

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: 2015 Responsible: Faculty of Management and Economics

JMU Würzburg • generated 18-Apr-2025 • exam. reg. data record 88|f35|-|-|H|2015



Learning Outcomes

German contents and learning outcome available but not translated yet.

Der Masterstudiengang Business Management (BWL) wird von der Wirtschaftswissenschaftlichen Fakultät der JMU als forschungsorientierter Studiengang mit dem Abschluss "Master of Science" (M. Sc.) im Rahmen eines konsekutiven Bachelor-Master-Modells angeboten. Der Grad des Master of Science stellt einen weiteren forschungsorientierten und berufsqualifizierenden Abschluss dar; die im Rahmen des Masterstudiums erworbene Qualifikation entspricht der eines Diplom-Kaufmanns bzw. einer Diplom-Kauffrau.

In Übereinstimmung mit den Qualitätszielen der Wirtschaftswissenschaftlichen Fakultät erwerben die Studierenden vertiefte Kenntnisse und Fähigkeiten im Bereich der Betriebswirtschaftslehre und können wirtschaftswissenschaftliche Methoden anwenden. Der Studiengang führt so zu einer hohen wissenschaftlichen Qualifikation und Selbstständigkeit auf diesem Gebiet. Im Einzelnen: Der Studiengang ermöglicht neben einer allgemeinen wirtschaftswissenschaftlichen Ausrichtung auf mindestens zwei verschiedene betriebswirtschaftliche Kernbereiche eine fokussierte Ausbildung auf bestimmte Berufsgruppenbereiche. Diese Wahl zwischen einer eher generalistischen Ausbildung mit individueller Schwerpunktsetzung in bis zu drei Schwerpunkten oder der gezielten Vorbereitung auf ein spezielles Berufs und Arbeitsfeld spiegelt die Tradition der Fakultät mit dem Fokus auf eine breite und methodisch fundierte wissenschaftliche Ausbildung wider. Gleichzeitig stellt dieses Modell eine Reaktion auf die stetig steigenden Anforderungen eines international ausgerichteten Arbeitsmarktes mit der Forderung nach Expertenwissen dar. Durch die enge Verzahnung von Betriebs- und Volkswirtschaftslehre an der Wirtschaftswissenschaftlichen Fakultät erwerben Studierende des Master Business Management bei entsprechender Schwerpunktbildung ein hohes Maß an methodischen Fähigkeiten, die sie in empirischen Disziplinen einsetzen und deren Anwendung sie kritisieren oder rechtfertigen können.

Der Masterabschluss ist ein zweiter berufsqualifizierender Abschluss, welcher auf einem wirtschaftswissenschaftlichen Bachelorstudiengang (bzw. einem Bachelorstudiengang mit vornehmlich wirtschaftswissenschaftlichen Inhalten) aufbaut. Durch die Masterprüfung wird festgestellt, ob die Studierenden die Zusammenhänge im Bereich Business Management (BWL) darstellen und abgrenzen und sich in mindestens zwei Schwerpunkten aus dem Bereich der Betriebswirtschaftslehre so spezialisiert haben, dass sie einen eigenen Forschungsbeitrag darin leisten können.

Durch die Ausbildung und Schulung des analytischen Denkens erwerben die Studierenden die Fähigkeit, sich später in die an sie herangetragenen Aufgabengebiete zügig einzuarbeiten und insbesondere das bereits aus dem Bachelorstudium erworbene Grundwissen in einem Masterstudiengang selbstständig anzuwenden sowie auf neue Aufgabenstellungen zu übertragen. Die Absolventinnen und Absolventen sind in der Lage, Informationen im ökonomischen Kontext differenziert zu betrachten und sie mit geeigneten Modellen und Methoden zu analysieren und zu bewerten. Unter Berücksichtigung ethischer und ökologischer Fragestellungen können sie Potenziale und Risiken abschätzen sowie nachhaltige Verbesserungen oder Lösungen entwickeln. Ihre Urteile sind wissenschaftlich fundiert und beziehen die Abschätzung ökologischer und gesellschaftlicher Folgen ein. Die Absolventinnen und Absolventen sind in der Lage, ihre Entscheidungen zu erläutern und unter Beachtung wissenschaftlicher Grundsätze zu verteidigen.

Die Absolventinnen und Absolventen können am wissenschaftlichen Diskurs mit Fachvertreterinnen und Fachvertretern teilnehmen. Sie haben die notwendigen unternehmerischen, interkulturellen und Innovationskompetenzen für verantwortungsvolle Positionen in internationalen Teams und Unternehmen erworben. Neben Tätigkeiten in der Praxis werden die Absolventinnen und Absolventen befähigt, in Universitäten und wissenschaftlichen Einrichtungen tätig zu werden und ein Promotionsstudium aufzunehmen. Zum Erreichen dieser Ziele ist ein hohes Maß an Eigeninitiative der Studierenden erforderlich. Studieren bedeutet insbesondere auch ein Selbststudium und das Studieren in Arbeitsgruppen. Die wissenschaftliche Literatur ist dabei eine unentbehrliche Hilfe. Für den Erfolg im Studium und den beruflichen Erfolg



nach dem Studium sind die Beherrschung der englischen Sprache und möglichst einer weiteren Fremdsprache in Wort und Schrift sowie Kenntnisse in Rhetorik und Präsentationstechniken besonders förderlich. Das Studium fördert die Persönlichkeitsentwicklung und Ausbildung interkultureller Kompetenzen durch entsprechende Lehrangebote (auch in englischer Sprache) sowie die Förderung von Auslandsaufenthalten durch zahlreiche Partnerprogramme und die vereinfachte Anerkennung von im Ausland erworbenen Leistungen. Zudem sind Lehrbeauftrage aus Unternehmen und öffentlichen Organisationen und fächerübergreifendes Lehrpersonal aktiv in das Lehrangebot eingebunden, so dass die Studierenden auf vielfältige Art- und Weise Praxis- und Projekterfahrungen für die Umsetzung im Berufsleben sammeln können.

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:

ASPO2015

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

13-Jan-2016 (2015-271)

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 | pag |
|---------------------------|---|-----------------|-------------------|-----|
| Compulsory core electives | 1: Specialisation (60 ECTS credits) | | | |
| Finance, Accounting and | Taxation (60 ECTS credits) | | | |
| Compulsory Core Election | ves I (20 ECTS credits) | | | |
| 12-M-ER-161-m01 | Advanced Financial Accounting (German GAAP, IFRS) | 5 | NUM | 108 |
| 12-M-B1a-161-m01 | Portfolio Selection and Capital Market Theory | 5 | NUM | 70 |
| 12-M-KOBO-161-m01 | Coordination, Budgeting and Incentives in Companies | 5 | NUM | 14 |
| 12-M-F1-161-m01 | Policy of Taxation | 5 | NUM | 11 |
| 12-M-SP-161-m01 | Economics of Tax Planning | 5 | NUM | 21 |
| Compulsory Core Electiv | ves II (25 ECTS credits) | | | |
| 12-M-F3-161-m01 | Social Insurance and the Welfare State | 5 | NUM | 12 |
| 12-M-F4-161-m01 | Optimal Tax Theory | 5 | NUM | 12 |
| 12-M-FMO-161-m01 | Analysis of Financial Market Data | 5 | NUM | 12 |
| 12-M-MIK-161-m01 | Microeconometrics | 5 | NUM | 15 |
| 12-M-OE1-161-m01 | Econometrics 1 | 5 | NUM | 17 |
| 12-M-OE2-161-m01 | Econometrics 2 | 5 | NUM | 17 |
| 12-M-OE3-161-m01 | Econometrics 3 | 5 | NUM | 17 |
| 12-M-UA-161-m01 | Financial Statement Analysis and Business Valuation | 5 | NUM | 24 |
| 12-M-WPF-161-m01 | Advanced Auditing | 5 | NUM | 27 |
| 12-M-B1b-161-m01 | Agency Theory | 5 | NUM | 7 |
| 12-M-B3-161-m01 | Financial Institutions and Financial Regulation | 10 | NUM | 7 |
| 12-M-FER-161-m01 | Case Studies on Business Taxation | 5 | NUM | 12 |
| 12-M-IB-161-m01 | International Taxation | 5 | NUM | 13 |
| 12-M-RFW-161-m01 | Tax-Optimized Business Organization | 5 | NUM | 18 |
| 12-M-OEA-161-m01 | Labor Market Economics | 5 | NUM | 17 |
| 12-M-INST-161-m01 | Strategic Managerial Accounting | 5 | NUM | 14 |
| 12-M-PROM-161-m01 | Project Management and Control | 5 | NUM | 18 |
| 12-M-REKA-161-m01 | Accounting and Capital Markets | 5 | NUM | 18 |
| 12-M-STB-161-m01 | Tax Accounting | 5 | NUM | 22 |
| 12-M-UF-161-m01 | Advanced VAT | 5 | NUM | 25 |
| 12-M-TBS-161-m01 | Selected Topics in Analytical Tax Research | 5 | NUM | 23 |
| 12-M-B2-161-m01 | Option Pricing Theory | 10 | NUM | 7 |
| Human Resources and La | bour Relations (60 ECTS credits) | | | |
| Compulsory (25 ECTS ci | redits) | | | |
| 12-M-TSP-161-m01 | Theory of Social Policy | 5 | NUM | 24 |
| 12-M-OEA-161-m01 | Labor Market Economics | 5 | NUM | 17 |
| 12-M-OE1-161-m01 | Econometrics 1 | 5 | NUM | 17 |
| 12-M-AO-161-m01 | Incentives in Organizations | 5 | NUM | 4 |
| 12-M-HRM-161-m01 | Human Resource Management and Industrial Relations | 5 | NUM | 13 |
| Compulsory Core Electiv | | | | |
| 12-M-AFW-161-m01 | Employment Law | 5 | NUM | 3 |
| 12-ITA-161-m01 | Work and Information | 5 | NUM | 3 |
| 12-M-AM-161-m01 | Advanced Microeconomics | 5 | NUM | 39 |
| | | | | * |

| 12-M-EW-161-m01 | Common European Labour Market | r | NUM | 445 |
|-------------------------------------|---|---|------|---------|
| | · · · · · · · · · · · · · · · · · · · | 5 | | 115 |
| 12-M-F3-161-m01 | Social Insurance and the Welfare State | 5 | NUM | 122 |
| 12-M-MIK-161-m01 | Microeconometrics | 5 | NUM | 158 |
| 12-M-SM-161-m01 | Strategic Marketing | 5 | NUM | 213 |
| 12-M-EPF-161-m01 | Empirical HR Research with Stata | 5 | NUM | 106 |
| 12-M-KOBO-161-mo1 | Coordination, Budgeting and Incentives in Companies | 5 | NUM | 148 |
| | Management and Leadership in Organizations | 5 | NUM | 129 |
| Business Information Sys | | | | |
| Compulsory (15 ECTS cro | | | | r |
| | IT-Management | 5 | NUM | 144 |
| 12-IV-161-m01 | Information Processing within Organizations | 5 | NUM | 32 |
| 12-M-IBS-161-m01 | E-Business Strategies | 5 | NUM | 138 |
| Compulsory Core Electiv | | | r | · |
| | Business Software 1: IS-based Enterprise Management | 5 | NUM | 29 |
| 12-M-ERP-161-m01 | Business Software 2: Enterprise-Resource-Planning-Systems | 5 | NUM | 111 |
| 12-M-DSS-161-m01 | Decision Support Systems | 5 | NUM | 88 |
| 12-M-ISR-161-m01 | Information systems research | 5 | NUM | 143 |
| 12-M-MUS-161-m01 | Mobile and Ubiquitous Systems | 5 | NUM | 166 |
| 12-M-PROM-161-m01 | Project Management and Control | 5 | NUM | 182 |
| 12-M-SCIM-161-m01 | Supply Network Information Management | 5 | NUM | 196 |
| 12-ITA-161-m01 | Work and Information | 5 | NUM | 31 |
| 12-ACSE-161-m01 | Adaption and Continuous System Engineering | 5 | NUM | 19 |
| 12-RM-KS-161-m01 | Risk Management - Concepts and Systems | 5 | NUM | 281 |
| 12-GLP-161-m01 | Business Processes Organisation, Business Software and Pro- | 5 | NUM | 27 |
| | cess Industries | 5 | NOM | -/ |
| 12-BSA-161-m01 | Business Service Platforms 1 | 5 | NUM | 25 |
| 12-M-BE-161-m01 | Industrial Management 4 | 5 | NUM | 74 |
| 12-M-GLSC-161-m01 | Global Logistics & Supply Chain Management | 5 | NUM | 131 |
| 12-M-MADM-161-m01 | Managerial Analytics & Decision Making | 5 | NUM | 153 |
| 12-M-NLI-161-m01 | Sustainability in logistics and information processing | 5 | NUM | 170 |
| 12-BI-161-m01 | Analytical Information Systems | 5 | NUM | 23 |
| 12-AGP2-161-m01 | Business Service Platforms 2 | 5 | NUM | 21 |
| 12-M-ATW1-161-m01 | Topics in Business Information Systems 1 | 5 | NUM | 61 |
| 12-M-ATW2-161-m01 | Topics in Business Information Systems 2 | 5 | NUM | 63 |
| 12-MFO-161-m01 | Management and Leadership in Organizations | 5 | NUM | 129 |
| 12-M-AGAF-161-m01 | Work Order Planning for Automated Manufacturing | 5 | NUM | 38 |
| Value Chain Management | t (60 ECTS credits) | | | |
| Compulsory (30 ECTS cr | edits) | | | |
| 12-M-LA-161-m01 | Industrial Management 2 | 5 | NUM | 149 |
| 12-M-SBM-161-m01 | Industrial Management 1 | 5 | NUM | 192 |
| 12-M-SPM-161-m01 | Industrial Management 3 | 5 | NUM | 219 |
| | Advanced Operations & Logistics Management | 5 | NUM | 43 |
| 12-M-GLSC-161-m01 | Global Logistics & Supply Chain Management | 5 | NUM | 131 |
| | Managerial Analytics & Decision Making | 5 | NUM | 153 |
| Compulsory Core Electiv | | , | | |
| 12-M-Tl2-161-m01 | Theory of Industrial Organization 2 | 5 | NUM | 239 |
| aster's with 1 major Business Manag | | - | | 6 / 287 |
| 5 man 2 major Business manag | ta record Master (120 ECTS) Business Managemen | | page | - , 20/ |

