment (type, scope, la ion on whether module c			tion offered — if not	every seme-
ple/sin (approx 2: appr (approx	igle cho x. 20 pa rox. 20 x. 60 m age of a	mination (approx. 60 mir bice questions (approx. 6 ages), weighted 1:1 or d) minutes; groups of 3: ap inutes) ssessment: German, Eng	o minutes) or c) pres oral examination (on prox. 30 minutes) or (entation (15 to 20 m e candidate each: ap	inutes) with written prox. 10 to 15 minut	elaboration tes; groups o
Allocal		Jaces				
 Additio Worklo		ormation				
Teachi 	ng cycl	e				
Referre	ed to in	LPOI (examination regu	lations for teaching-o	degree programmes)		
Module	e appea	ars in				
Aaster's w	ith 1 maio	r Business Management (2013)	IMII Würzburg •	generated 26-Aug-2024 • ex	am, reg. da-	page 173 / 230
			_	(120 ECTS) Business Manage	-	P~30 1/ J / 2)0

Master's degree (1 major) Business Information Systems (2013) Master's degree (1 major) Business Management (2013) Master's degree (1 major) Economics (2013)

Module title Abbreviation								
E-Busiı	ness St	rategies			12-M-SEBS-132-m01			
Module	e coord	inator		Module offered by				
holder	of the C	hair of Information Syste	ems Engineering	Faculty of Business	Management and Ec	onomics		
ECTS		od of grading	Only after succ. con	pl. of module(s)				
10	nume	rical grade						
Duratio		Module level	Other prerequisites					
1 seme		graduate						
Conten	ts							
tured to	erm pap	students will acquire im per and to present the res (electronic markets, Web	sults of their work wit	h the help of relevar	nt topics in the fields			
Intend	ed learr	ning outcomes						
1. Scier 2. Integ	The module provides students with knowledge of: 1. Scientific literature 2. Integration of developed results in scientific papers 3. Creating presentations and lectures							
Course	s (type	number of weekly conta	ct hours, language –	· if other than Germa	n)			
		ion on SWS (weekly cont						
		essment (type, scope, la on on whether module ca			tion offered — if not e	every seme-		
Langua	ige of a	oprox. 20 to 25 pages) an ssessment: German, Eng ffered: once a year, winte	lish	ox. 20 minutes), wei	ghted 2:1			
Allocat	ion of p	olaces						
allocat lowing subject ta 2 (2g numbe proced ve moc ted nur located	ed in a quotas t; amon 5% of p r of sub ure, ap lule will mber of l as the	ces: 20. Should the num standardised procedure : Quota 1 (50% of places) g applicants with the sar laces): number of subject ject semesters, places w plicants who already hav be given preferential con places will be allocated y become available.	among all applicants total number of ECT ne number of ECTS c t semesters of the res ill be allocated by lo e successfully compl nsideration. Places o	irrespective of their IS credits already ac redits achieved, plac spective applicant; a t. Quota 3 (25% of pl eted at least one mo n all courses of the r	subjects according to hieved in the respect es will be allocated b mong applicants with aces): allocation by lo odule component of th nodule component w	o the fol- ive degree by lot. Quo- h the same ot. In this he respecti- <i>i</i> th a restric-		
Additio	onal info	ormation						
Worklo	ad							
Teachi	ng cycl	e						
Referre	ed to in	LPO I (examination regu	lations for teaching-o	legree programmes)				
Module	e appea	rs in						
		ee (1 major) Business Info	ormation Systems (20	013)				
		ee (1 major) Business Info						
Master's w	ith 1 major	Business Management (2013)		generated 26-Aug-2024 • exa (120 ECTS) Business Manage		page 175 / 230		

Julius-Maximilians-UNIVERSITÄT WÜRZBURG

Master's degree (1 major) Business Management (2013) Master's degree (1 major) Business Management (2014) Master's degree (1 major) Economics (2014) Master's degree (1 major) Economics (2013)

Module					Abbreviation	
Selecte	d Topi	cs of European Integratio	on		12-M-SEI-132-m01	
Module	coord	inator		Module offered by	l	
holder	of the (Chair of Monetary Policy a	and International	· · · ·	Management and E	conomics
Econon						
ECTS	Metho	od of grading	Only after succ. con	npl. of module(s)		
5	nume	rical grade				
Duratio	n	Module level	Other prerequisites	;		
1 seme	ster	graduate				
Conten	ts					
		ovides students with a n mic policy.	nore in-depth unders	tanding of specific p	roblems of macroec	onomics and
Intende	ed learr	ning outcomes				
(i) cons (ii) crea (iii) dea (iv) pre	olidate ite, pre al with t pare be	nar, students can acquired knowledge and sent and defend a scient the working papers of oth eter for the processing of	ific paper; her participants; the master's thesis.	·		
Course	s (type	, number of weekly conta	ct hours, language –	- if other than Germa	n)	
S (no ir	format	ion on SWS (weekly cont	act hours) and cours	e language available	<u>)</u>	
ster, in	formati	essment (type, scope, la on on whether module ca	an be chosen to earn	a bonus)		every seme-
Langua	ge of a	oprox. 15 pages) and pres ssessment: German, Eng ffered: once a year, sumr	lish	minutes), weighted	2:1	
Allocat	ion of p	olaces				
allocate lowing subject ta 2 (25 numbe proced ve mod ted nur	ed in a quotas ; amon ;% of p r of sub ure, ap ule will nber of	ces: 15. Should the numl standardised procedure : Quota 1 (50% of places) g applicants with the sar laces): number of subjec oject semesters, places w plicants who already hav l be given preferential co places will be allocated y become available.	among all applicants): total number of EC me number of ECTS of t semesters of the re vill be allocated by lo re successfully comp nsideration. Places of	s irrespective of their TS credits already ac redits achieved, plac spective applicant; a t. Quota 3 (25% of pl leted at least one mo on all courses of the r	subjects according hieved in the respec- ces will be allocated mong applicants wi aces): allocation by odule component of module component	to the fol- tive degree by lot. Quo- th the same lot. In this the respecti- with a restric-
Additio	nal info	ormation				
Worklo	ad					
Teachi	ng cvcl	9				
	0 - 9 - 0					
Referre	d to in	LPOI (examination regu	lations for teaching.	degree programmes)		
	a to 11					
Module		urs in				
Master Master	's degre	ee (1 major) Business Ma ee (1 major) Business Ma ee (1 major) Economics (2	nagement (2014)			
Master's wi	th 1 major	Business Management (2013)	-	generated 26-Aug-2024 • ex (120 ECTS) Business Manage	-	page 177 / 230



Master's degree (1 major) Economics (2013)

	e title				Abbreviation	
Advanc	ed Ser	ninar: Financial Accoun	ting and Auditing		12-M-SER-132-m01	
A4		•		Mandala affanad baa		
Module				Module offered by		
holder ting	ofthe	Chair of Business Mana	gement and Accoun-	Faculty of Business	Management and E	conomics
ECTS		od of grading	Only after succ. con	npl. of module(s)		
10	nume	rical grade				
Duratio	on	Module level	Other prerequisites			
1 seme	ster	graduate				
Conten	ts					
		rovides students with n v using scientific primar			s of external accoun	iting and au-
Intend	ed lear	ning outcomes				
(ii) crea (iii) cor (iv) the nicative	ated an nducted ability e aspec		g level relevant scientil on of the work results o solution-oriented the	fic work; of other seminar part ir own performance a	icipants; adequately consider	ing commu-
Course	s (type	, number of weekly con	tact hours, language –	- if other than Germa	n)	
S + Ü (r	no info	rmation on SWS (weekl	y contact hours) and co	ourse language avail	able)	
		sessment (type, scope, ion on whether module			tion offered — if not	every seme-
Langua	age of a	oprox. 20 to 25 pages) a ssessment: German, Ei ffered: once a year, wir	nglish	rox. 20 minutes), wei	ghted 2:1	
Allocat	ion of	olaces				
allocate lowing subject ta 2 (25	ed in a quotas t; amor 5% of p r of sul	tees: 20. Should the nu standardised procedur : Quota 1 (50% of place ing applicants with the s laces): number of subje pject semesters, places	e among all applicants es): total number of EC ame number of ECTS c ect semesters of the re	s irrespective of their TS credits already ac redits achieved, plac spective applicant; a t. Quota 3 (25% of pl	subjects according hieved in the respec- ces will be allocated mong applicants wi aces): allocation by	to the fol- ctive degree by lot. Quo- ith the same
ve mod ted nur	lule wil nber of	l be given preferential of places will be allocate y become available.	consideration. Places o	on all courses of the i	nodule component	the respecti- with a restric
ve mod ted nur located	lule wil mber of as the	l be given preferential of places will be allocate	consideration. Places o	on all courses of the i	nodule component	the respecti- with a restric
ve mod ted nur located	lule wil mber of as the	l be given preferential o places will be allocate y become available.	consideration. Places o	on all courses of the i	nodule component	the respecti- with a restric
ve mod ted nur located	lule wil nber of as the onal inf	l be given preferential o places will be allocate y become available.	consideration. Places o	on all courses of the i	nodule component	the respecti- with a restric
ve mod ted nur locatec Additio	lule wil nber of as the onal inf	l be given preferential o places will be allocate y become available.	consideration. Places o	on all courses of the i	nodule component	the respecti- with a restric
ve mod ted nur locatec Additio Worklo 	lule wil mber of as the onal inf	l be given preferential of places will be allocate y become available. ormation	consideration. Places o	on all courses of the i	nodule component	the respecti- with a restric
ve mod ted nur locatec Additio Worklo 	lule wil mber of as the onal inf	l be given preferential of places will be allocate y become available. ormation	consideration. Places o	on all courses of the i	nodule component	the respecti- with a restric
ve mod ted nur locatec Additio Worklo Teachin 	lule wil mber of a as the onal inf pad	l be given preferential of places will be allocate y become available. ormation	consideration. Places of d in the same procedu	on all courses of the r re. A waiting list will	nodule component	the respecti- with a restric
ve mod ted nur locatec Additio Worklo Teachin 	lule wil mber of a as the onal inf pad	l be given preferential of places will be allocate y become available. ormation	consideration. Places of d in the same procedu	on all courses of the r re. A waiting list will	nodule component	the respecti- with a restric
ve mod ted nur locatec Additio Worklo Teachin Referre	dule wil mber of a as the onal inf oad ng cycl ed to in	l be given preferential of places will be allocate by become available. ormation e E LPOI (examination reg	consideration. Places of d in the same procedu	on all courses of the r re. A waiting list will	nodule component	the respecti- with a restric
ve mod ted nur locatec Additio Worklo Teachin Referre Module	lule wil mber of a as the onal inf pad ng cycl ed to in e appea	l be given preferential of places will be allocate y become available. ormation e LPO I (examination reg	onsideration. Places of d in the same procedu gulations for teaching-	on all courses of the r re. A waiting list will	nodule component	the respecti- with a restric
ve mod ted nur locatec Additio Worklo Teachin Referre Module	lule wil mber of a as the onal inf oad ng cycl ed to in e appea 's degr	l be given preferential of places will be allocate by become available. ormation e E LPOI (examination reg	onsideration. Places of d in the same procedu gulations for teaching- Management (2013)	on all courses of the r re. A waiting list will	nodule component be maintained and	the respecti- with a restric