| 12-M-BE-161-m01 | Industrial Management 4 | 5 | NUM | 74 |
|------------------------------------|--|--------|------|-----|
| 12-M-PROM-161-m01 | Project Management and Control | 5 | NUM | 182 |
| 12-M-IBS-161-m01 | E-Business Strategies | 5 | NUM | 138 |
| 12-GPU-161-m01 | Business Software 1: IS-based Enterprise Management | 5 | NUM | 29 |
| 12-M-ERP-161-m01 | Business Software 2: Enterprise-Resource-Planning-Systems | 5 | NUM | 111 |
| 12-BI-161-m01 | Analytical Information Systems | 5 | NUM | 23 |
| 12-M-MUS-161-m01 | Mobile and Ubiquitous Systems | 5 | NUM | 166 |
| 12-GLP-161-m01 | Business Processes Organisation, Business Software and Pro- cess Industries | 5 | NUM | 27 |
| 12-M-Tl1-161-m01 | Theory of Industrial Organization 1 | 5 | NUM | 237 |
| 12-M-SCC-161-m01 | Seminar: Supply Chain Competition | 5 | NUM | 194 |
| 12-M-DSS-161-m01 | Decision Support Systems | 5 | NUM | 88 |
| 12-M-SMGS-161-m01 | Strategic Management of Global Supply Chains | 5 | NUM | 215 |
| 12-M-GVM-161-m01 | Global Value Management | 5 | NUM | 132 |
| 12-M-TSC-161-m01 | Seminar: Special Topics in Supply Chain Management | 5 | NUM | 246 |
| 12-M-ITMF-161-m01 | International Trade and the Multinational Firm | 5 | NUM | 146 |
| 12-M-EG-161-m01 | Economic Geography | 5 | NUM | 96 |
| 12-M-TP-161-m01 | Trade Policy and the World Trading System | 5 | NUM | 244 |
| Risk Management (60 E0 | TS credits) | | | |
| Compulsory Core Electi | ves I (30 ECTS credits) | | | |
| 12-RM-RW-161-m01 | Stochastic Models for Risk Assessment | 5 | NUM | 285 |
| 12-M-0E1-161-m01 | Econometrics 1 | 5 | NUM | 172 |
| 12-Risk-161-m01 | Economic Principles of Risk Management | 5 | NUM | 280 |
| 12-M-RM1-161-m01 | Legal Foundations of Risk Management and Compliance | 2 | NUM | 186 |
| 12-M-RM2-161-m01 | Financial Reporting and Risk Management | 3 | NUM | 188 |
| 12-IV-161-m01 | Information Processing within Organizations | 5 | NUM | 32 |
| 12-RM-KS-161-m01 | Risk Management - Concepts and Systems | 5 | NUM | 281 |
| 12-Wipr1-F-161-m01 | Financial Accounting and Auditing 1 - Financial Statements | 5 | NUM | 287 |
| | (German GAAP, IFRS) |) | | 207 |
| Compulsory Core Electi | ves II (20 ECTS credits) | | | |
| 12-RM-RA-161-m01 | Stochastic Models for Risk Analysis | 5 | NUM | 283 |
| 12-M-OE2-161-m01 | Econometrics 2 | 5 | NUM | 174 |
| 12-M-FMO-161-m01 | Analysis of Financial Market Data | 5 | NUM | 127 |
| 12-M-UA-161-m01 | Financial Statement Analysis and Business Valuation | 5 | NUM | 249 |
| 12-M-B1a-161-m01 | Portfolio Selection and Capital Market Theory | 5 | NUM | 70 |
| 12-M-B3-161-m01 | Financial Institutions and Financial Regulation | 10 | NUM | 73 |
| 12-BI-161-m01 | Analytical Information Systems | 5 | NUM | 23 |
| 12-M-AO-161-m01 | Incentives in Organizations | 5 | NUM | 41 |
| 12-M-B1b-161-m01 | Agency Theory | 5 | NUM | 71 |
| 12-M-INST-161-m01 | Strategic Managerial Accounting | 5 | NUM | 142 |
| 12-M-ATRW-161-m01 | Selected Topics in Financial Accounting and Auditing | 5 | NUM | 60 |
| 12-M-REKA-161-m01 | Accounting and Capital Markets | 5 | NUM | 183 |
| Compulsory Core Elective | s: Focus (60 ECTS credits) | | | |
| Economic Policy (20 ECT | S credits) | | | |
| Compulsory Core Electi | ves (20 ECTS credits) | | | |
| 12-M-WPE-161-m01 | European Competition Policy | 5 | NUM | 274 |
| aster's with 1 major Business Mana | | - | page | 287 |
| | ta record Master (120 ECTS) Business Management | - 2015 | | |

| 12-M-TSP-161-m01 | Theory of Social Policy | 5 | NUM | 24 |
|-------------------------|---|---|-----|----|
| 12-M-OEA-161-m01 | Labor Market Economics | 5 | NUM | 17 |
| 12-M-F2-161-m01 | Public Debt | 5 | NUM | 12 |
| 12-M-F3-161-m01 | Social Insurance and the Welfare State | 5 | NUM | 12 |
| 12-M-EG1-161-m01 | Monetary Policy and the Financial System | 5 | NUM | 9 |
| 12-M-EG2-161-m01 | Monetary Policy, Foreign Exchange Markets, and the Interna- tional Monetary System | 5 | NUM | 9 |
| 12-M-ERA-161-m01 | Empirical Regional- and International Economic Research | 5 | NUM | 11 |
| 12-M-TP-161-m01 | Trade Policy and the World Trading System | 5 | NUM | 24 |
| Strategic Marketing Mar | nagement (20 ECTS credits) | | | |
| Compulsory (10 ECTS c | redits) | | | |
| 12-M-IMM-161-m01 | International Marketing | 5 | NUM | 14 |
| 12-M-SM-161-m01 | Strategic Marketing | 5 | NUM | 21 |
| Compulsory Core Elect | ves (10 ECTS credits) | | | |
| 12-M-MS-161-m01 | Strategic Networks in Industry | 5 | NUM | 16 |
| 12-M-MM-161-m01 | Brand Management & Market Research | 5 | NUM | 16 |
| 12-M-SBM-161-m01 | Industrial Management 1 | 5 | NUM | 19 |
| 12-M-INST-161-m01 | Strategic Managerial Accounting | 5 | NUM | 14 |
| 12-M-KOBO-161-m01 | Coordination, Budgeting and Incentives in Companies | 5 | NUM | 14 |
| 12-GPU-161-m01 | Business Software 1: IS-based Enterprise Management | 5 | NUM | 2 |
| 12-MFO-161-m01 | Management and Leadership in Organizations | 5 | NUM | 12 |
| 12-M-IBS-161-m01 | E-Business Strategies | 5 | NUM | 13 |
| 12-M-ITMF-161-m01 | International Trade and the Multinational Firm | 5 | NUM | 14 |
| Industrial Management | (20 ECTS credits) | | | |
| Compulsory (15 ECTS c | redits) | | | |
| 12-M-LA-161-m01 | Industrial Management 2 | 5 | NUM | 14 |
| 12-M-SBM-161-m01 | Industrial Management 1 | 5 | NUM | 19 |
| 12-M-SPM-161-m01 | Industrial Management 3 | 5 | NUM | 21 |
| Compulsory Core Elect | | - | | |
| 12-M-BE-161-m01 | Industrial Management 4 | 5 | NUM | 7 |
| 12-M-AOLM-161-m01 | Advanced Operations & Logistics Management | 5 | NUM | 4 |
| 12-M-GLSC-161-m01 | Global Logistics & Supply Chain Management | 5 | NUM | 13 |
| 12-M-MADM-161-m01 | Managerial Analytics & Decision Making | 5 | NUM | 15 |
| 12-M-Tl1-161-m01 | Theory of Industrial Organization 1 | 5 | NUM | 23 |
| 12-M-Tl2-161-m01 | Theory of Industrial Organization 2 | 5 | NUM | 23 |
| 12-M-PROM-161-m01 | Project Management and Control | 5 | NUM | 18 |
| 12-M-DSS-161-m01 | Decision Support Systems | 5 | NUM | 8 |
| 12-M-IBS-161-m01 | E-Business Strategies | 5 | NUM | 13 |
| 12-GPU-161-m01 | Business Software 1: IS-based Enterprise Management | 5 | NUM | 2 |
| 12-M-ERP-161-m01 | Business Software 2: Enterprise-Resource-Planning-Systems | 5 | NUM | 11 |
| 12-BI-161-m01 | Analytical Information Systems | 5 | NUM | 2 |
| 12-M-MUS-161-m01 | Mobile and Ubiquitous Systems | 5 | NUM | 16 |
| 12-M-SCC-161-m01 | Seminar: Supply Chain Competition | 5 | NUM | 10 |
| 12 m 3cc-101-m01 | Business Processes Organisation, Business Software and Pro- | 5 | NOM | 19 |
| 12-GLP-161-m01 | cess Industries | 5 | NUM | 2 |
| 12-M-SMGS-161-m01 | Strategic Management of Global Supply Chains | 5 | NUM | 21 |
| | · · · · · · · · · · · · · · · · · · · | | | |

| 12-M-GVM-161-m01 | Global Value Management | 5 | NUM | 13 |
|-------------------------------|---|---|-----|----|
| nformation Managemen | t (20 ECTS credits) | | | |
| Compulsory (10 ECTS cr | edits) | | | |
| 12-M-IBS-161-m01 | E-Business Strategies | 5 | NUM | 13 |
| 12-IV-161-m01 | Information Processing within Organizations | 5 | NUM | 3 |
| Compulsory Core Electi | ves (10 ECTS credits) | | | |
| 12-ACSE-161-m01 | Adaption and Continuous System Engineering | 5 | NUM | 19 |
| 12-BI-161-m01 | Analytical Information Systems | 5 | NUM | 2 |
| 12-BSA-161-m01 | Business Service Platforms 1 | 5 | NUM | 2 |
| 12-GPU-161-m01 | Business Software 1: IS-based Enterprise Management | 5 | NUM | 2 |
| 12-M-SCIM-161-m01 | Supply Network Information Management | 5 | NUM | 19 |
| 12-ITA-161-m01 | Work and Information | 5 | NUM | 3 |
| 12-M-DSS-161-m01 | Decision Support Systems | 5 | NUM | 8 |
| 12-M-ISR-161-m01 | Information systems research | 5 | NUM | 1/ |
| 12-M-AGAF-161-m01 | Work Order Planning for Automated Manufacturing | 5 | NUM | 3 |
| 12-MFO-161-m01 | Management and Leadership in Organizations | 5 | NUM | 12 |
| 12-GLP-161-m01 | Business Processes Organisation, Business Software and Pro- | - | NUM | |
| 12-GLP-101-III01 | cess Industries | 5 | NUM | 2 |
| ogistics & Supply Chair | Management (20 ECTS credits) | | | |
| Compulsory (15 ECTS cr | edits) | | | |
| 12-M-AOLM-161-m01 | Advanced Operations & Logistics Management | 5 | NUM | 4 |
| 12-M-GLSC-161-m01 | Global Logistics & Supply Chain Management | 5 | NUM | 1 |
| 12-M-MADM-161-m01 | Managerial Analytics & Decision Making | 5 | NUM | 15 |
| Compulsory Core Electi | ves (5 ECTS credits) | | | |
| 12-M-SCC-161-m01 | Seminar: Supply Chain Competition | 5 | NUM | 19 |
| 12-M-TSC-161-m01 | Seminar: Special Topics in Supply Chain Management | 5 | NUM | 2/ |
| 12-M-BE-161-m01 | Industrial Management 4 | 5 | NUM | 7 |
| 12-M-LA-161-m01 | Industrial Management 2 | 5 | NUM | 1/ |
| 12-M-SBM-161-m01 | Industrial Management 1 | 5 | NUM | 19 |
| 12-M-SPM-161-m01 | Industrial Management 3 | 5 | NUM | 2: |
| 12-GLP-161-m01 | Business Processes Organisation, Business Software and Pro- | _ | | |
| 12-GLP-161-III01 | cess Industries | 5 | NUM | 2 |
| 12-M-Tl1-161-m01 | Theory of Industrial Organization 1 | 5 | NUM | 2 |
| 12-M-Tl2-161-m01 | Theory of Industrial Organization 2 | 5 | NUM | 2 |
| 12-M-PROM-161-m01 | Project Management and Control | 5 | NUM | 18 |
| 12-M-DSS-161-m01 | Decision Support Systems | 5 | NUM | 8 |
| 12-M-IBS-161-m01 | E-Business Strategies | 5 | NUM | 13 |
| 12-GPU-161-m01 | Business Software 1: IS-based Enterprise Management | 5 | NUM | 2 |
| 12-M-ERP-161-m01 | Business Software 2: Enterprise-Resource-Planning-Systems | 5 | NUM | 1 |
| 12-BI-161-m01 | Analytical Information Systems | 5 | NUM | 2 |
| 12-M-MUS-161-m01 | Mobile and Ubiquitous Systems | 5 | NUM | 16 |
| 12-M-SMGS-161-m01 | Strategic Management of Global Supply Chains | 5 | NUM | 2 |
| Human Resource Manag | ement and Organization (20 ECTS credits) | | | |
| Compulsory (10 ECTS ci | | | | |
| 12-M-AO-161-m01 | Incentives in Organizations | 5 | NUM | 4 |
| 12-M-HRM-161-m01 | Human Resource Management and Industrial Relations | 5 | NUM | 13 |
| | gement (2015) JMU Würzburg • generated 18-Apr-2025 • exam. re | - | | |

| 12-MFO-161-m01 | Management and Leadership in Organizations | 5 | NUM | 12 |
|--|--|----|-----|----------|
| 12-M-AFW-161-m01 | Employment Law | 5 | NUM | 34 |
| 12-M-AM-161-m01 | Advanced Microeconomics | 5 | NUM | 3 |
| 12-M-Tl2-161-m01 | Theory of Industrial Organization 2 | 5 | NUM | 23 |
| 12-M-TSP-161-m01 | Theory of Social Policy | 5 | NUM | 24 |
| 12-M-OEA-161-m01 | Labor Market Economics | 5 | NUM | 17 |
| 12-M-F3-161-m01 | Social Insurance and the Welfare State | 5 | NUM | 12 |
| 12-M-MIK-161-m01 | Microeconometrics | 5 | NUM | 15 |
| 12-M-OE1-161-m01 | Econometrics 1 | 5 | NUM | 17 |
| 12-M-0E2-161-m01 | Econometrics 2 | 5 | NUM | 17 |
| 12-ITA-161-m01 | Work and Information | 5 | NUM | 3 |
| 12-M-EPF-161-m01 | Empirical HR Research with Stata | 5 | NUM | 10 |
| Banking and Finance (20 | | | | |
| Compulsory (10 ECTS cr | | | | |
| 12-M-B1a-161-m01 | Portfolio Selection and Capital Market Theory | 5 | NUM | 70 |
| 12-M-B1b-161-m01 | Agency Theory | 5 | NUM | 7 |
| Compulsory Core Electi | | | | <u> </u> |
| 12-M-B2-161-m01 | Option Pricing Theory | 10 | NUM | 72 |
| 12-M-B3-161-m01 | Financial Institutions and Financial Regulation | 10 | NUM | 7 |
| | Taxation (20 ECTS credits) | | | /. |
| Compulsory Core Electi | | | | |
| 12-M-ER-161-m01 | Advanced Financial Accounting (German GAAP, IFRS) | 5 | NUM | 10 |
| 12-M-WPF-161-m01 | Advanced Auditing | 5 | NUM | 27 |
| 12-M-B1a-161-m01 | Portfolio Selection and Capital Market Theory | 5 | NUM | 70 |
| 12-M-B1b-161-m01 | Agency Theory | 5 | NUM | 7 |
| 12-M-SP-161-m01 | Economics of Tax Planning | 5 | NUM | 21 |
| 12-M-KOBO-161-mo1 | Coordination, Budgeting and Incentives in Companies | 5 | NUM | 14 |
| 12-M-PROM-161-m01 | Project Management and Control | | NUM | 18 |
| 12-M-TBS-161-m01 | Selected Topics in Analytical Tax Research | 5 | NUM | - |
| 12-M-ATRW-161-m01 | Selected Topics in Financial Accounting and Auditing | 5 | NUM | 23 60 |
| 12-M-STB-161-m01 | Tax Accounting | 5 | NUM | |
| Public Finance (20 ECTS) | | 5 | NOM | 22 |
| Compulsory (10 ECTS cr | | | | |
| 12-M-F1-161-m01 | Policy of Taxation | | NUM | 11 |
| 12-M-F3-161-m01 | Social Insurance and the Welfare State | 5 | NUM | |
| Compulsory Core Election | | 5 | NOM | 12 |
| 12-M-F2-161-m01 | Public Debt | | NUM | 10 |
| 12-M-F2-161-M01 | Optimal Tax Theory | 5 | NUM | 12 |
| 12-M-F4-161-M01 12-M-PRE-161-m01 | Principles of European Regulation | 5 | NUM | 12 |
| | | 5 | | - |
| 12-M-EFP-161-m01 | European Public Finance | 5 | NUM | 92 |
| 12-M-NGM-161-mo1 | Computational Economics - Advanced Level | 5 | NUM | 16 |
| 12-M-TSP-161-m01 | Theory of Social Policy | 5 | NUM | 24 |
| Industrial Economics (20 | | | | |
| Compulsory (10 ECTS cr 12-M-Tl1-161-m01 | 1 | | | 1 |
| | Theory of Industrial Organization 1 | 5 | NUM | 23 |

| 12-M-WPE-161-m01 | European Competition Policy | 5 | NUM | 27/ |
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| Compulsory Core Elect | ives (10 ECTS credits) | | | |
| 12-M-AM-161-m01 | Advanced Microeconomics | 5 | NUM | 39 |
| 12-M-PRE-161-m01 | Principles of European Regulation | 5 | NUM | 180 |
| 12-M-Tl2-161-m01 | Theory of Industrial Organization 2 | 5 | NUM | 23 |
| 12-M-EIO-161-m01 | Empirical Industrial Organization | 5 | NUM | 10 |
| 12-M-EIN-161-m01 | Economics of Information and Network Industries | 5 | NUM | 10 |
| 12-M-TIO1-161-m01 | Topics in Industrial Organization 1 | 5 | NUM | 24 |
| 12-M-TIO2-161-m01 | Topics in Industrial Organization 2 | 5 | NUM | 24 |
| 12-M-TIO3-161-m01 | Topics in Industrial Organization 3 | 5 | NUM | 24 |
| 12-M-CE-161-m01 | Contract Economics | 5 | NUM | 78 |
| 12-M-SDC-161-m01 | Strategic Decisions and Competition | 5 | NUM | 19 |
| 02-N-P-W13-161-m01 | German and European Antitrust Law 1 | 3 | NUM | 17 |
| 02-N-P-W21-161-m01 | German and European Antitrust Law 2 | 3 | NUM | 18 |
| National and Internation | al Monetary Economics (20 ECTS credits) | - | | |
| Compulsory (10 ECTS c | redits) | | | |
| 12-M-EG1-161-m01 | Monetary Policy and the Financial System | 5 | NUM | 9 |
| | Monetary Policy, Foreign Exchange Markets, and the Interna- | | | |
| 12-M-EG2-161-m01 | tional Monetary System | 5 | NUM | 9 |
| Compulsory Core Elect | ives (10 ECTS credits) | , | | |
| 12-M-DMM-161-m01 | DSGE Modelling | 5 | NUM | 8 |
| 12-M-EMP-161-m01 | European Macroeconomic Policy | 5 | NUM | 10 |
| 12-M-B1a-161-m01 | Portfolio Selection and Capital Market Theory | 5 | NUM | 7 |
| 12-M-OE1-161-m01 | Econometrics 1 | 5 | NUM | 17 |
| 12-M-MFF-161-m01 | Advanced Macroeconomics | 5 | NUM | 15 |
| 12-M-SEI-161-m01 | Selected Topics of European Integration | 5 | NUM | 20 |
| Econometrics (20 ECTS of | credits) | 1 | | _ |
| Compulsory (10 ECTS c | redits) | | | 1 |
| 12-M-OE1-161-m01 | Econometrics 1 | 5 | NUM | 17 |
| 12-M-OE2-161-m01 | Econometrics 2 | 5 | NUM | 17 |
| Compulsory Core Elect | ives (10 ECTS credits) | 1 | | |
| 12-M-OE3-161-m01 | Econometrics 3 | 5 | NUM | 17 |
| 12-M-FMO-161-m01 | Analysis of Financial Market Data | 5 | NUM | 12 |
| 12-M-MIK-161-m01 | Microeconometrics | 5 | NUM | 15 |
| 12-M-EPF-161-m01 | Empirical HR Research with Stata | 5 | NUM | 10 |
| 12-M-ERA-161-m01 | Empirical Regional- and International Economic Research | 5 | NUM | 11 |
| 12-M-NGM-161-m01 | Computational Economics - Advanced Level | 5 | NUM | 16 |
| 12-M-EIO-161-m01 | Empirical Industrial Organization | 5 | NUM | 10 |
| Economic Order and Soc | ial Policy (20 ECTS credits) | | | |
| | | | | |
| Compulsory (10 ECTS c | Labor Market Economics | 5 | NUM | 17 |
| 12-M-OEA-161-m01 | | | | + - ́ |
| | | 5 | NUM | 2/ |
| 12-M-OEA-161-m01 12-M-TSP-161-m01 | Theory of Social Policy | 5 | NUM | 24 |
| 12-M-OEA-161-m01 | Theory of Social Policy ives (10 ECTS credits) | 1 | NUM | 1 |
| 12-M-OEA-161-m01 12-M-TSP-161-m01 Compulsory Core Elect 12-M-EW-161-m01 | Theory of Social Policy ives (10 ECTS credits) Common European Labour Market | 5 | NUM | 11 |
| 12-M-OEA-161-m01 12-M-TSP-161-m01 Compulsory Core Elect | Theory of Social Policy ives (10 ECTS credits) | 1 | | 24 11 22 12 |