Master's degree (1 major) Business Management (2014) Master's degree (1 major) Economics (2014) Master's degree (1 major) Economics (2013)

Module title			Abbreviation			
Advanced Seminar: Productions and Operations Management			12-M-SI-132-m01			
Module coordinator			Module offered by	<u> </u>		
holder	ofthe	Chair of Business Mana	agement and Industrial	· · ·	Management and E	conomics
Manag	ement		- 			
ECTS						
10		rical grade				
Duratio		Module level	Other prerequisites			
1 seme		graduate				
Conten						
			minar papers on select papers will have to be p		d of industrial manag	gement. The
Intend	ed lear	ning outcomes				
ned by cessary with in ten cor Throug	taking y, to filt troduct htributionh the le	care of the seminar to ter, to evaluate, tu critic ion of own scientificall on to the topic of Indus ecture, students learn t	I knowledge in key app deepen their knowledg cally analyze and to ask y based further develop trial Management, whi o present selected con d the findings in the co	e for making scientif each other. On this oments, the participa ch complies with the tent of their housewo	fic work, to research basis, and, where a ants will learn to pre principles of scient ork in a suitable forn	literature ne- ppropriate, pare a writ- ific work.
			itact hours, language –			
			ontact hours) and cours			
ster, in	format	ion on whether module	language — if other the can be chosen to earn	a bonus)		
prox. 1	5 to 20		s) and presentation (ap on (approx. 45 minutes) nglish		veignted 2:1 or b) te	m paper (ap-
Allocat	ion of _l	places				
allocat lowing subject ta 2 (29 numbe proced ve moo ted nur	ed in a quotas t; amor 5% of p r of sul ure, ap lule wil mber of	standardised procedu : Quota 1 (50% of place ing applicants with the selaces): number of subject pject semesters, places plicants who already here a selaces l be given preferential	mber of applications ex re among all applicants es): total number of EC same number of ECTS c ect semesters of the re s will be allocated by lo ave successfully comp consideration. Places o ed in the same procedu	Firrespective of their TS credits already ac redits achieved, plac spective applicant; a t. Quota 3 (25% of pl leted at least one mo n all courses of the r	subjects according hieved in the respec- ces will be allocated among applicants wi laces): allocation by odule component of module component w	to the fol- tive degree by lot. Quo- th the same lot. In this the respecti- with a restric-
Additio	onal inf	ormation				
Worklo	Workload					
Teachi	Teaching cycle					
Referre	Referred to in LPO I (examination regulations for teaching-degree programmes)					
Module	Module appears in					
		ee (1 major) Business I	Management (2013)			
Master's w	ith 1 majo	r Business Management (2013)	-	generated 26-Aug-2024 • ex (120 ECTS) Business Manage	-	page 181 / 230

Master's degree (1 major) Business Management (2014) Master's degree (1 major) Economics (2014) Master's degree (1 major) Economics (2013)

Modul	e title				Abbreviation	
Semina	Seminar: International Economics 12-M-SIÖ-132-mo1					
Modul	e coord	inator		Module offered by	<u> </u>	
holder	of the (Chair of International Eco	onomics	Faculty of Business	Management and E	conomics
ECTS	Metho	od of grading	Only after succ. con	npl. of module(s)		
10	nume	rical grade				
Duratio		Module level	Other prerequisites	i		
1 seme		graduate				
Conter						
		in international econon sdictions and systems; §				
	•	nph of the City].	-			
Readin						
	-	articles from internatio	nal journals and/or m	onographs.		
		ning outcomes		<u> </u>		
Drawin	ig on cu	rrent cutting-edge resea	rch, students are ena	bled to analyze curre	ent research questio	ns and to
		ly research methods. Th				
	s and re: f their p	search both in written a	nd in oral form. Stude	nts are enabled to cr	itically analyze and	discuss the
	· · ·	, number of weekly cont	act hours, language –	- if other than Germa	n)	
		ion on SWS (weekly con				
	_	essment (type, scope, l				every seme-
		on on whether module of				,
		oprox. 20 pages) and pre		o minutes) with posit	tion paper (1 page),	weighted 3:1
		ssessment: German, En	glish			
	tion of p					••••
	•	ces: 10. Should the num standardised procedure				
		: Quota 1 (50% of places				
		g applicants with the sa				
		laces): number of subje bject semesters, places v				
		plicants who already ha				
ve moo	dule wil	l be given preferential co	onsideration. Places o	on all courses of the r	nodule component	with a restric-
		places will be allocated	in the same procedu	re. A waiting list will	be maintained and	places re-al-
	_	y become available.				
Additio	JII AL INT	ormation				
 Workle						
Workload						
Teaching cycle						
Referre						
Keleite	Referred to in LPO I (examination regulations for teaching-degree programmes)					
		ee (1 major) Business M	anagement (2013)			
1	-	ee (1 major) Business M				
Master's w	ith 1 majoi	Business Management (2013)	JMU Würzburg•	generated 26-Aug-2024 • example 2	am. reg. da-	page 183 / 230
			-	(120 ECTS) Business Manage	-	



Master's degree (1 major) Economics (2014) Master's degree (1 major) Economics (2013)

Module title					Abbreviation	
		ninar: Industrial Organiz	ation		12-M-SIO-132-m01	
Module coordinator Module offer			Module offered by			
		Chair of Industrial Econo	1		Management and E	conomics
ECTS	Î	od of grading	Only after succ. con	pl. of module(s)		
10		rical grade				
Duratio		Module level	Other prerequisites			
1 seme		graduate				
Conten	ts					
	course, aper ai	students will acquire in nd to present the results				
Intend	ed lear	ning outcomes				
1. unde 2. integ	erstand grate el	ng the course "Seminar: the fundamentals of sci aborated content in a sc entations independently	entific literature revie ientific thesis;		e to	
Course	s (type	, number of weekly cont	act hours, language –	- if other than Germa	n)	
S (no ir	format	ion on SWS (weekly con	tact hours) and cours	e language available	2)	
		essment (type, scope, l on on whether module o			tion offered — if not	every seme-
		oprox. 20 pages) and pressessment: German, Eng		o minutes), weighted	2:1	
Allocat	ion of p	olaces				
allocat lowing subject ta 2 (2g numbe proced ve moc ted num located	ed in a quotas t; amor 5% of p r of sub ure, ap lule wil nber of l as the	ces: 10. Should the num standardised procedure : Quota 1 (50% of places g applicants with the sa laces): number of subjec oject semesters, places y plicants who already ha l be given preferential co places will be allocated y become available.	among all applicants s): total number of ECTS c me number of ECTS c ct semesters of the re- will be allocated by lo ve successfully comp onsideration. Places o	Firrespective of their IS credits already ac redits achieved, plac spective applicant; a t. Quota 3 (25% of pl leted at least one mo n all courses of the r	subjects according hieved in the respec es will be allocated mong applicants win aces): allocation by odule component of module component v	to the fol- tive degree by lot. Quo- th the same lot. In this the respecti- with a restric-
Additio	nal inf	ormation				
Worklo	ad					
Teaching cycle						
Referred to in LPO I (examination regulations for teaching-degree programmes)						
Module	e appea	irs in				
Master Master Master Master	Module appears in Master's degree (1 major) Business Management (2013) Master's degree (1 major) Business Management (2014) Master's degree (1 major) Economics (2014) Master's degree (1 major) Economics (2013) Master's with 1 major Business Management (2013) JMU Würzburg • generated 26-Aug-2024 • exam. reg. da- page 185 / 230					
	,0		-	(120 ECTS) Business Manage	-	

Module title Abbreviation						
Strateg	gic Mar	keting			12-M-SM-132-m01	
Module	e coord	inator		Module offered by	<u> </u>	
holder ting	ofthe	Chair of Business Admini	stration and Marke-	Faculty of Business	Management and E	conomics
				pl. of module(s)		
5 numerical grade						
Duratio	n	Module level	Other prerequisites			
1 seme		graduate				
Conten	ts]			
ve and Conten Based	odule ra dynam t: on the		well as the stakehold	er and entrepreneurs	hip approaches, thi	is module
focus o Outline 1. Com 2. Mark 3. Obje 4. Com 5. Grow 6. Futu	 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. Outline of syllabus: Competitive dynamics requires strategy and leadership Marketing strategies, stakeholder management and entrepreneurship Objectives and tasks of corporate governance in management practice Competitive forces, strategies and benefits according to Michael Porter Growth strategies, new businesses and dynamic capabilities 					
Barnard Eschen bis Ulri Freema Grant, I ternehn Hinterh Verlag, Hunger Gabler, Johnso Hall Ha Kotler, Laasch ty, and Meffert rung, 1 [°] Meyer, nehmu Müller- führen, Porter,	 7. Nature and principles of responsible management Reading: Barnard, Cl (1938): The Functions of the Executive, Harvard University Press, Cambridge, Massachusetts. Eschenbach, R.; Eschenbach, S.; Kunesch, H. (2008): Strategische Konzepte: Management-Ansätze von Ansoff bis Ulrich, 5th ed., Schäffer-Poeschel Stuttgart. Freeman, RE (2010): Strategic Management: A Stakeholder Approach, Cambridge University Press. Grant, R. M.; Nippa, M. (2006): Strategisches Management: Analyse, Entwicklung und Implementierung von Unternehmensstrategien, 5th ed., Pearson Munich. Hinterhuber, H. H. (2011): Strategische Unternehmensführung I. Strategisches Denken, 8th ed., Erich Schmidt Verlag, Berlin. Hungenberg, H. (2012): Strategisches Management in Unternehmen: Ziele Prozesse Verfahren, 7th ed., Gabler, Wiesbaden. Johnson, G.; Scholes, K.; Whittington, R. (2009): Fundamentals of Strategy, 1st ed., Financial Times and Prentice Hall Harlow. Kotler, P.; Berger, R.; Bickhoff, N. (2010): The Quintessence of Strategic Management; Global Sustainability, Responsibility, and Ethics, Cengage Stamford. Meffert, H.; Burmannn, C.; Kirchgeorg, M. (2012): Marketing Grundlagen marktorientierter Unternehmensführung, 11th ed., Gabler, Wiesbaden. Meyer, M. (1995): Ökonomische Organisation der Industrie: Netzwerkarrangements zwischen Markt und Unternehmung, Gabler, Wiesbaden. Müller-Stewens, G.; Lechner, C. (2011): Strategisches Management Wie strategische Initiativen zum Wandel führen, 4th ed., Schäffer-Poeschel Stuttgat. Porter, M. (1999): Wettbewerb und Strategie, Econ Munich. (Original: Porter, M.: On Competition, Boston, 1998.) Porter, M. (2014): Wettbewerbsvorteile Spitzenleistungen erreichen und behaupten, 8th ed., Campus Frank- 					
Master's w	ith 1 majo	r Business Management (2013)	JMU Würzburg •	generated 26-Aug-2024 • exa	am. reg. da-	page 186 / 230
		-	-	(120 ECTS) Business Manage	-	