| 12-M-HRM-161-m01 | Human Resource Management and Industrial Relations | 5 | NUM | 134 |
|--------------------------|---|---|-----|--|
| 12-M-AO-161-m01 | Incentives in Organizations | 5 | NUM | 41 |
| 12-ITA-161-m01 | Work and Information | 5 | NUM | 31 |
| International Economics | |) | Nom | ٦٢. |
| Compulsory (10 ECTS cr | | | | 1 |
| 12-M-ITMF-161-m01 | International Trade and the Multinational Firm | 5 | NUM | 146 |
| 12-M-TP-161-m01 | Trade Policy and the World Trading System | 5 | NUM | 244 |
| Compulsory Core Electiv | |) | Nom | - 44 |
| 12-M-MFF-161-m01 | Advanced Macroeconomics | 5 | NUM | 156 |
| 12-M-EG-161-m01 | Economic Geography | 5 | NUM | 96 |
| | Monetary Policy, Foreign Exchange Markets, and the Interna- | | | |
| 12-M-EG2-161-m01 | tional Monetary System | 5 | NUM | 98 |
| 12-M-EMP-161-m01 | European Macroeconomic Policy | 5 | NUM | 104 |
| 12-M-WPE-161-m01 | European Competition Policy | 5 | NUM | 274 |
| 12-M-EFP-161-m01 | European Public Finance | 5 | NUM | 92 |
| 12-M-F2-161-m01 | Public Debt | 5 | NUM | 120 |
| 12-M-OE1-161-m01 | Econometrics 1 | 5 | NUM | 172 |
| 12-M-EW-161-m01 | Common European Labour Market | 5 | NUM | 115 |
| 12-M-ERA-161-m01 | Empirical Regional- and International Economic Research | 5 | NUM | 110 |
| 12-M-ATIÖ1-161-m01 | Topics in International Economics 1 | 5 | NUM | 54 |
| 12-M-ATIÖ2-161-m01 | Topics in International Economics 2 | 5 | NUM | 56 |
| 12-M-ATIÖ3-161-m01 | Topics in International Economics 3 | 5 | NUM | 58 |
| 12-M-AM-161-m01 | Advanced Microeconomics | 5 | NUM | 39 |
| Entrepreneurship and Ma | anagement (20 ECTS credits) | | | |
| Compulsory (10 ECTS cr | | | | |
| 12-M-UGF1-161-m01 | Entrepreneurship and Management 1 | 5 | NUM | 253 |
| 12-M-UGF2-161-m01 | Entrepreneurship and Management 2 | 5 | NUM | 255 |
| Compulsory Core Electiv | | | | |
| 12-M-AFW-161-m01 | Employment Law | 5 | NUM | 34 |
| 12-M-AM-161-m01 | Advanced Microeconomics | 5 | NUM | 39 |
| 12-M-MS-161-m01 | Strategic Networks in Industry | 5 | NUM | 162 |
| 12-M-AO-161-m01 | Incentives in Organizations | 5 | NUM | 41 |
| 12-M-UGF3-161-m01 | Entrepreneurship and Management 3 | 5 | NUM | 257 |
| 12-M-UGF4-161-m01 | Entrepreneurship and Management 4 | 5 | NUM | 259 |
| 12-M-ITM-161-m01 | IT-Management | 5 | NUM | 144 |
| 12-M-EIN-161-m01 | Economics of Information and Network Industries | 5 | NUM | 100 |
| 12-M-IBS-161-m01 | E-Business Strategies | 5 | NUM | 138 |
| Research Methods (20 E | | | | |
| Compulsory Core Election | ves I (15 ECTS credits) | | | |
| 12-M-AM-161-m01 | Advanced Microeconomics | 5 | NUM | 39 |
| 12-M-MFF-161-m01 | Advanced Macroeconomics | 5 | NUM | 156 |
| 12-M-MADM-161-m01 | Managerial Analytics & Decision Making | 5 | NUM | 153 |
| 12-M-OE1-161-m01 | Econometrics 1 | 5 | NUM | 172 |
| Compulsory Core Election | | | | <u>, </u> |
| 12-M-DMM-161-m01 | DSGE Modelling | 5 | NUM | 87 |
| 12-M-MIK-161-m01 | Microeconometrics | 5 | NUM | 158 |
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| 12-M-FMO-161-mo1 Analysis of Financial Market Data 5 NUM 12-M-TL1-161-mo1 Theory of Industrial Organization 1 5 NUM 12-M-TL2-161-mo1 Optimal Tax Theory 5 NUM 12-M-F4-161-mo1 Optimal Tax Theory 5 NUM 12-M-F4-161-mo1 Econometrics 2 5 NUM 12-M-OE2-161-mo1 Econometrics 3 5 NUM 12-M-OE2-161-mo1 Econometrics 3 5 NUM 12-M-VERA-161-mo1 Empirical Regional- and International Economic Research 5 NUM 12-M-ERA-161-mo1 Empirical Regional- and International Economic Research 5 NUM 12-M-REK-165-mo1 Accounting and Capital Markets 5 NUM 12-M-REK-165-mo1 Accounting and Capital Markets 5 NUM 12-M-REK-165-mo1 Information systems research 5 NUM 12-M-REK-165-mo1 Economic Geography 5 NUM 12-M-REK-165-mo1 Empirical IR Research with Stata 5 NUM 12-M-REK-161-mo1 Topics in International Economics 2 5 NUM 12-M-REK-161-mo1 Topics in International Economics 2 5 NUM 12-M-REK-161-mo1 Topics in International Economics 2 5 NUM | |
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| 12-M-F4-161-m01 Optimal Tax Theory 5 NUM 12-M-NGM-161-m01 Computational Economics - Advanced Level 5 NUM 12-M-OE2-161-m01 Econometrics 2 5 NUM 12-M-OE3-161-m01 Econometrics 3 5 NUM 12-M-SPM-161-m01 Industrial Management 3 5 NUM 12-M-FRA-161-m01 Empirical Regional- and International Economic Research 5 NUM 12-M-FRA-161-m01 Internation gate Regional- and International Economic Research 5 NUM 12-M-REKA-161-m01 Information systems research 5 NUM 12-M-FRF-161-m01 International Tade and the Multinational Firm 5 NUM 12-M-FF-161-m01 International Economics 1 5 NUM 12-M-FF-161-m01 Topics in International Economics 2 5 NUM 12-M-FTD-161-m01 Topics in International Economics 2 5 NUM | 237 |
| 12:M-NGM-161-m01 Computational Economics - Advanced Level 5 NUM 12:M-OE2-161-m01 Econometrics 2 5 NUM 12:M-OE3-161-m01 Industrial Management 3 5 NUM 12:M-SPM-161-m01 Industrial Management 3 5 NUM 12:M-REKA-161-m01 Information and International Economic Research 5 NUM 12:M-REKA-161-m01 Human Resource Management and Industrial Relations 5 NUM 12:M-REKA-161-m01 Information systems research 5 NUM 12:M-REK6-161-m01 Information systems research 5 NUM 12:M-REK6-161-m01 Economic Geography 5 NUM 12:M-REF-161-m01 Empirical HR Research with Stata 5 NUM 12:M-ATIO1-161-m01 Topics in International Economics 2 5 NUM 12:M-ATIO1-161-m01 Topics in International Economics 3 5 NUM </td <td>239</td> | 239 |
| 12-M-OE2-161-m01 Econometrics 2 5 NUM 12-M-OE3-161-m01 Econometrics 3 5 NUM 12-M-SPM-361-m01 Industrial Management 3 5 NUM 12-M-RA-161-m01 Empirical Regional- and International Economic Research 5 NUM 12-M-REA-161-m01 Empirical Regional- and International Economic Research 5 NUM 12-M-REA-161-m01 Accounting and Capital Markets 5 NUM 12-M-REA-161-m01 Information systems research 5 NUM 12-M-REA-161-m01 International Trade and the Multinational Firm 5 NUM 12-M-REP-161-m01 Economic Geography 5 NUM 12-M-ATID1-161-m01 Topics in International Economics 1 5 NUM 12-M-ATID2-161-m01 Topics in International Economics 2 5 NUM 12-M-ATID2-161-m01 Topics in International Economics 2 5 NUM 12-M-ATID2-161-m01 Cocidination, Budgeting and Incentives in Companies 5 NUM 12-M-AD0-161-m01 Coordination, Budgeting and Incentives in Companies 5 NUM 12-M-AD0-161-m01 Incentives (to ECTS credits) NUM 12-M-AD161-m01 Incentives in Organization 1 5 NUM 12-M-AD161-m01 | 124 |
| 12-M-OE3-161-m01 Econometrics 3 5 NUM 12-M-SPM-161-m01 Industrial Management 3 5 NUM 12-M-ERA-161-m01 Empirical Regional- and International Economic Research 5 NUM 12-M-HRM-161-m01 Human Resource Management and Industrial Relations 5 NUM 12-M-HRM-161-m01 Information systems research 5 NUM 12-M-REKA-161-m01 Information systems research 5 NUM 12-M-EFG-161-m01 Economic Geography 5 NUM 12-M-EFG-161-m01 Eprics in International Economics 1 5 NUM 12-M-ATIO-161-m01 Topics in International Economics 2 5 NUM 12-M-ATIO2-161-m01 Topics in International Economics 3 5 NUM 12-M-ATIO3-161-m01 Topics in International Economics 3 5 NUM 12-M-AR0Ho161-m01 Theory of Industrial Organization 1 5 <td< td=""><td>168</td></td<> | 168 |
| 12-M-SPM-161-m01 Industrial Management 3 \$ NUM 12-M-ERA-161-m01 Empirical Regional- and International Economic Research \$ NUM 12-M-ERA-161-m01 Human Resource Management and Industrial Relations \$ NUM 12-M-REKA-161-m01 Information systems research \$ NUM 12-W-ER-161-m01 Information systems research \$ NUM 12-W-EFA-161-m01 International Tade and the Multinational Firm \$ NUM 12-W-EF-161-m01 Economic Geography \$ NUM 12-M-EF161-m01 Eprics in International Economics 1 \$ \$ NUM 12-M-ATIQ-161-m01 Topics in International Economics 2 \$ NUM 12-M-ATIQ-161-m01 Topics in International Economics 3 \$ NUM 12-M-K0BO-161-m01 Coordination, Budgeting and Incentives in Companies \$ NUM 12-M-K0BO-161-m01 Scoredital Organization 1 \$ NUM 12-M-REKA-161-m01 Incentives in Organization 1 \$ NUM 12-M-REMA-161-m01 Incentives in Organization 1 \$ NUM 12-M-REMA-161-m01 Incentives in Organizations | 174 |
| 12-M-ERA-161-mo1 Empirical Regional- and International Economic Research 5 NUM 12-M-HRM-161-mo1 Human Resource Management and Industrial Relations 5 NUM 12-M-REKA-161-mo1 Information systems research 5 NUM 12-M-TRF.161-mo1 Information systems research 5 NUM 12-M-TRF.161-mo1 International Trade and the Multinational Firm 5 NUM 12-M-EFF-161-mo1 Economic Geography 5 NUM 12-M-EFF-161-mo1 Empirical HR Research with Stata 5 NUM 12-M-ATIÖ-161-mo1 Topics in International Economics 2 5 NUM 12-M-ATIÖ-161-mo1 Topics in International Economics 2 5 NUM 12-M-ATIÖ-161-mo1 Topics in International Economics 3 5 NUM 12-M-ATIÖ-161-mo1 Topics redits) NUM 12-M-MADiO-161-mo1 Strategic Managerial Accounting 5 NUM 12-M-MOBO-161-mo1 Incentives in Organization 1 5 NUM 12-M-MOBO-161-mo1 Incentives in Organizations 5 NUM 12-M-MOD1-161-mo1 Incentives in Organization 1 5 | 176 |
| 12-M-HRM-161-m01 Human Resource Management and Industrial Relations 5 NUM 12-M-REKA-161-m01 Accounting and Capital Markets 5 NUM 12-M-REKA-161-m01 Information systems research 5 NUM 12-M-IRK-161-m01 International Trade and the Multinational Firm 5 NUM 12-M-EG-161-m01 Economic Geography 5 NUM 12-M-EF161-m01 Empirical HR Research with Stata 5 NUM 12-M-ATIÖ-161-m01 Topics in International Economics 1 5 NUM 12-M-ATIÖ-161-m01 Topics in International Economics 2 5 NUM 12-M-ATIÖ-161-m01 Topics in International Economics 3 5 NUM 12-M-ATIÖ-161-m01 Topics in International Economics 3 5 NUM 12-M-NBOR-161-m01 Coordination, Budgeting and Incentives in Companies 5 NUM 12-M-NDO-161-m01 Coordination, Budgeting and Incentives in Companies 5 NUM 12-M-NOB-161-m01 Incentives in Organization 1 5 NUM 12-M-NOM-161-m01 Incentives in Organization 1 5 NUM 12-M-OE1-161-m01 Industrial Management 1 | 219 |
| 12-M-REKA-161-m01 Accounting and Capital Markets 5 NUM 12-M-ISR-161-m01 Information systems research 5 NUM 12-M-ISR-161-m01 International Trade and the Multinational Firm 5 NUM 12-M-EG-161-m01 Economic Geography 5 NUM 12-M-EG-161-m01 Empirical HR Research with Stata 5 NUM 12-M-ATIÖ-161-m01 Topics in International Economics 1 5 NUM 12-M-ATIÖ-161-m01 Topics in International Economics 2 5 NUM 12-M-ATIÖ-161-m01 Topics in International Economics 3 5 NUM 12-M-ATIÖ-161-m01 Cordination, Budgeting and Incentives in Companies 5 NUM 12-M-KOBO-161-m01 Coordination, Budgeting and Incentives in Companies 5 NUM 12-M-HIL-161-m01 Incentives (o ECTS credits) 5 NUM 12-M-ROBO-161-m01 Incentives in Organization 1 5 NUM 12-M-AD-161-m01 Incentives in Organizations 5 NUM 12-M-AD-161-m01 Incentives in Organizations 5 NUM 12-M-AD-161-m01 Incentrives in Caganizations 5 NUM | 110 |
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| 12-M-ITMF-161-m01 International Trade and the Multinational Firm 5 NUM 12-M-EG-161-m01 Economic Geography 5 NUM 12-M-EFF-161-m01 Empirical HR Research with Stata 5 NUM 12-M-ATIÖ1-161-m01 Topics in International Economics 1 5 NUM 12-M-ATIÖ2-161-m01 Topics in International Economics 2 5 NUM 12-M-ATIÖ2-161-m01 Topics in International Economics 3 5 NUM Managerial Accounting (zo ECTS credits) Compulsory (so ECTS credits) NUM Compulsory Core Electives (so ECTS credits) Strategic Managerial Accounting 5 NUM 12-M-INI-161-m01 Incentives in Organization 1 5 NUM 12-M-MON-161-m01 Incentives in Organization 1 5 NUM 12-M-M-REKA-161-m01 Incentives in Organizations 5 NUM 12-M-PROM-161-m01 Incentives in Organizations 5 NUM 12-M-PROM-161-m01 Recounting and Capital Markets 5 NUM 12-M-SBM-161-m01 Econometrics 1 5 NUM 12-M-SDS-161-m01 Econometrics 2 5 NUM <t< td=""><td>183</td></t<> | 183 |
| 12-M-EG-161-m01Economic Geography5NUM12-M-EF-161-m01Empirical HR Research with Stata5NUM12-M-ATIÖ1-161-m01Topics in International Economics 15NUM12-M-ATIÖ2-161-m01Topics in International Economics 25NUM12-M-ATIÖ3-161-m01Topics in International Economics 35NUM12-M-ATIÖ3-161-m01Topics in International Economics 35NUMManagerial Accounting (zo ECTS credits)Compulsory (to ECTS credits) </td <td>143</td> | 143 |
| 12-M-EPF-161-m01Empirical HR Research with Stata5NUM12-M-ATIÖ1-161-m01Topics in International Economics 15NUM12-M-ATIÖ2-161-m01Topics in International Economics 25NUM12-M-ATIÖ3-161-m01Topics in International Economics 35NUMManagerial Accounting (zo ECTS credits)Compulsory (so ECTS credits)5NUM12-M-KOBO-161-m01Coordination, Budgeting and Incentives in Companies5NUM12-M-KOBO-161-m01Strategic Managerial Accounting5NUM12-M-INST-161-m01Strategic Managerial Accounting5NUM12-M-TI1-161-m01Theory of Industrial Organization 15NUM12-M-ROM-161-m01Incentives in Organizations5NUM12-M-REKA-161-m01Incentives in Organizations5NUM12-M-REKA-161-m01Industrial Management and Control5NUM12-M-SBM-161-m01Industrial Management 15NUM12-M-SDC-161-m01Econometrics 15NUM12-M-SDC-161-m01Econometrics 25NUM12-M-SDC-161-m01Strategic Decisions and Competition5NUM12-M-SDC-161-m01Information Processing within Organizations5NUM12-M-NE-161-m01Information Processing within Organizations5NUM12-M-NE-161-m01Information Processing within Organizations5NUM12-M-RE-161-m01Advanced Financial Accounting (German GAAP, IFRS)5NUM12-M-NE-161-m01Information | 146 |
| 12-M-ATIÖ1-161-mo1Topics in International Economics 15NUM12-M-ATIÖ2-161-mo1Topics in International Economics 25NUM12-M-ATIÖ3-161-mo1Topics in International Economics 35NUMManagerial Accounting (20 ECTS credits)Compulsory (10 ECTS credits)Compulsory (10 ECTS credits)12-M-KOBO-161-mo1Coordination, Budgeting and Incentives in Companies5NUM12-M-KOBO-161-mo1Coordination, Budgeting and Incentives in Companies5NUMCompulsory Core Electives (10 ECTS credits)12-M-ITI-161-mo1Theory of Industrial Organization 15NUM12-M-TII-161-mo1Theory of Industrial Organization 15NUM12-M-REKA-161-mo1Project Management and Control5NUM12-M-REKA-161-mo1Accounting and Capital Markets5NUM12-M-REKA-161-mo1Econometrics 15NUM12-M-OE1-161-mo1Econometrics 25NUM12-M-OE1-161-mo1Econometrics 25NUM12-M-OE1-161-mo1Econometrics 25NUM12-M-OE1-161-mo1Econometrics 25NUM12-M-OE1-161-mo1Econometrics 25NUM12-M-OE1-161-mo1Advanced Financial Accounting (German GAAP, IFRS)5NUM12-M-AD1-161-mo1Information Processing within Organizations5 | 96 |
| 12-M-ATIÖ2-161-mon Topics in International Economics 2 5 NUM 12-M-ATIÖ3-161-mon Topics in International Economics 3 5 NUM Managerial Accounting (20 ECTS credits) Compulsory (10 ECTS credits) 12-M-KOBO-161-mon Coordination, Budgeting and Incentives in Companies 5 NUM 12-M-KOBO-161-mon Coordination, Budgeting and Incentives in Companies 5 NUM 12-M-INST-161-mon Strategic Managerial Accounting 5 NUM 12-M-INST-161-mon Incentives (10 ECTS credits) 5 NUM 12-M-TI1-161-mon Theory of Industrial Organization 1 5 NUM 12-M-ROM-161-mon Incentives in Organizations 5 NUM 12-M-ROM-161-mon Incentives in Organizations 5 NUM 12-M-REKA-161-mon Project Management and Control 5 NUM 12-M-SBM-161-mon Industrial Management 1 5 NUM 12-M-OE1-161-mon Econometrics 2 5 NUM 12-M-OE2-161-mon Econometrics 2 5 NUM 12-M-DSS-161-mon Decision Support Systems 5 NUM 12-M-CUI-161-mon Manageri | 106 |
| 12-M-ATIÖ3-161-mo1 Topics in International Economics 3 5 NUM Managerial Accounting (20 ECTS credits) Compulsory (to ECTS credits) NUM 12-M-KOB0-161-mo1 Coordination, Budgeting and Incentives in Companies 5 NUM 12-M-KOB0-161-mo1 Coordination, Budgeting and Incentives in Companies 5 NUM 12-M-INST-161-mo1 Strategic Managerial Accounting 5 NUM Compulsory Core Electives (so ECTS credits) NUM 12-M-TI1-161-mo1 Theory of Industrial Organization 1 5 NUM 12-M-ROM-161-mo1 Incentives in Organizations 5 NUM 12-M-REKA-161-mo1 Incentives and Control 5 NUM 12-M-REKA-161-mo1 Accounting and Capital Markets 5 NUM 12-M-SBM-161-mo1 Industrial Management 1 5 NUM 12-M-OE1-161-mo1 Econometrics 1 5 NUM 12-M-OE1-161-mo1 Econometrics 2 5 NUM 12-M-SDS-161-mo1 Decision Support Systems 5 NUM 12-M-SDC-161-mo1 Advanced Financial Accounting in the Company Management 5 NUM 12-M-ClU-161-mo1 Information Processing within Organizations 5 NUM 12-M-SIG1-mo1 Information Processing | 54 |
| Managerial Accounting (zo ECTS credits) Compulsory (to ECTS credits) 12-M-KOBO-161-m01 Coordination, Budgeting and Incentives in Companies 5 NUM 12-M-INST-161-m01 Strategic Managerial Accounting 5 NUM Compulsory Core Electives (to ECTS credits) 12-M-INST-161-m01 Theory of Industrial Organization 1 5 NUM 12-M-TI1-161-m01 Theory of Industrial Organization 1 5 NUM 12-M-PROM-161-m01 Incentives in Organizations 5 NUM 12-M-PROM-161-m01 Incentives in Organizations 5 NUM 12-M-PROM-161-m01 Project Management and Control 5 NUM 12-M-REKA-161-m01 Industrial Management 1 5 NUM 12-M-OE1-161-m01 Econometrics 1 5 NUM 12-M-OE2-161-m01 Econometrics 2 5 NUM 12-M-OE2-161-m01 Decision Support Systems 5 NUM 12-M-SDC-161-m01 Strategic Decisions and Competition 5 NUM 12-M-CU-161-m01 Managerial Accounting in the Company Management 5 NUM 12-M-SDC-161-m01 Advanced Financial Accounting (German GAAP, IFRS) | 56 |
| Compulsory (to ECTS credits)12-M-KOBO-161-mo1Coordination, Budgeting and Incentives in Companies5NUM12-M-INST-161-mo1Strategic Managerial Accounting5NUMCompulsory Core Electives (to ECTS credits)12-M-TI1-161-mo1Theory of Industrial Organization 15NUM12-M-ROM-161-mo1Incentives in Organizations5NUM12-M-ROM-161-mo1Incentives in Organizations5NUM12-M-RROM-161-mo1Project Management and Control5NUM12-M-REKA-161-mo1Accounting and Capital Markets5NUM12-M-REKA-161-mo1Industrial Management 15NUM12-M-OE1-161-mo1Econometrics 15NUM12-M-OE1-161-mo1Econometrics 25NUM12-M-OE2-161-mo1Econometrics 25NUM12-M-DSS-161-mo1Decision Support Systems5NUM12-M-SDC-161-mo1Strategic Decisions and Competition5NUM12-M-CIUI-161-mo1Managerial Accounting in the Company Management5NUM12-M-RER-161-mo1Information Processing within Organizations5NUM12-W-IE1-161-mo1Information Processing within Organizations5NUM12-W-GU (of ECTS credits)5NUMCompulsory (so ECTS credits)Compulsory Core Electives (to ECTS credits)Compulsory Core Electives (to ECTS credits)Compulsory Core Electives (to ECTS credits)12-M-III-16 | 58 |
| 12-M-KOBO-161-mo1Coordination, Budgeting and Incentives in Companies5NUM12-M-INST-161-mo1Strategic Managerial Accounting5NUMCompulsory Core Electives (10 ECTS credits)12-M-Tl-161-mo1Theory of Industrial Organization 15NUM12-M-AO-161-mo1Incentives in Organizations5NUM12-M-REKA-161-mo1Incentives in Organizations5NUM12-M-REKA-161-mo1Project Management and Control5NUM12-M-REKA-161-mo1Accounting and Capital Markets5NUM12-M-SBM-161-mo1Industrial Management 15NUM12-M-OE1-161-mo1Econometrics 15NUM12-M-OE2-161-mo1Econometrics 25NUM12-M-OE2-161-mo1Decision Support Systems5NUM12-M-SDC-161-mo1Strategic Decisions and Competition5NUM12-M-CLU-161-mo1Managerial Accounting (German GAAP, IFRS)5NUM12-M-RE-161-mo1Information Processing within Organizations5NUM12-W-AM-161-mo1Advanced Microeconomics5NUM12-M-AM-161-mo1Advanced Microeconomics5NUM12-M-CT-161-mo1Contract Theory5NUM12-M-CT-161-mo1Cottact Theory5NUM12-M-AM-161-mo1Advanced Microeconomics5NUM12-M-CT-161-mo1Cottact Theory5NUM12-M-CT-161-mo1Advanced Microeconomics5NUM12-M-CT-161-mo1Advanced Micr | |
| 12-M-INST-161-m01Strategic Managerial Accounting5NUMCompulsory Core Electives (10 ECTS credits)12-M-Tl-161-m01Theory of Industrial Organization 15NUM12-M-AO-161-m01Incentives in Organizations5NUM12-M-ROM-161-m01Project Management and Control5NUM12-M-REKA-161-m01Accounting and Capital Markets5NUM12-M-REKA-161-m01Industrial Management 15NUM12-M-SBM-161-m01Industrial Management 15NUM12-M-OE1-161-m01Econometrics 15NUM12-M-OE2-161-m01Econometrics 25NUM12-M-OE2-161-m01Decision Support Systems5NUM12-M-OE2-161-m01Strategic Decisions and Competition5NUM12-M-CLU-161-m01Managerial Accounting (German GAAP, IFRS)5NUM12-M-ER-161-m01Information Processing within Organizations5NUM12-W-AM-161-m01Advanced Microeconomics5NUM12-M-AM-161-m01Advanced Microeconomics5NUM12-M-AM-161-m01Advanced Microeconomics5NUM12-M-CT-161-m01Contract Theory5NUM12-M-CT-161-m01Theory of Industrial Organization 15NUM12-M-TI1-161-m01Theory of Industrial Organization 15NUM | |
| Compulsory Core Electives (10 ECTS credits)12-M-Tl1-161-m01Theory of Industrial Organization 15NUM12-M-AO-161-m01Incentives in Organizations5NUM12-M-PROM-161-m01Project Management and Control5NUM12-M-REKA-161-m01Accounting and Capital Markets5NUM12-M-SBM-161-m01Industrial Management 15NUM12-M-SBM-161-m01Industrial Management 15NUM12-M-OE1-161-m01Econometrics 15NUM12-M-OE2-161-m01Econometrics 25NUM12-M-OE2-161-m01Decision Support Systems5NUM12-M-SDC-161-m01Strategic Decisions and Competition5NUM12-M-CU-161-m01Managerial Accounting in the Company Management5NUM12-M-CU-161-m01Information Processing within Organizations5NUM12-W-161-m01Information Processing within Organizations5NUM12-M-AM-161-m01Advanced Microeconomics5NUM12-M-CT-161-m01Contract Theory5NUM12-M-CT-161-m01Theory of Industrial Organization 15NUM12-M-TI1-161-m01Theory of Industrial Organization 15NUM | 148 |
| 12-M-Tl1-161-mo1Theory of Industrial Organization 15NUM12-M-AO-161-mo1Incentives in Organizations5NUM12-M-PROM-161-mo1Project Management and Control5NUM12-M-REKA-161-mo1Accounting and Capital Markets5NUM12-M-REKA-161-mo1Industrial Management 15NUM12-M-OE1-161-mo1Industrial Management 15NUM12-M-OE1-161-mo1Econometrics 15NUM12-M-OE2-161-mo1Econometrics 25NUM12-M-DSS-161-mo1Decision Support Systems5NUM12-M-SDC-161-mo1Strategic Decisions and Competition5NUM12-M-CLU-161-mo1Managerial Accounting in the Company Management5NUM12-M-CLU-161-mo1Information Processing within Organizations5NUM12-IV-161-mo1Information Processing within Organizations5NUM12-M-CT-161-mo1Advanced Microeconomics5NUM12-M-CT-161-mo1Contract Theory5NUM12-M-CT-161-mo1Theory of Industrial Organization 15NUM | 142 |
| 12-M-AO-161-m01Incentives in Organizations5NUM12-M-PROM-161-m01Project Management and Control5NUM12-M-REKA-161-m01Accounting and Capital Markets5NUM12-M-SBM-161-m01Industrial Management 15NUM12-M-SBM-161-m01Econometrics 15NUM12-M-OE1-161-m01Econometrics 25NUM12-M-OE2-161-m01Econometrics 25NUM12-M-DSS-161-m01Decision Support Systems5NUM12-M-SDC-161-m01Strategic Decisions and Competition5NUM12-M-SDC-161-m01Managerial Accounting in the Company Management5NUM12-M-CIU-161-m01Information Processing within Organizations5NUM12-W-IER-161-m01Information Processing within Organizations5NUM12-M-CT-161-m01Advanced Microeconomics5NUM12-M-CT-161-m01Contract Theory5NUM12-M-CT-161-m01Information Processing within Organizations5NUM12-M-CT-161-m01Rever of Industrial Organization 15NUM12-M-TI1-161-m01Theory of Industrial Organization 15NUM | |
| 12-M-PROM-161-mo1Project Management and Control5NUM12-M-REKA-161-mo1Accounting and Capital Markets5NUM12-M-SBM-161-mo1Industrial Management 15NUM12-M-OE1-161-mo1Econometrics 15NUM12-M-OE2-161-mo1Econometrics 25NUM12-M-OE2-161-mo1Decision Support Systems5NUM12-M-SDC-161-mo1Strategic Decisions and Competition5NUM12-M-SDC-161-mo1Strategic Decisions and Competition5NUM12-M-ClU-161-mo1Managerial Accounting in the Company Management5NUM12-M-FR-161-mo1Information Processing within Organizations5NUM12-IV-161-mo1Information Processing within Organizations5NUM12-M-AM-161-mo1Advanced Microeconomics5NUM12-M-CT-161-mo1Contract Theory5NUM12-M-CT-161-mo1Theory of Industrial Organization 15NUM | 237 |
| 12-M-REKA-161-mo1Accounting and Capital Markets5NUM12-M-SBM-161-mo1Industrial Management 15NUM12-M-OE1-161-mo1Econometrics 15NUM12-M-OE2-161-mo1Econometrics 25NUM12-M-OSS-161-mo1Decision Support Systems5NUM12-M-SDC-161-mo1Strategic Decisions and Competition5NUM12-M-SDC-161-mo1Strategic Decisions and Competition5NUM12-M-ClU-161-mo1Managerial Accounting in the Company Management5NUM12-M-ER-161-mo1Advanced Financial Accounting (German GAAP, IFRS)5NUM12-IV-161-mo1Information Processing within Organizations5NUM12-W-CTU-161-mo1Advanced Microeconomics5NUM12-M-AM-161-mo1Advanced Microeconomics5NUM12-M-CT-161-mo1Contract Theory5NUM12-M-CT-161-mo1Theory of Industrial Organization 15NUM | 41 |
| 12-M-SBM-161-m01Industrial Management 15NUM12-M-OE1-161-m01Econometrics 15NUM12-M-OE2-161-m01Econometrics 25NUM12-M-DSS-161-m01Decision Support Systems5NUM12-M-SDC-161-m01Strategic Decisions and Competition5NUM12-M-SDC-161-m01Managerial Accounting in the Company Management5NUM12-M-CIU-161-m01Managerial Accounting (German GAAP, IFRS)5NUM12-IV-161-m01Information Processing within Organizations5NUM12-IV-161-m01Advanced Financial Accounting (German GAAP, IFRS)5NUM12-IV-161-m01Information Processing within Organizations5NUM12-M-AM-161-m01Advanced Microeconomics5NUM12-M-CT-161-m01Contract Theory5NUM12-M-CT-161-m01Theory of Industrial Organization 15NUM12-M-TI1-161-m01Theory of Industrial Organization 15NUM | 182 |
| 12-M-OE1-161-mo1Econometrics 15NUM12-M-OE2-161-mo1Econometrics 25NUM12-M-OE2-161-mo1Decision Support Systems5NUM12-M-DSS-161-mo1Decision Support Systems5NUM12-M-SDC-161-mo1Strategic Decisions and Competition5NUM12-M-ClU-161-mo1Managerial Accounting in the Company Management5NUM12-M-ER-161-mo1Advanced Financial Accounting (German GAAP, IFRS)5NUM12-IV-161-mo1Information Processing within Organizations5NUMApplied Decision Theory (zo ECTS credits)Compulsory (to ECTS credits)12-M-AM-161-mo1Advanced Microeconomics5NUM12-M-CT-161-mo1Contract Theory5NUMCompulsory Core Electives (to ECTS credits)12-M-TI1-161-mo112-M-TI1-161-mo1Theory of Industrial Organization 15NUM | 183 |
| 12-M-OE2-161-m01Econometrics 25NUM12-M-DSS-161-m01Decision Support Systems5NUM12-M-SDC-161-m01Strategic Decisions and Competition5NUM12-M-ClU-161-m01Managerial Accounting in the Company Management5NUM12-M-ClU-161-m01Managerial Accounting (German GAAP, IFRS)5NUM12-N-ER-161-m01Information Processing within Organizations5NUM12-IV-161-m01Information Processing within Organizations5NUM12-IV-161-m01Advanced Microeconomics5NUM12-M-AM-161-m01Advanced Microeconomics5NUM12-M-CT-161-m01Contract Theory5NUMCompulsory Core Electives (10 ECTS credits)Compulsory Core Electives (10 ECTS credits)12-M-Tl1-161-m01Theory of Industrial Organization 15NUM | 192 |
| 12-M-DSS-161-m01Decision Support Systems5NUM12-M-SDC-161-m01Strategic Decisions and Competition5NUM12-M-ClU-161-m01Managerial Accounting in the Company Management5NUM12-M-ER-161-m01Advanced Financial Accounting (German GAAP, IFRS)5NUM12-IV-161-m01Information Processing within Organizations5NUMApplied Decision Theory (zo ECTS credits)5NUM12-M-AM-161-m01Advanced Microeconomics5NUM12-M-CT-161-m01Contract Theory5NUM12-M-CT-161-m01Theory of Industrial Organization 15NUM12-M-TI1-161-m01 | 172 |
| 12-M-SDC-161-mo1Strategic Decisions and Competition5NUM12-M-ClU-161-mo1Managerial Accounting in the Company Management5NUM12-M-ER-161-mo1Advanced Financial Accounting (German GAAP, IFRS)5NUM12-IV-161-mo1Information Processing within Organizations5NUMApplied Decision Theory (zo ECTS credits)Compulsory (10 ECTS credits)12-M-AM-161-mo1Advanced Microeconomics5NUM12-M-CT-161-mo1Contract Theory5NUM12-M-CT-161-mo1Theory of Industrial Organization 15NUM | 174 |
| 12-M-ClU-161-mo1Managerial Accounting in the Company Management5NUM12-M-ER-161-mo1Advanced Financial Accounting (German GAAP, IFRS)5NUM12-IV-161-mo1Information Processing within Organizations5NUMApplied Decision Theory (20 ECTS credits)Compulsory (10 ECTS credits)12-M-AM-161-mo1Advanced Microeconomics5NUM12-M-CT-161-mo1Contract Theory5NUMCompulsory Core Electives (10 ECTS credits)Compulsory Core Electives (10 ECTS credits)12-M-CT-161-mo1Theory of Industrial Organization 15NUM | 88 |
| 12-M-ER-161-mo1Advanced Financial Accounting (German GAAP, IFRS)5NUM12-IV-161-mo1Information Processing within Organizations5NUMApplied Decision Theory (20 ECTS credits)Compulsory (10 ECTS credits)12-M-AM-161-mo1Advanced Microeconomics5NUM12-M-CT-161-mo1Contract Theory5NUMCompulsory Core Electives (10 ECTS credits)12-M-TI1-161-mo1Theory of Industrial Organization 15NUM12-M-TI1-161-mo1Theory of Industrial Organization 15NUM | 199 |
| 12-IV-161-mo1Information Processing within Organizations5NUMApplied Decision Theory (20 ECTS credits)Compulsory (10 ECTS credits)12-M-AM-161-mo1Advanced Microeconomics5NUM12-M-CT-161-mo1Contract Theory5NUM12-M-CT-161-mo1Contract Theory5NUM12-M-CT-161-mo1Theory of Industrial Organization 15NUM | 80 |
| Applied Decision Theory (20 ECTS credits) Compulsory (10 ECTS credits) 12-M-AM-161-m01 Advanced Microeconomics 5 NUM 12-M-CT-161-m01 Contract Theory 5 NUM Compulsory Core Electives (10 ECTS credits) 12-M-TI1-161-m01 Theory of Industrial Organization 1 5 NUM | 108 |
| Compulsory (10 ECTS credits) 12-M-AM-161-mo1 Advanced Microeconomics 5 NUM 12-M-CT-161-mo1 Contract Theory 5 NUM Compulsory Core Electives (10 ECTS credits) 12-M-TI1-161-mo1 Theory of Industrial Organization 1 5 NUM | 32 |
| 12-M-AM-161-mo1 Advanced Microeconomics 5 NUM 12-M-CT-161-mo1 Contract Theory 5 NUM Compulsory Core Electives (10 ECTS credits) 12-M-TI1-161-mo1 Theory of Industrial Organization 1 5 NUM | |
| 12-M-CT-161-mo1 Contract Theory 5 NUM Compulsory Core Electives (10 ECTS credits) 5 NUM 12-M-Tl1-161-mo1 Theory of Industrial Organization 1 5 NUM | |
| Compulsory Core Electives (10 ECTS credits) 12-M-Tl1-161-mo1 Theory of Industrial Organization 1 5 NUM | 39 |
| 12-M-Tl1-161-mo1 Theory of Industrial Organization 1 5 NUM | 81 |
| | |
| 12-M-Tl2-161-mo1 Theory of Industrial Organization 2 5 NUM | 237 |
| | 239 |
| 12-M-MIK-161-mo1 Microeconometrics 5 NUM | 158 |
| 12-M-F4-161-mo1 Optimal Tax Theory 5 NUM | 124 |
| 12-M-MADM-161-mo1 Managerial Analytics & Decision Making 5 NUM | 153 |
| 12-M-HRM-161-mo1 Human Resource Management and Industrial Relations 5 NUM | 134 |
| Master's with 1 major Business Management (2015) JMU Würzburg • generated 18-Apr-2025 • exam. reg. da- ta record Master (120 ECTS) Business Management - 2015 page | 13 / 287 |