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 studys 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)

a) written examination (approx. 60 minutes) or b) written examination (approx. 40 minutes) and group presentation (approx. 20 minutes), weighted 2:1

Language of assessment: German, English

Allocation of places

Additional information

Workload

Teaching cycle

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

Module appears in

Module title Abbreviation					
Strategic Management of Global Supply Chains					12-M-SMGS-132-m01
Module coordinator Module				Module offered by	
		Chair of Logistics and Qua	antitativo Mothodo		Management and Economics
ECTS	1	od of grading	Only after succ. com	· · · ·	Management and Economics
5		rical grade			
Duratio		Module level	Other prerequisites		
1 seme		graduate			
Conten	ts				
	course ' les of b				come familiar with the basic nave learned working on multiple
Intend	ed lear	ning outcomes			
(i) can results	apply t , and	ng this course students he basic methods and co d the effects of global val			ractical settings and evaluate the
Course	s (type	, number of weekly conta	ct hours, language –	· if other than Germa	ın)
V + Ü (I	no infoi	mation on SWS (weekly o	contact hours) and co	ourse language avail	able)
		essment (type, scope, la on on whether module ca			tion offered — if not every seme-
b) writt c) writt Langua	en elat en exar age of a	mination (approx. 60 min poration (approx. 15 to 20 nination (approx. 40 min ssessment: German, Eng ffered: once a year, sumr	pages) and presenta utes) with written ela lish		nutes), weighted 2:1 or ; to 20 pages), weighted 2:1
Allocat	ion of p	olaces			
Additio	onal inf	ormation			
Worklo	ad				
Teaching cycle					
Referred to in LPO I (examination regulations for teaching-degree programmes)					
Module appears in					
Master's degree (1 major) Business Management (2013) Master's degree (1 major) Economics (2013)					

Module title				Abbreviation	
Advanced Seminar: Econometrics				12-M-SOE-132-m01	
Module coordinator			Module offered by		
holder of the	Chair of Econometrics		Faculty of Business	Management and Economics	
ECTS Meth	od of grading	Only after succ. com	npl. of module(s)		
10 nume	rical grade				
Duration	Module level	Other prerequisites			
1 semester	graduate				
Contents					
quired to inde		emselves with the res	pective topics and to	onometrics. Students will be re- o present the results of their work	
Intended lear	ning outcomes				
	able to analyze independ ne results orally and in wi			vance for a given theme. They 5.	
Courses (type	, number of weekly conta	ict hours, language –	- if other than Germa	n)	
S (no informa	tion on SWS (weekly cont	act hours) and cours	e language available	2)	
	· ·			tion offered — if not every seme-	
	ion on whether module c			,	
	pprox. 20 to 25 pages) ar assessment: German, Eng		ox. 20 minutes), wei	ghted 2:1	
Allocation of	places				
allocated in a lowing quotas subject; amor ta 2 (25% of p number of sul procedure, ap ve module wil ted number o located as the	standardised procedure s: Quota 1 (50% of places ng applicants with the same places): number of subject bject semesters, places w pplicants who already hav all be given preferential co f places will be allocated ey become available.	among all applicants): total number of ECT me number of ECTS of t semesters of the res vill be allocated by low re successfully compl nsideration. Places o	Firrespective of their IS credits already ac redits achieved, plac spective applicant; a t. Quota 3 (25% of pl leted at least one mo n all courses of the r	available places, places will be subjects according to the fol- hieved in the respective degree ces will be allocated by lot. Quo- mong applicants with the same aces): allocation by lot. In this odule component of the respecti- module component with a restric- be maintained and places re-al-	
Additional inf	ormation				
Workload					
Teaching cycle					
Referred to in LPO I (examination regulations for teaching-degree programmes)					
			0		
Module appea	arc in				
		nagement (2012)			
Master's degree (1 major) Business Management (2013) Master's degree (1 major) Business Management (2014)					
Master's degree (1 major) Business Management (2014) Master's degree (1 major) Economics (2014)					
Master's degree (1 major) Economics (2014) Master's degree (1 major) Economics (2013)					

Module coordinator Module offered by holder of the Chair of Business Management and Business Faculty of Business Management and Economics Taxation Faculty of Business Management and Economics Taxation Module level Only after succ. compl. of module(s) 5 numerical grade - Duration Module level Other prerequisites 1 semester graduate - Contents This course deals with tax effects on fundamental economic decisions. Taxes are integrated into standard models for investment decisions, financing decisions, firm valuation, divident policy and remunaration of employ-ees. Therefore, the interaction of corporate and personal income taxes is analysed. A reading list in English is available on request. Intended learning outcomes This course enables students to (i) combine their knowledge of tax law with microeconomic analyses in the areas of corporate and personal financie; (ii) understand the effect of taxes on fundamental economic decisions, e.g. investment and financing decisions, sing; (iii) understand the stepfect of taxes on fundamental economic decisions, e.g. investment and financing decisions, sing; (ii) understand the effect of taxes on fundamental economic decisions, e.g. investment and financing decisions, sing; (iii) trad and discuss primary scientific literature. <t< th=""><th colspan="4">Module title Abbreviat</th><th>Abbreviation</th></t<>	Module title Abbreviat				Abbreviation	
holder of the Chair of Business Management and Business Faculty of Business Management and Economics Taxation	Economics of Tax Planning					12-M-SP-132-m01
Taxation Method of grading Only after succ. compl. of module(s) 5 numerical grade Duration Module level Other prerequisites 1 semester graduate Contents This course deals with tax effects on fundamental economic decisions. Taxes are integrated into standard models for investment decisions, financing decisions, firm valuation, divident policy and remunaration of employ-ees. Therefore, the interaction of corporate and personal income taxes is analysed. A reading list in English is available on request. Intended learning outcomes This course enables students to (i) combine their knowledge of tax law with microeconomic analyses in the areas of corporate and personal financie; (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; (iii) read and discuss primary scientific literature. Courses (type, number of weekly contact hours) and course language available) Method of assessment (type, scope, language — if other than German) V + 0 (no information on SWS (weekly contact hours) and course language available) Method of assessment (type, scope, language — if other than German, examination of one candidate each (approx. 20 minutes) or b) term paper (approx. 15 pages) or c) oral examination or encandidate each (approx. 20 minutes)) </td <td>Module</td> <td>coord</td> <td>inator</td> <td></td> <td>Module offered by</td> <td></td>	Module	coord	inator		Module offered by	
5 numerical grade			Chair of Business Manage	ement and Business	Faculty of Business	Management and Economics
Duration Module level Other prerequisites 1 semester graduate	ECTS	Metho	od of grading	Only after succ. com	pl. of module(s)	
a semester graduate Contents This course deals with tax effects on fundamental economic decisions. Taxes are integrated into standard models for investment decisions, financing decisions, firm valuation, divident policy and remunaration of employ-ees. Therefore, the interaction of corporate and personal income taxes is analysed. A reading list in English is available on request. Intended learning outcomes This course enables students to (i) combine their knowledge of tax law with microeconomic analyses in the areas of corporate and personal finance; (ii) 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; (iii) read and discuss primary 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) a) written examination (approx. 60 minutes) or b) term paper (approx. 15 pages) or c) oral examination of approx. 20 minutes) Language of assessment: German, English Allocation of places Workload	5	nume	rical grade			
This course deals with tax effects on fundamental economic decisions. Taxes are integrated into standard mo- dels for investment decisions, financing decisions, firm valuation, divident policy and remunaration of employ- ees. Therefore, the interaction of corporate and personal income taxes is analysed. A reading list in English is available on request. Intended learning outcomes This course enables students to (i) combine their knowledge of tax law with microeconomic analyses in the areas of corporate and personal fi- nance; (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 asses- sing; (iii) read and discuss primary scientific literature. Courses (type, number of weekly contact hours, language — if other than German) V + Û (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) a) written examination (approx. 60 minutes) or b) term paper (approx. 15 pages) or c) oral examination of one candidate each (approx. 20 minutes) Language of assessment: German, English Allocation of places 	Duratio	n		Other prerequisites		
This course deals with tax effects on fundamental economic decisions. Taxes are integrated into standard mo- dels for investment decisions, financing decisions, firm valuation, divident policy and remunaration of employ- ees. Therefore, the interaction of corporate and personal income taxes is analysed. A reading list in English is available on request. Intended learning outcomes This course enables students to (i) combine their knowledge of tax law with microeconomic analyses in the areas of corporate and personal fi- nance; (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 asses- sing; (iii) read and discuss primary scientific literature. Courses (type, number of weekly contact hours, language — if other than German) V + Û (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) a) written examination (approx. 60 minutes) or b) term paper (approx. 15 pages) or c) oral examination of one candidate each (approx. 20 minutes) Language of assessment: German, English Allocation of places 	1 semes	ster	graduate			
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This course enables students to (i) combine their knowledge of tax law with microeconomic analyses in the areas of corporate and personal fi- nance; (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 asses- sing; (iii) read and discuss primary 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 seme- ster, information on whether module can be chosen to earn a bonus) a) written examination (approx. 60 minutes) or b) term paper (approx. 15 pages) or c) oral examination of one candidate each (approx. 20 minutes) Language of assessment: German, English Allocation of places	dels for ees. The	invest erefore	ment decisions, financin , the interaction of corpo	g decisions, firm valu rate and personal inc	ation, divident polic	y and remunaration of employ-
 (i) combine their knowledge of tax law with microeconomic analyses in the areas of corporate and personal finance; (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; (iii) read and discuss primary 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) a) written examination (approx. 60 minutes) or b) term paper (approx. 15 pages) or c) oral examination of one candidate each (approx. 20 minutes) Language of assessment: German, English Allocation of places 	Intende	d learr	ning outcomes			
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 seme- ster, information on whether module can be chosen to earn a bonus) a) written examination (approx. 60 minutes) or b) term paper (approx. 15 pages) or c) oral examination of one candidate each (approx. 20 minutes) Language of assessment: German, English Allocation of places Additional information Workload Teaching cycle Referred to in LPO I (examination regulations for teaching-degree programmes) 	(i) comb nance; (ii) unde evaluati sing;	(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;				
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Additional information Workload Teaching cycle Referred to in LPO I (examination regulations for teaching-degree programmes)	candida	ate eac	h (approx. 20 minutes)		er (approx. 15 pages)	or c) oral examination of one
Workload Teaching cycle Referred to in LPO I (examination regulations for teaching-degree programmes)	Allocati	on of p	olaces			
Workload Teaching cycle Referred to in LPO I (examination regulations for teaching-degree programmes)						
Teaching cycle Referred to in LPO I (examination regulations for teaching-degree programmes)	Additio	nal info	ormation			
Teaching cycle Referred to in LPO I (examination regulations for teaching-degree programmes)						
Referred to in LPO I (examination regulations for teaching-degree programmes)	Workloa	ad				
Referred to in LPO I (examination regulations for teaching-degree programmes)						
Referred to in LPO I (examination regulations for teaching-degree programmes)	Teachin	g cvcl	9			
	Referre	d to in	LPOI (examination regu	lations for teaching.	legree programmes)	
Module appears in	Module	annes	rs in			
Master's degree (1 major) Business Information Systems (2013)				ormation Systems (20	113)	
Master's degree (1 major) Business Management (2013)						
Master's degree (1 major) Economics (2013)						

Module title Abbreviation				Abbreviation	
Strategic Production Management					12-M-SPM-132-m01
Module coordinator				Module offered by	
holder	holder of the Chair of Business Management and Industr Management			,	Management and Economics
ECTS		od of grading	Only after succ. com	pl. of module(s)	
5		rical grade		,	
Duratio	n	Module level	Other prerequisites		
1 seme	ster	graduate			
Conten	ts				
ning an Studen cal moc principl	d cont ts will lels wi les of v	rol concepts. become familiar with the Il be used for analysing b	essentials of strateg oth economic and ec	c production manag ological issues. In a	gement and, in particular, plan- gement. Theoretical and analyti- ddition, the module will discuss ing the development of integra-
Intende	ed lear	ning outcomes			
strategy the mai concep Course	y struct n strat ts for t s (type	ured and goal-oriented in egic tasks and objectives he production in realistic , number of weekly conta	n a global context usi in production mana application situation ct hours, language —	ng appropriate meth gement and evaluate is. if other than Germa	
		ion on SWS (weekly cont			
		s essment (type, scope, la on on whether module ca			tion offered — if not every seme-
1:1 or c) ten exa sentatio ration (writte minati on (app approx	n examination (approx. 4 on (approx. 40 minutes)	o minutes) and prese with written elaborati itten elaboration (ap	entation (approx. 20 on (approx. 15 to 20	x. 30 minutes each), weighted minutes), weighted 2:1 or d) writ pages), weighted 2:1 or e) pre-), weighted 1:1 or f) written elabo-
Allocat	ion of p	olaces			
Number of places: 20. 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. Places on all courses of the module component with a restric ted number of places will be allocated in the same procedure. A waiting list will be maintained and places re-allocated as they become available.					
Additio	Additional information				
Worklo	ad				
Teachir	ıg cycl	e			
	· · · · · · · · · · · · · · · · · · ·				

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

Module appears in

Module title				Abbreviation
Advanced Seminar: Topics in Personnel Economics and Organizational Theory 12-M-SPO-132-mo1				
Module coord	dinator		Module offered by	
holder of the	Chair for Human Resource	e Management and	Faculty of Business	Management and Economics
Organisation				
ECTS Meth	od of grading	Only after succ. con	npl. of module(s)	
10 nume	erical grade			
Duration	Module level	Other prerequisites		
1 semester	graduate			
Contents				
	write a seminar paper on agement and organisatior		d discuss current issi	ues in the field of human re-
Intended lear	rning outcomes			
The students	learn to handle, formulat	e in own words, pres	ent, and discuss curr	ent research literature.
	e, number of weekly conta	· · · · · ·		
	ition on SWS (weekly cont			
	· · · · · · · · · · · · · · · · · · ·			
	tion on whether module c			tion offered — if not every seme-
tes), weighte			resentation including	g discussion (approx. 50 minu-
Allocation of		<u>.</u>		
lowing quota subject; amo ta 2 (25% of p number of su procedure, ap ve module wi ted number o	s: Quota 1 (50% of places ng applicants with the sa places): number of subjec bject semesters, places w pplicants who already hav ll be given preferential co): total number of EC me number of ECTS c t semesters of the re vill be allocated by lo ve successfully comp nsideration. Places o	TS credits already ac redits achieved, plac spective applicant; a t. Quota 3 (25% of pl leted at least one mo n all courses of the r	subjects according to the fol- hieved in the respective degree ees will be allocated by lot. Quo- mong applicants with the same aces): allocation by lot. In this odule component of the respecti- nodule component with a restric- be maintained and places re-al-
Additional in	formation			
Workload				
Teaching cyc	le			
Referred to in LPO I (examination regulations for teaching-degree programmes)				
Module appears in				
Master's degree (1 major) Business Management (2013)				
Master's degree (1 major) Business Management (2013) Master's degree (1 major) Business Management (2014)				
Master's degree (1 major) Economics (2014)				
Master's degree (1 major) Economics (2014) Master's degree (1 major) Economics (2013)				
	. , ,	21		

Module	e title				Abbreviation	
Advanc	ed Top	ics in Economic Policy			12-M-SPÜ-132-m01	
Module	e coord	inator		Module offered by	<u> </u>	
holder	ofthe	Chair of Economic Order a	and Social Policy	Faculty of Business	Management and Economics	
ECTS	Meth	od of grading	Only after succ. com	pl. of module(s)		
5	nume	rical grade				
Duratio	on	Module level	Other prerequisites			
1 seme	ster	graduate				
Conten	ts					
		Sozialpolitische Übungen d intends to launch an op	•) deals with current economic po	
Intende	ed lear	ning outcomes				
	nic anc				a profound unterstanding of how arch results in economic policy is	
Course	s (type	, number of weekly conta	ct hours, language —	· if other than Germa	nn)	
V (no ir	nforma	tion on SWS (weekly cont	act hours) and cours	e language available	e)	
ster, in a) writt	format en exa	sessment (type, scope, la ion on whether module ca mination (approx. 60 min ssessment: German, Eng	an be chosen to earn utes) or b) term pape	a bonus)	ition offered — if not every seme-	
Allocat						
Additio	nal inf	ormation				
Worklo	ad					
Teachi	ng cycl	e				
Referre	ed to in	LPOI (examination regu	lations for teaching-o	legree programmes)		
Module	e appea	ars in				
Master's degree (1 major) Business Management (2013)						
Master's degree (1 major) Business Management (2014)						
Master's degree (1 major) Economics (2011)						
Master's degree (1 major) Economics (2010)						
Master's degree (1 major) Economics (2014)						
Master	Master's degree (1 major) Economics (2013)					

Module	e title				Abbreviation
Advanc	ed Ser	ninar: Selected Problems	in Analytical Tax Re	search	12-M-SSL-132-m01
Module	coord	inator		Module offered by	<u> </u>
	of the (ement and Business		Management and Economics
ECTS Method of grading Only after succ. compl. of module(s)					
10		rical grade			
Duratio	n	Module level	Other prerequisites		
1 seme	ster	graduate			
Conten	ts				
arch pa Althou	pers ir gh the s	German and/or English	language.		lents will read and discuss rese- e written and discussed in English
Intende	ed lear	ning outcomes			
-to ana to iden to form	lyze a c tify pro ulate a	nar, students are able complex issue in taxation blems and to suggest so nd to defend their analys	lutions, is and suggested sol	utions.	
		, number of weekly conta			
		ion on SWS (weekly cont			
ster, in	formati	on on whether module c	an be chosen to earn	a bonus)	ation offered — if not every seme-
Langua	ge of a	oprox. 20 to 25 pages) ar ssessment: German, Eng		ox. 20 minutes), we	ighted 2:1
Allocat					
allocate lowing subject ta 2 (25 numbe proced ve mod ted nur located	ed in a quotas ; amor % of p r of sub ure, ap ule wil nber of as the	standardised procedure : Quota 1 (50% of places) g applicants with the sai laces): number of subjec oject semesters, places w plicants who already hav l be given preferential co places will be allocated y become available.	among all applicants): total number of ECT ne number of ECTS c t semesters of the res vill be allocated by lo re successfully compl nsideration. Places o	irrespective of their S credits already ac redits achieved, plac spective applicant; a t. Quota 3 (25% of p eted at least one mo n all courses of the	available places, places will be r subjects according to the fol- chieved in the respective degree ces will be allocated by lot. Quo- among applicants with the same laces): allocation by lot. In this odule component of the respecti- module component with a restric- be maintained and places re-al-
Additio	nal inf	ormation			
Worklo	ad				
Teaching cycle					
Referre	d to in	LPO I (examination regu	lations for teaching-o	legree programmes)	
Module	 Module appears in				
Module appears in Master's degree (1 major) Business Management (2013) Master's degree (1 major) Economics (2013)					

Module	e title				Abbreviation	
Tax Ac	countin	g			12-M-STB-132-m01	
Module	e coord	inator		Module offered by		
holder Taxatic		Chair of Business Manage	ement and Business		Management and Economics	
ECTS	1	od of grading	Only after succ. con	pl. of module(s)		
5	nume	rical grade		-		
Duratio	on	Module level	Other prerequisites			
1 seme	ester	graduate				
Conten	nts					
steuerg	gesetz,		ain reporting and val		an Income Tax Code (<i>Einkommen</i> well as the specific problems	
Intend	ed lear	ning outcomes				
		e in-depth knowledge of t ax accounting in particula			to solve moderate to complex s using legal source.	
Course	s (type	, number of weekly conta	ict hours, language –	· if other than Germa	n)	
V + Ü (I	no infoi	rmation on SWS (weekly	contact hours) and co	ourse language avail	able)	
		sessment (type, scope, la ion on whether module ca			tion offered — if not every seme-	
candid	ate eac	mination (approx. 60 mir h (approx. 20 minutes) ssessment: German, Eng		er (approx. 15 pages)	or c) oral examination of one	
Allocat	tion of p	olaces				
Additio	onal inf	ormation				
Worklo	ad					
Teachi	ng cycl	e				
Referred to in LPO I (examination regulations for teaching-degree programmes)						
Module	Module appears in					
Master's degree (1 major) Business Information Systems (2013) Master's degree (1 major) Business Management (2013)						
Master	Master's degree (1 major) Economics (2013)					