| 12-M-ITMF-161-m01 | International Trade and the Multinational Firm | 5 | NUM | 14 |
|-----------------------------|---|----|-----|----|
| nterdisciplinary Part (30 E | | | | |
| Interdisciplinary Part: Se | | | | |
| Compulsory Core Electiv | 1 | | | |
| 12-M-SBL-161-m01 | Advanced Seminar: Banking | 10 | NUM | 19 |
| 12-M-APS-161-m01 | Seminar: Selected Topics in Business Management and Econo- | 10 | NUM | 44 |
| | mics | 10 | | |
| 12-M-SPO-161-m01 | Advanced Seminar: Topics in Personnel Economics and Orga- | 10 | NUM | 22 |
| | nizational Theory | | | |
| 12-M-SSL-161-m01 | Advanced Seminar: Selected Problems in Analytical Tax Rese | 10 | NUM | 22 |
| | arch | | | |
| 12-M-AUAS-161-m01 | Advanced Seminar: Selected Aspects of Managerial Accoun- | 10 | NUM | 6 |
| | ting | | | |
| 12-M-SER-161-m01 | Advanced Seminar: Financial Accounting and Auditing | 10 | NUM | 20 |
| 12-M-SV5-161-m01 | Advanced Seminar: Public Finance | 10 | NUM | 22 |
| 12-M-SV1-161-m01 | Advanced Seminar: Monetary policy | 10 | NUM | 22 |
| 12-M-SI-161-m01 | Advanced Seminar: Industrial Management | 10 | NUM | 20 |
| 12-M-SIO-161-m01 | Advanced Seminar: Industrial Organization | 10 | NUM | 21 |
| 12-M-LSCM-161-m01 | Seminar: Logistics & Supply Chain Management | 10 | NUM | 15 |
| 12-M-MSS-161-m01 | Advanced Seminar: Marketing Strategy | 10 | NUM | 16 |
| 12-M-SAS-161-m01 | Advanced Seminar: Entrepreneurship and Management | 10 | NUM | 18 |
| 12-M-SWOSP-161-m01 | Advanced Seminar: Economic Order and Social Policy | 10 | NUM | 23 |
| 12-M-SOE-161-m01 | Advanced Seminar: Econometrics | 10 | NUM | 21 |
| 12-M-WUE-161-m01 | Economic and Business Ethics | 10 | NUM | 27 |
| 12-M-MEW-161-m01 | Seminar: Macroeconomics and Quantitative Economic Rese- arch | 10 | NUM | 15 |
| 12-M-SCC-161-m01 | Seminar: Supply Chain Competition | 5 | NUM | 19 |
| 12-M-SEBS-161-m01 | Seminar: E-Business Strategies | 10 | NUM | 20 |
| 12-M-BUA-161-m01 | Business Analytics | 10 | NUM | 7 |
| 12-M-ATC-161-m01 | Advanced Seminar: Advanced Topics in Contract Theory | 10 | NUM | 5 |
| 12-M-ES-161-m01 | Advanced Seminar: Enterprise Systems | 10 | NUM | 11 |
| | Philosophy of Science and Ethics in Business Management | | | |
| 12-M-WEW-161-m01 | and Economics | 10 | NUM | 26 |
| 12-M-SIÖ-161-m01 | Seminar: International Economics | 10 | NUM | 20 |
| 12-M-SCT-161-m01 | Seminar: Applied Decision Theory | 5 | NUM | 19 |
| 12-M-SWJ-161-m01 | Practical Seminar: Economic Journalism | 15 | NUM | 23 |
| Interdisciplinary Part: Ot | her Courses | | | |
| Compulsory Core Electiv | /es | | | |
| 12-M-SMGS-161-m01 | Strategic Management of Global Supply Chains | 5 | NUM | 21 |
| 12-M-ITM-161-m01 | IT-Management | 5 | NUM | 14 |
| 12-M-MFF-161-m01 | Advanced Macroeconomics | 5 | NUM | 15 |
| 12-M-EMP-161-m01 | European Macroeconomic Policy | 5 | NUM | 10 |
| 12-M-EWS-161-m01 | European Economic Statistics | 5 | NUM | 11 |
| 12-M-AM-161-m01 | Advanced Microeconomics | 5 | NUM | 3 |
| 12-M-Tl1-161-m01 | Theory of Industrial Organization 1 | 5 | NUM | 23 |
| 12-M-WPE-161-m01 | European Competition Policy | 5 | NUM | 27 |
| | • | | | |