Modul	e title				Abbreviation							
Advan	ced Ser	ninar: Monetary policy			12-M-SV1-132-m01							
Modul	e coord	inator		Module offered by	<u> </u>							
holder Econor		Chair of Monetary Policy	and International	Faculty of Business	Management and Econ	omics						
ECTS		od of grading	Only after succ. con	npl. of module(s)								
10		rical grade										
Duratio	on	Module level	Other prerequisites									
1 seme		graduate										
Conter	nts		•									
Gainin licy.	g a moi	re in-depth understandin	g of specific problem	s of macroeconomic	s and, in particular, mor	netary po-						
Intend	ed lear	ning outcomes										
(i) cons (ii) crea (iii) dea	solidate ate, pre al with	inar, students can e acquired knowledge ar sent and defend a scien the working papers of ot eter for the processing o	tific paper; her participants;	additional technique	s of scientific work;							
Course	es (type	, number of weekly cont	act hours, language –	- if other than Germa	n)							
S (no i	nforma	tion on SWS (weekly con	tact hours) and cours	e language available	2)							
ster, in	Iformat	sessment (type, scope, la ion on whether module c	an be chosen to earn	a bonus)		ery seme-						
Langua	age of a	pprox. 20 to 25 pages) a ssessment: German, Eng		rox. 20 minutes), wei	ghted 2:1							
Allocat	tion of	places										
allocat lowing subjec ta 2 (22 numbe proced ve mod ted num located	ed in a quotas t; amor 5% of p er of sul lure, ap dule wil mber o d as the	aces: 10. Should the num standardised procedure s: Quota 1 (50% of places ng applicants with the sa laces): number of subjec oject semesters, places w plicants who already ha l be given preferential co f places will be allocated ey become available.	among all applicants s): total number of EC me number of ECTS c ct semesters of the re will be allocated by lo ve successfully comp onsideration. Places o	s irrespective of their TS credits already ac redits achieved, plac spective applicant; a t. Quota 3 (25% of pl leted at least one mo on all courses of the r	subjects according to the hieved in the respective ses will be allocated by la mong applicants with the aces): allocation by lot. odule component of the module component with	he fol- e degree lot. Quo- he same In this respecti- a restric						
Additio	onal inf	ormation										
Worklo	bad											
Teachi	ng cycl	e										
Referred to in LPO I (examination regulations for teaching-degree programmes)												
Referre	ed to in	LPOI (examination regu	ulations for teaching-	degree programmes)								
Referre	ed to in	LPO I (examination reg	ulations for teaching-	degree programmes)								
			ulations for teaching-	degree programmes)								
 Modul	e appea	ars in		degree programmes)								
 Modul Master	e appea r's degr	ars in ee (1 major) Business Ma	anagement (2013)	degree programmes)								
 Modul Master Master	e appea r's degr r's degr	ars in	anagement (2013) anagement (2014)	degree programmes)								
 Modul Master Master Master	e appea r's degr r's degr r's degr	ars in ee (1 major) Business Ma ee (1 major) Business Ma	anagement (2013) anagement (2014) (2014)	degree programmes)								

Module title					Abbreviation		
Advanced Seminar: Public Finance					12-M-SV5-132-m01		
Module	e coord	inator		Module offered by			
holder	of the (Chair of Public Finance		Faculty of Business	Management and E	conomics	
ECTS		od of grading	Only after succ. con	npl. of module(s)			
10	nume	rical grade					
Duratio	n	Module level	Other prerequisites				
1 seme	ster	graduate					
Conten	ts						
-	-	e in-depth understandi journal articles in Gerr			es on public finance	using scien-	
Intende	ed learı	ning outcomes					
(i) cons (ii) crea (iii) dea	olidate ate, pre al with 1	nar, students can acquired knowledge a sent and defend a scie he working papers of c eter for the processing	ntific paper; other participants;	additional technique	s of scientific work;		
Course	s (type	, number of weekly con	tact hours, language –	- if other than Germa	n)		
S (no ir	nformat	ion on SWS (weekly co	ntact hours) and cours	e language available)		
Method	d of ass	essment (type, scope,	language — if other the	an German, examina	tion offered — if not	every seme-	
ster, in	formati	on on whether module	can be chosen to earn	a bonus)			
Langua	ge of a	oprox. 20 to 25 pages) ssessment: German, E ffered: once a year, sui	nglish	ox. 20 minutes), wei	ghted 2:1		
Allocat	ion of p	olaces					
Allocation of places Number of places: 20. 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 fol- lowing 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. Quo- ta 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 respecti- ve module will be given preferential consideration. Places on all courses of the module component with a restric- ted number of places will be allocated in the same procedure. A waiting list will be maintained and places re-al- located as they become available.							
Additio	nal inf	ormation					
Worklo	Workload						
Teaching cycle							
Referred to in LPO I (examination regulations for teaching-degree programmes)							
······································							
Module	Module appears in						
Master Master Master	's degro 's degro 's degro	ee (1 major) Business A ee (1 major) Business A ee (1 major) Economics ee (1 major) Economics	1anagement (2014) (2014)				
Master's wi	ith 1 majoi	Business Management (2013)		generated 26-Aug-2024 • exa (120 ECTS) Business Manage	-	page 198 / 230	
					·		

Module	e title				Abbreviation		
Advanc	ed Ser	ninar: Economic Order an	12-M-SWOSP-132-m01				
Module	e coord	inator		Module offered by	·		
holder	of the (Chair of Economic Order a	and Social Policy	Faculty of Business	Management and Economics		
ECTS		od of grading	Only after succ. com	pl. of module(s)			
10	nume	rical grade					
Duratio	n	Module level	Other prerequisites				
1 seme	ster	graduate					
Conten	ts						
		overs various topics in th tain aspects addressed i			tudents with more in-depth in-		
Intende	ed lear	ning outcomes					
The ser arch sk		ives a better understand	ing of certain aspects	in economic policy	and strengthens students' rese-		
Course	s (type	, number of weekly conta	ct hours, language —	if other than Germa	in)		
S (no ir	format	tion on SWS (weekly cont	act hours) and course	e language available	2)		
		sessment (type, scope, la ion on whether module ca			tion offered — if not every seme-		
		pprox. 20 to 25 pages) an ssessment: German, Eng		ox. 20 minutes), wei	ighted 2:1		
Allocat	ion of j	olaces					
allocate lowing subject ta 2 (25 numbe proced ve mod ted num	ed in a quotas ; amor 5% of p r of sub ure, ap ule wil nber of	standardised procedure Quota 1 (50% of places) applicants with the same laces): number of subjec bject semesters, places w plicants who already hav l be given preferential co	among all applicants): total number of ECT ne number of ECTS or t semesters of the res vill be allocated by lot re successfully compl nsideration. Places o	irrespective of their 'S credits already ac edits achieved, plac pective applicant; a . Quota 3 (25% of pl eted at least one mo n all courses of the r	available places, places will be subjects according to the fol- hieved in the respective degree ces will be allocated by lot. Quo- among applicants with the same laces): allocation by lot. In this odule component of the respecti- module component with a restric- be maintained and places re-al-		
Additio	nal inf	ormation					
Worklo	ad						
Teachir	ng cvcl	e					
Referre	Referred to in LPO I (examination regulations for teaching-degree programmes)						
Module	e appea	ars in					
Master' Master'	Master's degree (1 major) Business Management (2013) Master's degree (1 major) Business Management (2014) Master's degree (1 major) Economics (2014) Master's degree (1 major) Economics (2013)						

Modul					Abbreviation
Master Thesis Business Management					12-M-THB-132-m01
Module coordinator				Module offered by	
Dean c	of the Fa	culty of Business Manag	ement and Econo-		Management and Economics
mics					
ECTS		od of grading rical grade	Only after succ. con	npl. of module(s)	
30 Duratio	·	Module level	Other prerequisites		
1 seme		graduate			
Conter	nts		J		
knowle take th often t velope	edge the le form he case d by sti	ey have acquired and ad of an analysis and struct , also include a presenta udents or the (further) de	hering to the principle ured presentation of tion of the students'	es of good scientific the existing literatur own original achiev	drawing on the subject-specific practice. This thesis may either re on a certain topic or may, as is ements, e.g. new algorithms de-
		ning outcomes			based work to solve a particular
fessior and re	nal prac	tice, critically analyze an	d assess the relevan	ce to their own spec	ntributions to research and pro- ific questions. They can assess refore also the need to retrain
		, number of weekly conta			
	_	ion on SWS (weekly cont			
		sessment (type, scope, la on on whether module c			ation offered — if not every seme
approx Langua	k. 10 mii age of a	(50 to 70 pages) and col nutes), weighted 5:1 ssessment: German, Eng ffered: on a continuous b	lish		estions on both talk and thesis nd after registration
Allocat	tion of p	olaces			
Additio	onal inf	ormation			
Worklo	bad				
Teachi	ng cycl	e			
 Def				d	
Referre	ea to in	LPOI (examination regu	liations for teaching-(legree programmes)
Modul	e appea	urs in			
		ee (1 major) Business Ma	inagement (2013)		
	-	ee (1 major) Business Ma			

Module title					Abbreviation	
Theory of Industrial Organization 1 12-M-TI1-132-m01					12-M-Tl1-132-m01	
Module coordinator				Module offered by		
holder	of the (Chair of Industrial Econor	nics	Faculty of Business	Management and Economics	
ECTS	Metho	od of grading	Only after succ. com	pl. of module(s)		
5	nume	rical grade				
Duratio	on	Module level	Other prerequisites			
1 seme	ester	graduate				
Conten	nts					
Theory of industrial organisation: 1. Monopoly pricing - Nonlinear pricing and mechanism design - Dynamic pricing: experience goods, durable goods 2. Oligopoly pricing - Static price and quantity competition in homogeneous and differentiated goods markets - Comparative statics - Equilibrium market structure 3. Dynamic competition in oligopoly markets - Repeated games and collusion - Markov perfect equilibrium and models of dynamic competition 4. Strategic behaviour by incumbent firms - Entry deterrence and predation - Signalling and reputation 5. Auctions - Second price auctions 6. Advertising and product design						
The co	urse wil	ll be taught in English.				
Intend	ed learı	ning outcomes				
Students which complete this class will acquire a working knowledge of advanced theoretical models of compe- tition 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 interac- tions 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, as- sess the strengths and weaknesses of approach, summarize and comment on these papers and suggest possi- ble extensions.						
Course	s (type	, number of weekly conta	ct hours, language —	if other than Germa	n)	
V + Ü (I	no infor	mation on SWS (weekly o	contact hours) and co	ourse language avail	able)	
	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)					
methoo tes), we nutes), each o	a) written examination (approx. 60 to 90 minutes) or b) written examination (questions concerning mathematical methodology; approx. 120 minutes) or c) term paper (approx. 15 pages) and oral examination (approx. 15 minutes), weighted 2:1 or d) case studies, project report or similar (approx. 10 pages) and presentation (approx. 15 minutes), weighted 2:1 or e) presentation (approx. 30 to 45 minutes), presentations can be held by one candidate each or in groups Language of assessment: German, English					
	tion of p					

Additional information

Workload

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Teaching cycle

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

Module appears in

Module title				Abbreviation		
Theory of Industrial Organization 2					12-M-Tl2-132-m01	
Modul	e coord	inator		Module offered by		
holder	of the (Chair of Industrial Econor	nics	Faculty of Business	Management and Economics	
ECTS	Metho	od of grading	Only after succ. con	npl. of module(s)		
5	nume	rical grade				
Duratio	on	Module level	Other prerequisites			
1 seme	ester	graduate				
Conter	its					
Descrij This co		scusses vertical contract	s in supply chains an	d their impact on co	mpetition.	
1. The c nance, 2. Cont 3. Com 4. The 5. The 6. Inte	nonlin tracts fo mon ag delegat commit rlocking	problem of double margi ear pricing (rebates), excl or service	lusive territories, exc		d contracts (resale price mainte-	
-		ning outcomes				
(i) expl (ii) app (iii) rec	ain the oly the i cognize,	ng the course students a results of theoretical ind nvolved methods to giver in which real life situation e impact of certain vertic	ustrial economics on n simple examples of ons (and how) the res	n their own; sults can be applied;		
Course	s (type	, number of weekly conta	ct hours, language –	- if other than Germa	n)	
V (no i	nformat	ion on SWS (weekly cont	act hours) and cours	e language available	2)	
		s essment (type, scope, la on on whether module ca			tion offered — if not every seme-	
a) written examination (approx. 60 to 90 minutes) or b) written examination (questions concerning mathematical methodology; approx. 120 minutes) or c) term paper (approx. 15 pages) and oral examination (approx. 15 minutes), weighted 2:1 or d) case studies, project report or similar (approx. 10 pages) and presentation (approx. 15 minutes), weighted 2:1 or e) presentation (approx. 30 to 45 minutes), presentations can be held by one candidate each or in groups Language of assessment: German, English						
	tion of p	-				
Additio	onal inf	ormation				
Worklo	Workload					
Teachi	ng cycl	6				
	0 - 9 - 0					
Referre	ed to in	LPOI (examination regu	lations for teaching-o	degree programmes)		
Modul	Module appears in					

Master's degree (1 major) Business Management (2013) Master's degree (1 major) Economics (2013)

Module title					Abbreviation		
Topics	Topics in Industrial Organization 12-M-TIO-132-m01						
Modul	e coord	inator		Module offered by			
holder	ofthe	Chair of Industrial Econor	nics	Faculty of Business	Management and Economics		
ECTS	Metho	od of grading	Only after succ. com	pl. of module(s)			
5	nume	rical grade					
Duratio	on	Module level	Other prerequisites				
1 seme	ester	graduate					
Conter	nts						
discus	ourse di sed ma	scusses recent state-of-tl y vary greatly from semes havioural industrial econo	ster to semester.		omics. Subjects and methods nts.		
Intend	ed lear	ning outcomes					
1. expl	ain and	ng the course students a evaluate results and me ethods to simple situatio	thods of the research	articles.			
Course	es (type	, number of weekly conta	ct hours, language —	if other than Germa	n)		
		mation on SWS (weekly o					
					tion offered — if not every seme-		
		on on whether module ca			· · · · · · · · · · · · · · · · · · ·		
metho tes), w nutes), each o	dology; eightec , weight r in gro	approx. 120 minutes) or 2:1 or d) case studies, p ed 2:1 or e) presentation	c) term paper (approz roject report or simila (approx. 30 to 45 mi	x. 15 pages) and oral ar (approx. 10 pages)	estions concerning mathematical examination (approx. 15 minu- and presentation (approx. 15 mi- s can be held by one candidate		
Allocat	tion of p	olaces					
Additio	onal inf	ormation					
Worklo	ad						
Teachi	ng cycl	е					
Referre	ed to in	LPO I (examination regu	lations for teaching-c	legree programmes)			
Modul	e appea	urs in					
Master	's degr	ee (1 major) Business Ma	nagement (2013)				
	-	ee (1 major) Business Ma					
	-	ee (1 major) Economics (2					
Master	Master's degree (1 major) Economics (2013)						

Module title Abbreviation							
Trade F	Trade Policy and the World Trading System 12-M-TP-132-m01						
Module	e coord	inator		Module offered by			
holder	of the (Chair of International Eco	onomics	Faculty of Business	Management and E	conomics	
ECTS	Metho	od of grading	Only after succ. co	mpl. of module(s)			
5	nume	rical grade					
Duratio		Module level	Other prerequisites	5			
1 seme		graduate					
			-				
Based on to a quotas tortion dress t as curr Outline 1. Deve 2. The 3. Trad 4. Com 5. Nativ 6. Trad 7. Polit Readin - Key te Helpma setts. - Lines way in Bhagw	Contents Content: Based on a synopsis of the basic arguments in favour of free trade, this module provides a systematic introducti- on to and analysis of a number of arguments in favour of trade operations and trade policy instruments (duties, quotas etc.). The arguments that will be discussed include market power in international markets, domestic dis- tortions, the strategic trade policy, the infant industry argument and industrial policy. The lecture will also ad- dress the political-economic causes of protectionist policies, the logic of international trade agreements as well as current issues of the world trade system. Outline of syllabus: 1. Development of lines of the world trade system, of world trade and current issues 2. The doctrine of free trade and its challenges 3. Trade policy instruments and their effects under perfect competition 4. Competition effects of market opening 5. Native market failure: trade policy as a second, third, orbest 6. Trade policy in market power on the international commodity markets 7. Political economy, international integration and the world trade system Reading: - Key text for many sections of the course: Helpman, E. and Krugman, P. R. (1989), Trade Policy and Market Structure, The MIT Press, Cambridge, Massachu-						
Irwin, E Irwin, E - A bas fresh th	 Bhagwati, J. (2002), Free Trade Today, Princeton University Press. Bhagwati, J. (2005), In Defense of Globalization, Oxford University Press. Irwin, D. (2005), Free Trade Under Fire, Princeton University Press, 2nd Edition. Irwin, D. (1996), Against the Tide. An Intellectual History of Free Trade, Princeton University Press. A basic knowledge of international economics is a prerequisite for participation in this course. Students can refresh their existing knowledge with the help of the two following textbooks: Krugman, P. R., Obstfeld, M. and Melitz, M. (2012), International Economics. Theory and Policy, Addison-Wesley, oth Edition 						
Caves, 10th Ec		es, R. W. and Frankel, J	A. (2007), World Trad	e and Payments. An I	ntroduction, Addiso	n-Wesley,	
	-	ning outcomes					
cumsta critical	Students acquire a critical understanding of the benefits of free trade and the possible displayed at various cir- cumstances economic policy arguments. Students are placed in a position to classify current trade policy issues critically-analytically and to present their ideas verbally and economically-intuitive. Students also gain an under- standing of the structure and dynamics of the world trade order.						
Course	s (type	number of weekly cont	act hours, language -	– if other than Germa	ın)		
V + Ü (I	no infor	mation on SWS (weekly	contact hours) and c	ourse language avail	able)		
		essment (type, scope, l on on whether module o			tion offered — if not	every seme-	
a) writt	en exa	nination (approx. 60 mi	nutes) or				
Master's w	ith 1 majoi	Business Management (2013)		• generated 26-Aug-2024 • exa r (120 ECTS) Business Manage	-	page 206 / 230	

Julius-Maximilians-UNIVERSITÄT WÜRZBURG

b) term paper (approx. 15 pages) Language of assessment: German, English Assessment offered: once a year, summer semester

Allocation of places

Additional information

--Workload

WOINTOD

Teaching cycle

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

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Module appears in

Master's degree (1 major) Business Management (2013) Master's degree (1 major) Economics (2013)

Master's with 1 major Business Management (2013)	
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Module title	Abbreviation					
Theory of Social Policy	12-M-TSP-132-m01					
Module coordinator		Module offered by				
holder of the Chair of Economic Order and Social Policy Faculty of Business Management and Economic						
ECTS Method of grading	Only after succ. con	npl. of module(s)				
5 numerical grade						
Duration Module level	Other prerequisites					
1 semester graduate						
Contents						
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.						
The graduate student has acquired foll (i) Detailed knowledge of institutional f (ii) Mechanics of an insurance market (iii) Emergence and problems of advers (iv) Measurement and interpretation of (v) Mechanics and welfare effects of state (vi) The impact of state redistribution of	foundations of the Ge se selection and mora inequality measures ate redistribution	erman social security al hazard in the cont , particularly of inco	r system ext of social insuran	ces		
Courses (type, number of weekly conta	ct hours, language –	- if other than Germa	n)			
V + Ü (no information on SWS (weekly o	contact hours) and co	ourse language avail	able)			
Method of assessment (type, scope, la ster, information on whether module ca			tion offered — if not	every seme-		
a) written examination (approx. 60 min Language of assessment: German, Eng		er (approx. 15 pages)				
Allocation of places						
Additional information						
Workland						
Workload						
 Teaching cycle						
Referred to in LPO I (examination regulations for teaching-degree programmes)						
Module appears in						
Master's degree (1 major) Business Ma						
Master's degree (1 major) Business Ma						
Master's degree (1 major) Economics (2 Master's degree (1 major) Economics (2						
	-	gonorated of Aug and a star	am rog da	page 200 / 200		
Master's with 1 major Business Management (2013)		generated 26-Aug-2024 • exa (120 ECTS) Business Manage	-	page 208 / 230		

	e title				Abbreviation
Financial Statement Analysis and Business Valuation					12-M-UA-132-m01
Module coordinator				Module offered by	<u> </u>
			agement and Accoun-	1	Management and Economics
ting	ortific				management and Leonomies
ECTS	Metho	od of grading	Only after succ. cor	npl. of module(s)	
5	nume	rical grade			
Duratio	on	Module level	Other prerequisites	;	
1 seme	ster	graduate			
Conten	ts				
ferred t veloped 0utline 1. Intro 2. How 3. Cash 4. View 5. Anal 6. Anal 7. Anal 8. The Readin Penma Intende The stu using t	o as fu d as a r of syll duction financi accou ring bus ysis of ysis of ysis of ysis of ysis of ysis of ysis of ysis of dear dears he best	ndamental analysis. T natter of appropriate f abus: n: investing, valuation ial statements are use nting, accural account siness through the fina the balance sheet and the cash flow stateme profitability f operations and the e hen H.: Financial State ning outcomes should be able to anal t technologies availab	his module discusses fi inancial statement anal and financial statemen d in valuation ing and discounted cas ancial statement lens l income statement nt valuation of enterprise ement Analysis and Sec yze financial statement le. They should be able	undamental analysis lysis. ts sh flow valuation: pri price-to-book-ratios curity Valuation (mos s and to value busin to sort out what are	and price-earnings-ratios
		eal cases.			
			ntact hours, language –		
			ly contact hours) and co		•
			e can be chosen to earn		ation offered — if not every seme-
20 min	utes), v	mination (approx. 60 t veighted 2:1 ssessment: German, E	-	n paper (approx. 15	pages) and presentation (approx.
Allocat					
Additio	nal inf	ormation			
Worklo	ad				
	ng cvcl	e			
 Teachii	ng cycl	e			
 Teachiı 			egulations for teaching-	degree programmes)