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| Master's with 1 major Business Mana | gement (2015) JMU Würzburg • generated 18-Apr-2025 • exam. re ta record Master (120 ECTS) Business Managemen | | page | 15 / 287 |
|--------------------------------------|---|---|------------|----------|
| Thesis (30 ECTS credits) | | | | |
| | managenal Practice Lectures | 5 | NUM | 260 |
| 12-M-EC1-182-m01 | E-Commerce I Managerial Practice Lectures | 5 | NUM | 90 |
| 12-M-DM2-182-m01 12-M-EC1-182-m01 | Digital Marketing II E-Commerce I | 5 | NUM NUM | 85 |
| | | 5 | | |
| 12-M-EG-161-1101 12-M-DM1-182-m01 | Digital Marketing I | 5 | NUM | 96 83 |
| 12-M-MADM-161-m01 12-M-EG-161-m01 | Managerial Analytics & Decision Making Economic Geography | 5 | NUM NUM | 153 |
| m01 | Global Retail Logistics | 5 | NUM | 262 |
| 12-M-VHB-GRL-161- | | ر | | |
| 12-M-VHB-IU-161-m01 | Information and Enterprise Architecture Management | 5 | NUM | 265 |
| 12-M-VHB-LAP-161- m01 | Logistic concepts and processes | 5 | NUM | 267 |
| 12-M-VHB-IL-161-m01 | International Leadership | 5 | NUM | 264 |
| 12-M-SDC-161-m01 | Strategic Decisions and Competition | 5 | NUM | 199 |
| 12-M-TIO3-161-m01 | Topics in Industrial Organization 3 | 5 | NUM | 243 |
| 12-M-TIO2-161-m01 | Topics in Industrial Organization 2 | 5 | NUM | 242 |
| 12-M-TIO1-161-m01 | Topics in Industrial Organization 1 | 5 | NUM | 241 |
| 12-AGP2-161-m01 | Business Service Platforms 2 | 5 | NUM | 21 |
| 12-BSA-161-m01 | Business Service Platforms 1 | 5 | NUM | 25 |
| 12-M-WJ2-161-m01 | Research and formats in crossmedia economics journalism 2 | 5 | NUM | 272 |
| 12-M-WJ1-161-m01 | Research and formats in crossmedia economics journalism 1 | 5 | NUM | 270 |
| 12-M-APW4-161-m01 | Selected Topics in Business Management and Economics 4 | 5 | NUM | 51 |
| 12-M-APW3-161-m01 | Selected Topics in Business Management and Economics 3 | 5 | NUM | 49 |
| 12-M-APW2-161-m01 | Selected Topics in Business Management and Economics 2 | 5 | NUM | 47 |
| 12-M-IBS-161-m01 | E-Business Strategies | 5 | NUM | 138 |
| 12-M-F3-161-m01 | Social Insurance and the Welfare State | 5 | NUM | 122 |
| 12-M-F2-161-m01 | Public Debt | 5 | NUM | 120 |
| 12-M-F1-161-m01 | Policy of Taxation | 5 | NUM | 118 |
| 12-MFO-161-m01 | Management and Leadership in Organizations | 5 | NUM | 129 |
| 12-M-APW1-161-m01 | Selected Topics in Business Management and Economics 1 | 5 | NUM | 45 |
| 12-M-KOBO-161-m01 | Coordination, Budgeting and Incentives in Companies | 5 | NUM | 148 |
| 12-M-AO-161-m01 | Incentives in Organizations | 5 | NUM | 41 |
| 12-M-AWI2-161-m01 | Selected Topics in Business Information Systems 2 | 5 | NUM | 68 |
| 12-M-AWI1-161-m01 | Selected Topics in Business Information Systems 1 | 5 | NUM | 66 |
| 12-ITA-161-m01 | Work and Information | 5 | NUM | 31 |
| 12-M-SP-161-m01 | Economics of Tax Planning | 5 | NUM | 217 |
| 12-M-B1a-161-m01 | Portfolio Selection and Capital Market Theory | 5 | NUM | 70 |
| 12-M-B1b-161-m01 | Agency Theory | 5 | NUM | 71 |
| 12-M-UA-161-m01 | Financial Statement Analysis and Business Valuation | 5 | NUM | 249 |
| 12-M-SPM-161-m01 | Industrial Management 3 | 5 | NUM | 219 |
| 12-M-SBM-161-m01 | Industrial Management 1 | 5 | NUM | 192 |
| 12-M-IMM-161-m01 | International Marketing | 5 | NUM | 140 |
| 12-M-OE1-161-m01 | Econometrics 1 | 5 | NUM | 172 |
| 12-M-EFP-161-m01 | European Public Finance | 5 | NUM | 92 |
| 12-M-TSP-161-m01 | Theory of Social Policy | 5 | NUM | 247 |
| | Common European Labour Market | 5 | | · |

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

| 12-M- | THB-16 | 1-m01 |
|-------|--------|-------|
|-------|--------|-------|

Master Thesis Business Management

236

30

| Modul | | | | | Abbreviation |
|---------------------------------------|---|---|--|--|--|
| | | an Antitrust Law 1 | | | 02-N-P-W13-161-m01 |
| | e coordinator | | | Module offered by | |
| | of Studies Fac | | | Faculty of Law | |
| ECTS | Method of g | | Only after succ. com | pl. of module(s) | |
| 3 | numerical g | | | | |
| Duration 1 seme | | u le level ergraduate | Other prerequisites | | |
| Conter | | isiauuale | | | |
| | - | ailable but not tran | slated yet. | | |
| spiel d Wettbe darges | er Normen de ewerbsbeschr | es EG-Vertrages sow ränkungen (GWB), i | rie einschlägiger Sek nsbesondere im Bere | undärrechtsakte mit eich des Kartellverbo | lrecht. Es wird das Zusammen- dem deutschen Gesetz gegen ts und der Missbrauchsaufsicht, anhand von ausgewählten Ein- |
| Intend | ed learning o | outcomes | | | |
| | | - | vailable but not trans Kenntnisse des Deut | | chen Kartellrechts erworben. Sie |
| könner ordner | n Problematik 1. | ken aus diesen Bere | ichen in den Kontext | der deutschen und | europäischen Regelungen ein- |
| Course | es (type, num | ber of weekly conta | ct hours, language — | · if other than Germa | n) |
| V (2) | | | | | |
| | | | nguage — if other tha an be chosen to earn | | tion offered — if not every seme- |
| b) oral | examination | ion (approx. 120 mi (approx. 15 minute : Usually once a yea | s) | | |
| Alloca | tion of places | ; | | | |
| wisser Bachel the Ma by lot. | ischaft (Law) lor's students ister's degree A waiting list | pursuing the degree with the minor Prive programme Econor will be maintained | e Erste Juristische Sta atrecht (Private Law) | aatsprüfung (first sta . A total of 10 places e more than 10 appli | of the degree programme Rechts- te examination in law) as well as will be allocated to students of cations, places will be allocated come available. |
| Additio | onal informat | ion | | | |
| | | | | | |
| Worklo | oad | | | | |
| 90 h | | | | | |
| Teachi | ng cycle | | | | |
| | | | | | |
| Referre | ed to in LPO I | (examination regu | lations for teaching-c | legree programmes) | |
| | | | | | |
| Modul | e appears in | | | | |
| | | najor) Economather | | | |
| | - | najor) Business Ma | |) | |
| Master | r's degree (1 r | najor) International | Economic Policy (20 | 15) | |