Module appears in

Module title		Abbreviation					
Advanced VA	л			12-M-UF-132-m01			
Module coor	dinator		Module offered by				
holder of the Taxation	Chair of Business Manage	ement and Business	Faculty of Business	Management and Economics			
ECTS Meth	nod of grading	Only after succ. com	pl. of module(s)				
	erical grade		-				
Duration	Module level	Other prerequisites					
1 semester	graduate						
Contents							
res) and inte	rnational constellations w	ith respect to other E	U member states as	ll issues (e.g. holding structu- well as non-EU states from a VAT he ECJ are also discussed.			
Intended lea	rning outcomes						
Students acquire deeper knowledge and understanding of German VAT law as well as basic skills in VAT on EU and international levels. The students ate able to analyze and solve complex facts of a case from a German VAT point of view as well as to regonize problems ari- sing from international constellations. They are anable to determine the VAT-treatment using German VAT law und the Europen VAT directive. The students are able to identify and make use of simplification rules (intra-Com- munity triangulation simplification) as well as to proactively shape the facts of a case to create a favorable VAT treatment. They are able to read critically and judge primary tax literature. Courses (type, number of weekly contact hours, language — if other than German)							
V + Ü (no info	ormation on SWS (weekly o	contact hours) and co	ourse language availa	able)			
	ssessment (type, scope, la tion on whether module ca			tion offered — if not every seme-			
candidate ea	amination (approx. 60 min Ich (approx. 20 minutes) assessment: German, Eng		er (approx. 15 pages)	or c) oral examination of one			
Allocation of	places						
Additional in	formation						
Workload							
Teaching cvo	Teaching cycle						
Referred to i	n LPO I (examination regu	lations for teaching-c	legree programmes)				
Module appe	ears in						
	ree (1 major) Business Info	ormation Systems (20	013)				
Master's degree (1 major) Business Management (2013)							

Module title	Abbreviation				
European Competition Policy				12-M-WPE-132-m01	L
Module coordinator			Module offered by		
holder of the Chair of Industri	mics	Faculty of Business Management and Economics			
ECTS Method of grading		Only after succ. con		management and E	
5 numerical grade					
Duration Module level		Other prerequisites			
1 semester graduate					
Contents					
Outline of syllabus:					
1. Legal environment, compet	ition law	S			
2. Market definition					
- Qualitative methods					
- Simple quantitative method					
- Hypothetical monopoly test		n. repeated cames ar	d factors affacting li	kalibaad of collucio	n
 Horizontal agreements and Horizontal mergers and col 		n: repeated games ar	iu laciois allecting il		11
- Economic theory	lasion				
- Efficiency effects					
- Coordinated effects					
5. Vertical relations and contr					
- Economic analysis of contra - "More economic approach"	cts				
6. Abuse of dominant positio	n				
- Classification of abusive co					
- Economic analysis of abusiv		t and theory of harm			
The course will be taught in E	nglish.	-			
Intended learning outcomes					
After completion of the modu					
on policy, including the legal				, ,	
es, as well as understand the fronted with practical probler					
draining the relevant econom					
and based on that adequate					
order to open up that build upon literature in journals and being able to think critically.					
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 seme-					
ster, information on whether module can be chosen to earn a bonus)					
a) written examination (approx. 60 to 90 minutes) or b) written examination (questions concerning mathematical					
methodology; approx. 120 minutes) or c) term paper (approx. 15 pages) and oral examination (approx. 15 minu-					
tes), weighted 2:1 or d) case studies, project report or similar (approx. 10 pages) and presentation (approx. 15 mi- nutes), weighted 2:1 or e) presentation (approx. 30 to 45 minutes), presentations can be held by one candidate					
each or in groups					
Language of assessment: German, English					
Allocation of places					
Business Management Master's, Economics Master's, Business Information Systems Master's, Mathematics for					
Economics Master's, Chinese and Economics Master's and China Business und Economics Master's: no restricti-					
ons. Applied Human Geograp	hy Maste	er's and Political and S	Social Sciences Mast	ter's: 10 places. Plac	ces will be al-
located by lot.					
Master's with 1 major Business Manageme	nt (2013)	IMU Würzhurσ●	generated 26-Aug-2024 • exa	am. reg. da-	page 212 / 230
			(120 ECTS) Business Manage	-	,,,,,

Additional information

Workload

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Teaching cycle

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

Module appears in

Module title					Abbreviation	
Advanced Auditing					12-M-WPF-132-m01	
Module coordinator				Module offered by		
holder (ting	of the C	Chair of Business Manage	ement and Accoun-	Faculty of Business Management and Economics		
ECTS	Metho	od of grading	Only after succ. compl. of module(s)			
5	numei	rical grade				
Duratio	n	Module level	Other prerequisites			
1 seme	ster	graduate				
Contents						
Content: The course discusses business-risk oriented financial statement audits according to International Standards on Auditing (IASs). Selected topics of testing theory are also addressed. Outline of syllabus: 1. Review process - 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 2. Testing theory - Overview of the state of research - The auditor's independence - Audit fees, concentration, competition Reading: Marten, KU. / Quick, R. / Ruhnke, K.: Wirtschaftsprüfung, Stuttgart (most recent edition).						
		to be specified in class.				
		ning outcomes	<u> </u>			
After completion of the module "Auditing for advanced" students can (i) represent the risk-based audit approach, establish and analyze critical; (ii) analyze selected complex audit issues on the basis of national and international audit standards and, based largely develop self-directed solutions; (iii) judge selected research papers examining theory independently and, building design research or applicati- on-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 seme- ster, information on whether module can be chosen to earn a bonus)						
a) written examination (approx. 60 to 90 minutes) or b) term paper (approx. 15 pages) and presentation (approx. 20 minutes), weighted 2:1 Language of assessment: German, English						
Allocation of places						
Additional information						
Workload						

Teaching cycle

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

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Module appears in

Master's degree (1 major) Business Management (2013) Master's degree (1 major) Economics (2013)

Module title					Abbreviation	
Economic and Business Ethics					12-M-WUE-132-m01	
Module	coord	inator		Module offered by		
holder of ting	of the (Chair of Business Manage	ement and Accoun-	Faculty of Business	Management and Economics	
ECTS	Metho	od of grading	Only after succ. compl. of module(s)			
10		rical grade		• • • • •		
Duratio	n	Module level	Other prerequisites			
1 seme	ster	graduate				
Conten	ts					
		r, students will gain an o prruption, ethcial theories			siness and economy, e.g. leader-	
Intende	ed learr	ning outcomes				
Using common scientific methods the student should be able to write a seminar paper dealing with a selected ethcial problem in business and/or economiy. He/she should be able to present a complex problem in an clear and understandable way und he/she should discuss the arguments with other participants in the class.						
Course	s (type,	, number of weekly conta	ct hours, language –	- if other than Germa	n)	
S (no in	ıformat	ion on SWS (weekly cont	act hours) and cours	e language available	2)	
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 to 25 pages) and presentation (approx. 20 minutes), weighted 2:1 Language of assessment: German, English						
Allocat	ion of p	olaces				
Number of places: 12. 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. Places on all courses of the module component with a restricted number of places will be allocated in the same procedure. A waiting list will be maintained and places re-allocated as they become available.						
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 (2013)						
	-	ee (1 major) Business Ma				
	Master's degree (1 major) Economics (2014)					
Master's degree (1 major) Economics (2013)						

Module	a titla			Abbreviation		
	Module title Abbreviation Process and System Modelling 12-PSM-132-m01					
Module	Module coordinator Module offered by					
holder of the Chair of Business Management and Business Faculty of Business Management and Econom						
ECTS	ation Systems	Only offer succ. con	nl of modulo(c)			
5	Method of grading	Only after succ. con				
Duratio		Other prerequisites				
1 semester graduate						
Conten	ts	J				
	urse familiarises students with is divided up into two parts:	relevant principles, co	oncepts and method	s of process and system model-		
Part A:	Introduction to business proces	ss management				
Conten	ts Part A:					
●	 Purpose of business process management How are business processes modelled? What is business process management? Strategic Management 					
Part B:	Simulation					
Conten	ts Part B:					
• T • P	 Simulation Theoretical foundations Petri nets Smalltalk inscription language 					
Intende	Intended learning outcomes					
The stu	idents have					
proc 2. reco	 substantial knowledge of the basic principles, concepts and methods of process and system modeling and recognize their economic importance and consequences. 					
	Courses (type, number of weekly contact hours, language — if other than German)					
	$V + \ddot{U}$ (no information on SWS (weekly contact hours) and course language available)					
Metho	· · · · · · · · · · · · · · · · · · ·	anguage — if other th	an German, examina	ition offered — if not every seme-		
ple/sin (approx 2: appr	x. 20 pages), weighted 1:2 or d)	50 minutes) or c) pres oral examination (on	entation (15 to 20 m e candidate each: aj	g entirely or partly of multi- inutes) with written elaboration oprox. 10 to 15 minutes; groups of omputerised written examination		

Language of assessment: German, English

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Allocation of places

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 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.

Additional information

Workload

Teaching cycle

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

Module appears in

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 with 1 major Business Management (2013)