page 17 / 287

| Module | title | | | | Abbreviation |
|---|---|--|---|--|---|
| Germai | n and E | uropean Antitrust Law 2 | | | 02-N-P-W21-161-m01 |
| Module | e coord | inator | | Module offered by | |
| Dean o | f Studie | es Faculty of Law | | Faculty of Law | |
| ECTS | | od of grading | Only after succ. com | pl. of module(s) | |
| 3 | L | rical grade | | | |
| Duratio | | Module level | Other prerequisites | | |
| 1 seme | | unknown | | | |
| Conten | | | | | |
| | | n on contents available. | | | |
| Intende | ed learı | ning outcomes | | | |
| | | n on intended learning ou | | | |
| Course | s (type | , number of weekly conta | ct hours, language — | if other than Germa | n) |
| V (2) | | | | | |
| | | essment (type, scope, la on on whether module ca | | | tion offered — if not every seme- |
| b) oral | examin | nination (approx. 120 mi ation (approx. 15 minute ffered: Usually once a yea | s) | | |
| Allocat | ion of p | olaces | | | |
| schaft (chelor's Master schafts | (Law) p s stude 's degro mathe | ursuing the degree Erste nts with the minor Privat ee programmes Internatio | Juristische Staatsprü recht (Private Law). A onal Economic Policy conomics). Should th | fung (first state exar total of 10 places wi or Economics, Busir tere be more than 10 | ee programme Rechtswissen- nination in law) as well as Ba- ill be allocated to students of the ness Management as well as Wirt- applications, places will be allo- ney become available. |
| Additio | nal inf | ormation | | | |
| | | | | | |
| Worklo | ad | | | | |
| 90 h | | | | | |
| Teachir | ıg cycl | e | | | |
| | | | | | |
| Referre | d to in | LPOI (examination regu | lations for teaching-c | legree programmes) | |
| | | | | | |
| Module | e appea | irs in | | | |
| | | ee (1 major) Economathe | matics (2016) | | |
| | - | ee (1 major) Business Ma | | | |
| Master | 's degre | ee (1 major) International | Economic Policy (20 | 15) | |

| Module title | | | | Abbreviation |
|---|--|---|---|---|
| - | Continuous System Engi | neering | | 12-ACSE-161-m01 |
| Module coord | inator | | Module offered by | |
| Dean of the Fa mics | culty of Business Manag | ement and Econo- | Faculty of Managen | nent and Economics |
| ECTS Metho | od of grading | Only after succ. con | npl. of module(s) | |
| 5 nume | rical grade | | | |
| Duration | Module level | Other prerequisites | | |
| 1 semester | graduate | | | |
| Contents | | | | |
| forces compar (Continuous S dule discusse ple of the myS amples. Busin ticipants gain gain practical Content: • Fundam • Cloud bu • Architec • Platform • Basics o | nies to adapt their standa ystem Engineering), this s both the systematic im AP Business Suite and th ess Apps: The course co | ard business softward process of change ca plementation of adap ne concept of Continu mbines theory and p ecture of the ByDesig the corresponding so g ByDesign platform ity in SAP Cloud Applica | e solutions. With the an be supported effe otation steps (so-call uous System Engined ractice in the area of gn platform and are p oftware developmen | 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. |
| Intended learn | · · · | | | |
| Business Suite special require of business so ledge will be c in cloud comp SAP Business | e: Students learn about t ements of a company. Th oftware libraries. Based o leepened by using case s uting for businesses, ERI | ey also develop a fur n selected examples studies. Business Ap P systems architectur ndependent plannin | ndamental understar from the SAP Busing ps: The course impai re and software deve g, implementation a | 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. |
| Courses (type, | number of weekly conta | ct hours, language – | - if other than Germa | n) |
| V (2) + Ü (2) | | | | |
| | essment (type, scope, la on on whether module ca | | | tion offered — if not every seme- |
| b) term paper c) oral examin approx. 30 mi | nutes) ssessment: German and, | h: approx. 10 to 15 m | ninutes; groups of 2: | approx. 20 minutes; groups of 3: |
| Allocation of p | laces | | | |
| 20 places. (1) by lot among a number of pla | Should the number of ap all applicants irrespective | e of their subjects. (2 |) Places on all cours | e places, places will be allocated es of the module with a restricted be maintained and places re-allo- |
| Additional info | ormation | | | |

| Master's with 1 r | ajor Business Management (2015) |
|-------------------|---------------------------------|

Workload

150 h

Teaching cycle

Teaching cycle: no courses offered

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

Module appears in

Master's degree (1 major) Economathematics (2016) Master's degree (1 major) Business Information Systems (2016)

Master's degree (1 major) Business Management (2015)

Master's degree (1 major) China Business and Economics (2016)

Master's degree (1 major) International Economic Policy (2015)

Master's degree (1 major) China Language and Economy (2016)

Master's degree (1 major) Information Systems (2019)

Master's degree (1 major) Information Systems (2022)

| Module | | | | | Abbreviation |
|--|---|---|---|---|--|
| Busine | ss Serv | rice Platforms 2 | | | 12-AGP2-161-m01 |
| Module | coord | inator | | Module offered by | |
| Dean of mics | f the Fa | culty of Business Manag | ement and Econo- | Faculty of Managen | nent 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 | | graduate | | | |
| Conten | | | | | |
| into ser such as se busi beginni special The cou industr Intende Be awa facing a nufactu for this standau | vice businesses ing of t busine urse will y into a ed learn re of tha specia uring in proble rd can | usinesses that generate a computing, the Internet in a similar way as ERP o he evolution of business ess models and allow diff Il discuss different case s a service industry is the m hing outcomes he growing economic imp al productivity problem, v dustries. Understand the m. Be aware of the divers | a large proportion of v of Things and seman contributed to the su- service platforms, w rerentiating customer tudies on services be nost prominent of the ortance of the service which could not be a new ICT technologie sity of services busin ost subsectors simila | value in developed e tic technologies will ccess of industrial er hich will have to bec r service processes. usinesses. The digita ese case. e sector. Understand dressed by the same s we have at hand to ess today where we | 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 al transformation of the software 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 | in) |
| V (2) | | | | | |
| | | essment (type, scope, la on on whether module ca | | | tion offered — if not every seme- |
| | ge of a | nation (approx. 60 minut ssessment: German and, bonus | | | |
| Allocat | ion of p | olaces | | | |
| Master on. (2) cordan | the nu s stude The rer ce with | ents of Wirtschaftsinform naining places will be all | atik (Business Inforn ocated to students o per of applications ex | nation Systems) will f other subjects. (3) \ | es will be allocated as follows: (1) be given preferential considerati- When places are allocated in ac- f available places, places will be |
| Additio | nal inf | ormation | | | |
| | | | | | |
| Worklo | ad | | | | |
| 150 h | | | | | |
| Teachir | ng cycl | e | | | |
| Teachir | ng cycle | e: no courses offered | | | |
| Referre | d to in | LPO I (examination regu | lations for teaching- | degree programmes) | |
| | | | | | |
| Module | appea | urs in | | | |

Master's degree (1 major) Business Information Systems (2016) Master's degree (1 major) Business Management (2015) Master's degree (1 major) China Business and Economics (2016) Master's degree (1 major) International Economic Policy (2015) Master's degree (1 major) China Language and Economy (2016)

| Module | title | | | | Abbreviation | |
|--|--|---|---|---|--|----------------------------------|
| Analyti | cal Info | ormation Systems | | | 12-Bl-161-m01 | |
| | | • | | | | |
| Module | | | | Module offered by | | |
| Dean of mics | f the Fa | culty of Business Manag | ement and Econo- | Faculty of Managen | nent and Economics | |
| ECTS | | od of grading | Only after succ. con | npl. of module(s) | | |
| 5 | nume | rical grade | | | | |
| Duratio | n | Module level | Other prerequisites | i | | |
| 1 seme | ster | graduate | | | | |
| Conten | ts | | | | | |
| cus is o | on indiv | ovides an overview of the vidual quantitative metho for participation in this r | ds of data analysis. | | | |
| Intende | ed learn | ning outcomes | | | | |
| (i) Data (ii) Ope | Wareh | rovides students with kno ousing & OLAP al application areas and r | nethods of data ana | * | | |
| | | , number of weekly conta | ci nours, language – | - n other than Germa | III <i>)</i> | |
| V (2) + | | | | | | |
| | | sessment (type, scope, la on on whether module ca | | | tion offered — if not | every seme- |
| | ge of a | nation (approx. 60 minut ssessment: German and, bonus | | | | |
| Allocat | | | | | | |
| Master on. (2) cordane allocate | the nu 's stude The rer ce with ed by lo | mber of applications exc ents of Wirtschaftsinform naining places will be all (1) and (2) and the numb ot among applicants from | atik (Business Inforr ocated to students o per of applications ex | nation Systems) will f other subjects. (3) \ | be given preferentia When places are allo | ll considerati- ocated in ac- |
| Additio | nal inf | ormation | | | | |
| | | | | | | |
| Worklo | ad | | | | | |
| 150 h | | | | | | |
| Teachir | ıg cycl | е | | | | |
| Teachir | ng cycle | e: summer semester | | | | |
| Referre | d to in | LPOI (examination regu | lations for teaching- | degree programmes) | | |
| | | , | | | | |
| Module | | | | | | |
| | | ee (1 major) Economathe | | | | |
| | - | ee (1 major) Business Info | - | 016) | | |
| | - | ee (1 major) Business Ma | | | | |
| | - | ee (1 major) China Busine | | | | |
| | | ee (1 major) International | | | | |
| | - | ee (1 major) China Langua | | (010 | | |
| | | ee (1 major) Management ee (1 major) China Busine | | 2010) | | |
| | - | r Business Management (2015) | | 9 generated 18-Apr-2025 • exa | am. reg. da- | page 23 / 287 |
| | ., | | | (120 ECTS) Business Manage | | |



Master's degree (1 major) China Language and Economy (2019) exchange program Business Management and Economics (2022)

| Module | title | | | | Abbreviation |
|--|---|--|---|---|--|
| Busine | ss Serv | ice Platforms 1 | | | 12-BSA-161-m01 |
| Module | coord | inator | | Module offered by | |
| Dean of mics | f the Fa | culty of Business Manag | ement and Econo- | Faculty of Managem | nent and Economics |
| ECTS | Metho | od of grading | Only after succ. con | npl. of module(s) | |
| 5 | numei | rical grade | | | |
| Duratio | n | Module level | Other prerequisites | | |
| 1 seme | ster | graduate | | | |
| Conten | ts | | | | |
| nologie product 1. be se 2. be of 3. addre 4. allow 5. be su These r Intende Be awa ons of t | s such t platfo ervices fered a ess new o for a h upplem new bus ed learr re of th hese s | as cloud computing, big rms to software. They wil based s a service in the cloud v classes of users and typ tigh degree of business a ented by a broad offer of siness service platforms hing outcomes e big business productiv ystems in spite of the dig | data and mobility. The loss of business espect daptability and exter partner add-ons sup will play a key role in ity progress enabled ital transformation o | hese business servic ecially in the service b nsibility. oporting accelerated the digital transform by BIS in the last 50 f the software indust | |
| the nec | essary | | needed to leverage n | ew technology for bu | siness change management. |
| V (2) | | number of weekly conta | er nouis, tanguage | | |
| | loface | accment (tuna scona la | nguaga if athor th | an Corman ayamina | tion offered — if not every seme- |
| | | on on whether module ca | | | tion onered — It not every seme- |
| | ge of a | nation (approx. 60 minuto ssessment: German and/ bonus | | | |
| Allocat | ion of p | olaces | | | |
| Master' on. (2) cordanc allocate | the nu s stude The ren ce with ed by lo | ents of Wirtschaftsinform naining places will be all (1) and (2) and the numb ot among applicants from | atik (Business Inforn ocated to students o per of applications ex | nation Systems) will f other subjects. (3) V | es will be allocated as follows: (1) be given preferential considerati- Vhen places are allocated in ac- f available places, places will be |
| Additio | nal info | ormation | | | |
| | | | | | |
| Worklo | ad | | | | |
| 150 h | | | | | |
| Teachir | ng cyclo | e | | | |
| Teachir | ng cycle | e: no courses offered | | | |
| Referre | d to in | LPOI (examination regu | lations for teaching- | degree programmes) | |
| | | | | | |
| | | | | | |