Econon	e title				Abbreviation
	nic Bas	ics of Risk Management			12-Risk-082-m01
Module	e coord	inator		Module offered by	
		Chair for Economics, Con	tract Theory and In-	· · ·	Management and Economics
		nomics	that meory and m		management and Economics
ECTS	Metho	od of grading	Only after succ. con	npl. of module(s)	
5	1	rical grade		• • • •	
Duratio	on	Module level	Other prerequisites	i	
1 seme	semester graduate				
Conten	ts				
1. Meas 2. Mean 3. Axion 4. Insur 5. Optin 6. Adve 7. Mora 8. Expe Intende After co 1. expla 2. apply 3. recos	sures o n prese matic for rance c mal poor erse sel al Haza eriment ed learn ompleti ain the y the in gnise, i s (type	ection rd al evidence and alternati ning outcomes ing the course students a results of the economic volved methods to giver n which real life situation , number of weekly conta	ive approaches are able to theory of decisions u n simple examples on ns and how the result act hours, language –	nder risk, their own, ts can be applied. - if other than Germa	n)
		mation on SWS (weekly	-		tion offered — if not every seme
		ion on whether module c			tion onered — It not every seme
		nation (approx. 60 minut			
Allocat	ion of I				
Allocat	ion of _l				
		olaces			
 Additio 	onal inf	olaces			
	onal inf	olaces			
 Additio Worklo 	onal inf	ormation			
 Additio 	onal inf	ormation			
 Additio Worklo Teachin 	nal inf nad ng cycl	ormation			
 Additio Worklo Teachin 	nal inf nad ng cycl	ormation		degree programmes)	
 Additio Worklo Teachin 	nal inf nad ng cycl	ormation		degree programmes)	
 Additio Worklo Teachin 	nal inf nad ng cycl ed to in	ormation e LPOI (examination regu		degree programmes)	
 Additio Worklo Teachin Referre Module	ad ng cycl ed to in	ormation e LPOI (examination regu	llations for teaching-		
 Additio Worklo Teachin Referre Bachelo Bachelo	anal inf ad ng cycl ed to in e appea or' deg or' deg	e LPOI (examination regundress M ree (1 major) Business M ree (1 major) Business M	anagement and Econ anagement and Econ	iomics (2009) iomics (2007)	
 Additio Worklo Teachin Referre Bachelo Bachelo Bachelo	enal inf ad ng cycl ed to in e appea or' deg or' deg or' deg	e LPO I (examination regundress M ree (1 major) Business M ree (1 major) Business M ree (1 major) Business M	anagement and Econ anagement and Econ anagement and Econ	iomics (2009) iomics (2007) iomics (2013)	
 Additio Worklo Teachin Referre Bachelo Bachelo Bachelo Bachelo	enal inf ad ng cycl ed to in e appea or' deg or' deg or' deg or' deg	e LPO I (examination regundred) ree (1 major) Business M ree (1 major) Business M ree (1 major) Business M ree (1 major) Business M ree (1 major) Business M	anagement and Econ anagement and Econ anagement and Econ anagement and Econ anagement and Econ	nomics (2009) nomics (2007) nomics (2013) nomics (2008)	
 Additio Worklo Teachin Referre Bachele Bachele Bachele Bachele Bachele	enal inf ad ng cycl ed to in e appea or' deg or' deg or' deg or' deg or' deg	e LPO I (examination regundress M ree (1 major) Business M	anagement and Econ anagement and Econ anagement and Econ anagement and Econ anagement and Econ anagement and Econ anagement and Econ	nomics (2009) nomics (2007) nomics (2013) nomics (2008)	
 Additio Worklo Teachin Referre Bachelo Bachelo Bachelo Bachelo Bachelo Bachelo	ed to in ad ed to in e appea or' deg or' deg or' deg or' deg or' deg or' deg or' deg	e LPOI (examination regund ars in ree (1 major) Business M ree (1 major) Business M	anagement and Econ anagement and Econ anagement and Econ anagement and Econ anagement and Econ anagement and Econ anagement and Econ ematics (2009)	nomics (2009) nomics (2007) nomics (2013) nomics (2008)	
 Additio Worklo Teachin Referre Bachele Bachele Bachele Bachele Bachele Bachele Bachele	ad ng cycl ed to in e appea or' deg or' deg or' deg or' deg or' deg or' deg or' deg or' deg or' deg	e LPO I (examination regund ars in ree (1 major) Business M ree (1 major) Business M	anagement and Econ anagement and Econ anagement and Econ anagement and Econ anagement and Econ anagement and Econ ematics (2009) ematics (2012)	nomics (2009) nomics (2007) nomics (2013) nomics (2008)	
 Additio Worklo Teachin Referre Bachelo Bachelo Bachelo Bachelo Bachelo Bachelo Bachelo Bachelo Bachelo Bachelo	ad ng cycl ed to in e appea or' deg or' deg	e LPOI (examination regund ars in ree (1 major) Business M ree (1 major) Business M	anagement and Econ anagement and Econ anagement and Econ anagement and Econ anagement and Econ anagement and Econ anagement and Econ ematics (2009) ematics (2012) ematics (2008)	nomics (2009) nomics (2007) nomics (2013) nomics (2008)	

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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	Module title Abbreviation				
Risk Management - Concepts and Systems 12-RM-KS-132-m01					
Module coordinator Module offered by					
holder ting	of the (Chair of Business Manag	ement and Accoun-	Faculty of Business	Management and Economics
ECTS	Metho	od of grading	Only after succ. con	npl. of module(s)	
5	nume	rical grade			
Duratio	on	Module level	Other prerequisites		
1 seme	1 semester graduate				
Conten	Its				
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.					
Intend	ed lear	ning outcomes			
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 manage- ment system, analyze selected issues of risk management and building on that, develop their own solutions. Sy- stems: After completing this module, students can (i) judge legal, organizational and methodological requirements for the implementation of risk management pro- cesses 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. 12-RM-KS-1-132: V (no information on SWS (weekly contact hours) and course language available) 12-RM-KS-2-132: V (no information on SWS (weekly contact hours) and course language available) 					
		sessment (type, scope, la ion on whether module c			tion offered — if not every seme-
Assessment in this module comprises the assessments in the individual module components as specified be- low. Unless stated otherwise, successful completion of the module will require successful completion of all indi- vidual assessments.					
• 3 • a r	3 ECTS, a) writte nultiple	n module component 12- Method of grading: nume en examination (approx. e/single choice questions tion (approx. 20 pages),	erical grade 60 minutes) or b) w s (approx. 60 minutes	ritten examination of	consisting entirely or partly of

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	ta record Master (120 ECTS) Business Management - 2013	P-8

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Allocation of places

Number of places: 25, thereof 15 places for Master's students of Business Management with specialization Risk Management, if the number of applications exceeds the number of available places. Proof of the specialization has to given. (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.

Additional information

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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 (2013) Master's degree (1 major) Business Management (2013)

Module title					Abbreviation	
Stocha	Stochastic Models for Risk Analysis 12-RM-RA-102-m01					
Module coordinator Module offered by						
Dean of the Faculty of Business Management and Econo- mics Faculty of Business Management and E					Management and Economics	
ECTS		od of grading	Only after succ. con	npl. of module(s)		
5	nume	rical grade				
Duratio		Module level	Other prerequisites			
1 seme	ster	graduate				
Conten	ts					
Predict der cov their er and cor lue at r finition	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 un- der 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 va- lue at risk Market model: definition, derivation, parameters, empirical analysis Capital asset pricing model: de- finition, parameters, empirical analysis Asset portfolios: definition, risk parameters Estimation of portfolio para- meters: variance, value at risk, conditional value at risk, shortfall Optimum portfolios: concepts, theory, numeri-					
	· ·	ning outcomes				
The stu	dent is	able to estimate risk me			s from data. In particular, the stu- tion in a business context.	
		· -		•		
	Courses (type, number of weekly contact hours, language — if other than German) Ü + 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 seme-						
	ster, information on whether module can be chosen to earn a bonus) written examination (approx. 60 minutes)					
Allocation of places						
allocate prefere ces are ble pla 1 (50% cants w numbe mester ding to respect with a n and pla	ed as for alloca ces, pla of place vith the r of sub s, place (1) and tive mo restricted aces re-	ollows: (1) Master's stude onsideration. (2) The rem ted in accordance with (1 aces will be allocated am es): total number of ECTS same number of ECTS cr oject semesters of the res es will be allocated by lot I (2), applicants who alre dule will be given prefere	ents of Wirtschaftsinf aining places will be) and (2) and the nur ong applicants from 5 credits already achi redits achieved, place spective applicant; an c. Quota 3 (25% of pla ady have successfull ential consideration. be allocated in the sa	ormatik (Business In allocated to student nber of applications this group according eved in the respective es will be allocated b mong applicants with aces): allocation by le y completed at least (5) Places on all cour	Favailable places, places will be formation Systems) will be given s of other subjects. (3) When pla- exceeds the number of availa- to the following quotas: Quota ve degree subject; among appli- by lot. Quota 2 (25% of places): in the same number of subject se- tot. (4) Within the groups accor- one module component of the rses of the module component waiting list will be maintained	
Worklo	ad					
Teachi	ng cycl	e				
Referre	d to in	LPOI (examination regu	lations for teaching-	degree programmes)		
Master's wi	ith 1 majo	Business Management (2013)		generated 26-Aug-2024 • ex		

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)

Module title Abbreviation					Abbreviation
Stocha	stic Mo	odels for Risk Assessme	nt		12-RM-RW-102-m01
Module	Module coordinator Module offered by				
Dean of the Faculty of Business Management and Econo- mics			gement and Econo-	Faculty of Business	Management and Economics
ECTS	Meth	od of grading	Only after succ. compl. of module(s)		
5	nume	rical grade			
Duration Module level Other prerequisites		;			
1 semester graduate					
Conten	Contents				
Etymol	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

Intended learning outcomes

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.

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

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.

Master's with 1 major Business Management (2013)

Additional information

Workload

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Teaching cycle

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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)

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Master's with 1 m	egree (1 major) Business	-	iomics (2008)	

UNIVERSITÄT WÜRZBURG

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 Management and Economics (Minor, 2010)

Module	title				Abbreviation	
Advance	ed Sen	ninar: Business Infor	mation Systems		12-WI-Sem-111-m01	
Module	coord	inator		Module offered by	<u> </u>	
			nagement and Business	· · ·	Management and Economics	
Informat			hagement and Basiless	ruculty of Busilies	management and Leononnes	
ECTS	Metho	od of grading	Only after succ. con	npl. of module(s)		
10	nume	rical grade				
Duration	1	Module level	Other prerequisites			
1 semes	ter	graduate		, additional prerequ	isites are listed in the section on	
			assessments.			
Content					able them to prepare a well-struc	
on syste Reading	ems ar	der and to present th d enterprise systems ding to topic		th the help of releva	nt topics in the fields of informat	
		ning outcomes ng the course, stude	nto will be able to			
1. under 2. integr 3. create	stand ate ela prese	the fundamentals of aborated content in a entations independe	scientific literature revie scientific thesis; ntly.			
Courses	(type	, number of weekly c	ontact hours, language –	- if other than Germa	an)	
• 12	-WI-Se	em-1-111: S (no inform	formation on courses list nation on language and r nation on language and I	number of weekly co	ntact hours available)	
			e, language — if other th le can be chosen to earn		ation offered — if not every seme	
		as the following 2 as assessment compo		To pass the module a	as a whole students must pass	
		•	component 12-WI-Sem- rading: numerical grade	1-111: Seminar für W	irtschaftsinformatiker (BWL 6)	
			ages) and presentation (a	approx. 20 minutes).	, weighted 2:1	
exOt	amina	ation offered: once a	year, winter semester		dance (minimum 70%) of semi-	
Assessn • 10	nent c ECTS	credits, method of g	rading: numerical grade		'irtschaftsinformatiker (BWL10)	
• Ot	 term paper (approx. 20-25 pages) and presentation (approx. 20 minutes), weighted 2:1 Other prerequisites: admission prerequisite to assessment: regular attendance (minimum 70%) of seminars. 					
Allocati	on of p	olaces				
allocate lowing c subject; ta 2 (25° number procedu	d in a juotas amon % of p of sub re, ap	standardised proced : Quota 1 (50% of pla g applicants with the laces): number of su oject semesters, plac plicants who already	lure among all applicants aces): total number of EC e same number of ECTS c bject semesters of the re es will be allocated by lo have successfully comp	s irrespective of their TS credits already ac redits achieved, pla spective applicant; a t. Quota 3 (25% of p leted at least one mo	f available places, places will be r subjects according to the fol- chieved in the respective degree ces will be allocated by lot. Quo- among applicants with the same laces): allocation by lot. In this odule component of the respecti- module component with a restric	

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 Master's with 1 major Business Management (2013)
 JMU Würzburg • generated 26-Aug-2024 • exam. reg. data record Master (120 ECTS) Business Management - 2013
 page 229 / 230

 ted number of places will be allocated in the same procedure. A waiting list will be maintained and places re-allocated as they become available.

Additional information

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Workload

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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 (2013) Master's degree (1 major) Business Management (2014) Master's degree (1 major) Business Management (2011) Master's degree (1 major) Economics (2011) Master's degree (1 major) Economics (2014) Master's degree (1 major) Economics (2013)