Module appears in

Master's degree (1 major) Economathematics (2016) Master's degree (1 major) Business Information Systems (2016) Master's degree (1 major) Business Management (2015) Master's degree (1 major) China Business and Economics (2016) Master's degree (1 major) International Economic Policy (2015) Master's degree (1 major) China Language and Economy (2016)

| Busine | e title | | | | Abbreviation |
|--|---|---|---|---|---|
| | ss Proc | cesses Organisation, Bu | siness Software and I | Process Industries | 12-GLP-161-m01 |
| Module | e coord | inator | | Module offered by | <u> </u> |
| holder Informa | | Chair of Business Manag vstems | ement and Business | · · · · · | nent and Economics |
| ECTS | | od of grading | Only after succ. con | npl. of module(s) | |
| 5 | | rical grade | | | |
| Duratio | on | Module level | Other prerequisites | | |
| 1 seme | ster | graduate | | | |
| Conten | Its | | | | |
| ger be en useo solutio | manag d for a ns. Thi | ed without using such Ef long time, but business | RP systems. In financi processes e. g. for log | al departments of co gistical 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 | | | |
| Fund unde ted p Unde ta stiness Speco of sp sidei Appl ERP s | lament erstand problen erstand ructure proces cialization cialization system | ing of the essential busi ns in the organization an ling and Designing ERP S s and data flows within a sess within an ERP system ion in Industry Requirem ndustries, such as the p e specific characteristics and Integration into ERF | ness processes within d design of logistical systems: Students are an ERP system. They h m. ents: Participants hav rocess industry. They of these industries. | n companies. They h business processes capable of understa have acquired praction ve gained specialized understand how to o | e, students will possess a solid ave learned how to identify sele and develop solutions. anding and designing basic da- cal skills to effectively map busi- d knowledge of the requirements organize business processes cor |
| busi | | . They are capable of app rocesses into ERP system | olying theoretical kno | wledge practically a | business processes within an nd optimizing the integration of |
| Course | s (type | | olying theoretical kno ns to support busines | wledge practically a s objectives. | nd optimizing the integration of |
| Course | s (type | rocesses into ERP system | olying theoretical kno ns to support busines | wledge practically a s objectives. | nd optimizing the integration of |
| Course V (2) + Method | s (type Ü (2) d of ass | ocesses into ERP system , number of weekly conta | olying theoretical kno ns to support busines act hours, language – anguage — if other th | wledge practically a s objectives. - if other than Germa an German, examina | nd optimizing the integration of |
| Course V (2) + Method ster, in written Langua | s (type Ü (2) d of ass format exami age of a | number of weekly conta sessment (type, scope, la ion on whether module contained nation (approx. 60 minut ssessment: German and | olying theoretical kno ns to support busines act hours, language – anguage — if other the can be chosen to earn tes) | wledge practically a s objectives. - if other than Germa an German, examina | nd optimizing the integration of an) |
| Course V (2) + Method ster, in written | s (type Ü (2) d of ass formati exami age of a ble for | rocesses into ERP system , number of weekly conta sessment (type, scope, la ion on whether module con nation (approx. 60 minut ssessment: German and bonus | olying theoretical kno ns to support busines act hours, language – anguage — if other the can be chosen to earn tes) | wledge practically a s objectives. - if other than Germa an German, examina | nd optimizing the integration of an) |
| Course V (2) + Method ster, in written Langua credita Allocat 20 plac by lot a numbe | is (type Ü (2) d of ass formati exami age of a ble for ion of J ces. (1) among r of pla | rocesses into ERP system , number of weekly conta sessment (type, scope, la ion on whether module con nation (approx. 60 minut ssessment: German and bonus places Should the number of a all applicants irrespectiv | olying theoretical kno ns to support busines act hours, language – anguage — if other the an be chosen to earn tes) I/or English oplications exceed the e of their subjects. (2 he same procedure. (| wledge practically a s objectives. - if other than Germa an German, examina a bonus) e number of availabl) Places on all cours | nd optimizing the integration of an) |
| Course V (2) + Method ster, in written Langua credita Allocat 20 plac by lot a numbe cated b | is (type Ü (2) d of ass formati exami age of a ble for ion of p ces. (1) among r of pla by lot a | rocesses into ERP system , number of weekly conta sessment (type, scope, la ion on whether module of nation (approx. 60 minut ssessment: German and bonus places Should the number of ap all applicants irrespectiv ices will be allocated in t | olying theoretical kno ns to support busines act hours, language – anguage — if other the an be chosen to earn tes) I/or English oplications exceed the e of their subjects. (2 he same procedure. (| wledge practically a s objectives. - if other than Germa an German, examina a bonus) e number of availabl) Places on all cours | nd optimizing the integration of an) ation offered — if not every seme le places, places will be allocate es of the module with a restricte |
| Course V (2) + Method ster, in written Langua credita Allocat 20 plac by lot a numbe cated b | is (type Ü (2) d of ass formati exami age of a ble for ion of p ces. (1) among r of pla by lot a | rocesses into ERP system , number of weekly conta sessment (type, scope, la ion on whether module of nation (approx. 60 minut ssessment: German and bonus places Should the number of ap all applicants irrespectiv ices will be allocated in t s they become available. | olying theoretical kno ns to support busines act hours, language – anguage — if other the an be chosen to earn tes) I/or English oplications exceed the e of their subjects. (2 he same procedure. (| wledge practically a s objectives. - if other than Germa an German, examina a bonus) e number of availabl) Places on all cours | nd optimizing the integration of an) ation offered — if not every seme le places, places will be allocate es of the module with a restricte |
| Course V (2) + Method ster, in written Langua credita Allocat 20 plac by lot a numbe cated b | is (type Ü (2) d of ass formati exami age of a ble for ion of p ces. (1) among r of pla by lot a bonal inf | rocesses into ERP system , number of weekly conta sessment (type, scope, la ion on whether module of nation (approx. 60 minut ssessment: German and bonus places Should the number of ap all applicants irrespectiv ices will be allocated in t s they become available. | olying theoretical kno ns to support busines act hours, language – anguage — if other the an be chosen to earn tes) I/or English oplications exceed the e of their subjects. (2 he same procedure. (| wledge practically a s objectives. - if other than Germa an German, examina a bonus) e number of availabl) Places on all cours | nd optimizing the integration of an) ation offered — if not every seme le places, places will be allocate es of the module with a restricte |
| Course V (2) + Method ster, in written Langua credita Allocat 20 plac by lot a numbe cated b | is (type Ü (2) d of ass formati exami age of a ble for ion of p ces. (1) among r of pla by lot a bonal inf | rocesses into ERP system , number of weekly conta sessment (type, scope, la ion on whether module of nation (approx. 60 minut ssessment: German and bonus places Should the number of ap all applicants irrespectiv ices will be allocated in t s they become available. | olying theoretical kno ns to support busines act hours, language – anguage — if other the an be chosen to earn tes) I/or English oplications exceed the e of their subjects. (2 he same procedure. (| wledge practically a s objectives. - if other than Germa an German, examina a bonus) e number of availabl) Places on all cours | nd optimizing the integration of an) ation offered — if not every seme le places, places will be allocate es of the module with a restricte |
| Course V (2) + Method ster, in written Langua credita Allocat 20 plac by lot a numbe cated b Additio | is (type Ü (2) d of ass formati exami age of a ble for ion of p ces. (1) among or of pla by lot as onal inf | rocesses into ERP system , number of weekly conta sessment (type, scope, la ion on whether module of nation (approx. 60 minut ssessment: German and bonus places Should the number of ap all applicants irrespectiv ices will be allocated in t s they become available. ormation | olying theoretical kno ns to support busines act hours, language – anguage — if other the an be chosen to earn tes) I/or English oplications exceed the e of their subjects. (2 he same procedure. (| wledge practically a s objectives. - if other than Germa an German, examina a bonus) e number of availabl) Places on all cours | nd optimizing the integration of an) ation offered — if not every seme le places, places will be allocate es of the module with a restricte |

page 27 / 287

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

Module appears in

Master's degree (1 major) Economathematics (2016) Master's degree (1 major) Business Information Systems (2016) Master's degree (1 major) Business Management (2015) Master's degree (1 major) China Business and Economics (2016) Master's degree (1 major) International Economic Policy (2015) Master's degree (1 major) China Language and Economy (2016) Master's degree (1 major) Information Systems (2019) Master's degree (1 major) Information Systems (2022)

| Busine | e title | | | | Abbreviation | |
|--|---|--|--|---|---|---|
| | ess Soft | tware 1: IS-based Enterp | rise Management | | 12-GPU-161-m01 | |
| Modul | e coord | linator | | Module offered by | <u> </u> | |
| Dean c | | aculty of Business Manag | gement and Econo- | | nent and Economics | 3 |
| mics | | | | | | |
| ECTS | | od of grading | Only after succ. con | npl. of module(s) | | |
| 5 | 1 | erical grade | | | | |
| Duration 1 seme | | Module level graduate | Other prerequisites | 5 | | |
| Conter | | graduate |] | | | |
| stems busine which | are cen ess proc focuses | ffers a comprehensive in htral building blocks in m cesses, data managemen s on practical application P selection process with a | odern business mana nt and decision-makir ns and examples in ac | agement and play a ong. This module is di Idition to theory. | crucial role in the int vided into three sec | tegration of |
| The first pany. | st part (Studen case st | of the module is dedicate ts are familiarized with p udies, students compare | ed to the complex pro roven methods and to | cess of selecting a s ools that are used in | uitable ERP system the evaluation of EF | RP systems. |
| In this of indiv ny in th | part, st vidual I his fielo | w-code and no-code syste tudents are familiarized w ERP applications. The foc d. Students learn the bas | with low-code and no us is on dealing with ics of these platforms | -code platforms that a specific software s | solution from a leadi | ing compa- |
| In the f system | n 3: Cu final pa 1 SAP S | stomizing ERP software u art, students learn the bas /4HANA. Students are en | sics of customizing El nabled to adapt SAP S | SAP S/4HANA RP software. The foci S/4HANA to the spec | us is on the world's ific requirements of | leading ERP a company. |
| In the f system Practic In addi | n 3: Cu final pa n SAP S cal exer ition to | stomizing ERP software u Int, students learn the bas | ising the example of S sics of customizing El nabled to adapt SAP S nable students to app on presented in the lo | SAP S/4HANA RP software. The foct S/4HANA to the spec oly customizing tech ecture, the exercises | us is on the world's ific requirements of niques in real-life sc offer the opportuni | leading ERP a company. cenarios. ity to access |
| In the f system Practic In addi the ERI | n 3: Cus final pa n SAP S cal exer ition to P syste | stomizing ERP software u art, students learn the bas /4HANA. Students are en cises and case studies en the theoretical informati | ising the example of S sics of customizing El nabled to adapt SAP S nable students to app on presented in the lo | SAP S/4HANA RP software. The foct S/4HANA to the spec oly customizing tech ecture, the exercises | us is on the world's ific requirements of niques in real-life sc offer the opportuni | leading ERP a company. cenarios. ity to access |
| In the f system Practic In addi the ERI Intend The "B the fol 1. ERP stem 2. Integ ons. 3. Sele stem 4. Impl | n 3: Cus final pa n SAP S cal exer ition to P syste ed lear usiness lowing System ns, thei gration ection a ns to m lementa | stomizing ERP software u art, students learn the bas /4HANA. Students are en cises and case studies en the theoretical informati ms and deal with the res | ising the example of S sics of customizing El habled to adapt SAP S nable students to app on presented in the la pective software in a nt and Implementatio ntiation: Students gai psophies. Participants learn how ystems: Students dev ses: Students gain pro- | SAP S/4HANA RP software. The foct S/4HANA to the spec oly customizing tech ecture, the exercises practical way by mea in of Information Sys in a comprehensive v ERP systems map a velop skills to evalua actical experience in | us is on the world's ific requirements of niques in real-life sc offer the opportuni ans of extensive cas tems" module aims understanding of va and optimize busine ite, select, and adap | leading ERP a company. cenarios. ity to access se studies. to achieve trious ERP sy- ess operati- ot ERP sy- elementing |
| In the f system Practic In addithe ERI Intend The "B the fol 1. ERP stem 2. Integ ons. 3. Sele stem 4. Impl busi | n 3: Cus final pa n SAP S cal exer ition to P syste ed lear usiness lowing System ns, thei gration ection a ns to m lementa | stomizing ERP software u art, students learn the bas /4HANA. Students are en cises and case studies en the theoretical informati ms and deal with the resp ning outcomes s Software 1: Managemen learning outcomes: ns - Overview and Differen r architectures, and philo of Business Processes: F nd Customizing of ERP Sy eet business needs. ation of Business Process | ising the example of S sics of customizing El habled to adapt SAP S nable students to app on presented in the le pective software in a nt and Implementatio ntiation: Students gai psophies. Participants learn how ystems: Students dev ses: Students gain pro- code/no-code platfor | SAP S/4HANA RP software. The foct S/4HANA to the spec oly customizing tech ecture, the exercises practical way by mea in of Information Sys in a comprehensive v ERP systems map a velop skills to evalua actical experience in rms, and learn practi | us is on the world's ific requirements of niques in real-life sc offer the opportuni ans of extensive cas tems" module aims understanding of va and optimize busine ite, select, and adap independently imp cal ERP customizing | leading ERP a company. cenarios. ity to access se studies. to achieve trious ERP sy- ess operati- ot ERP sy- elementing |
| In the f system Practic In addi the ERI Intend The "B the fol 1. ERP stem 2. Integ ons. 3. Sele stem 4. Impl busi | n 3: Cus final pa n SAP S cal exer ition to P syste ed lear usiness lowing System ns, thei gration ans to m lementa iness p es (type | stomizing ERP software u art, students learn the bas /4HANA. Students are en cises and case studies en the theoretical informati ms and deal with the res ning outcomes s Software 1: Managemen learning outcomes: ns - Overview and Differen r architectures, and philo of Business Processes: F nd Customizing of ERP Sy eet business needs. ation of Business Process rocesses in ERP and low- | ising the example of S sics of customizing El habled to adapt SAP S nable students to app on presented in the le pective software in a nt and Implementatio ntiation: Students gai psophies. Participants learn how ystems: Students dev ses: Students gain pro- code/no-code platfor | SAP S/4HANA RP software. The foct S/4HANA to the spec oly customizing tech ecture, the exercises practical way by mea in of Information Sys in a comprehensive v ERP systems map a velop skills to evalua actical experience in rms, and learn practi | us is on the world's ific requirements of niques in real-life sc offer the opportuni ans of extensive cas tems" module aims understanding of va and optimize busine ite, select, and adap independently imp cal ERP customizing | leading ERP a company. cenarios. ity to access se studies. to achieve trious ERP sy- ess operati- ot ERP sy- elementing |
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| In the f system Practic In addi the ERI Intend The "B the foll 1. ERP stem 2. Integ ons. 3. Sele stem 4. Impl busi Course V (2) + Metho ster, in a) writt b) oral | n 3: Cus final pa n SAP S cal exer ition to P syste ed lear usiness lowing System ns, thei gration ection a ns to m lementa iness p es (type Ü (2) d of as format ten exa examin | stomizing ERP software u art, students learn the bas /4HANA. Students are en cises and case studies en the theoretical informati ms and deal with the resp ning outcomes s Software 1: Managemen learning outcomes: ns - Overview and Differen r architectures, and philo of Business Processes: F nd Customizing of ERP Sy eet business needs. ation of Business Process rocesses in ERP and low- e, number of weekly conta | asing the example of S sics of customizing El nabled to adapt SAP S nable students to app on presented in the lo pective software in a nt and Implementatio ntiation: Students gai poophies. Participants learn how ystems: Students dev ses: Students gain pro- code/no-code platfor act hours, language – anguage — if other the can be chosen to earn nutes) or | SAP S/4HANA RP software. The foct S/4HANA to the spec oly customizing tech ecture, the exercises practical way by mea in of Information Sys in a comprehensive v ERP systems map a velop skills to evalua actical experience in rms, and learn practi – if other than Germa an German, examina a bonus) | us is on the world's ific requirements of niques in real-life sc s offer the opportuni ans of extensive cas tems" module aims understanding of va and optimize busine ite, select, and adap nindependently imp cal ERP customizing an) ation offered — if not | leading ERP a company. cenarios. ity to access se studies. to achieve rious ERP sy- ess operati- ot ERP sy- olementing g. t every seme |

UNIVERSITÄT WÜRZBURG

c) term paper (approx. 15 to 20 pages) Language of assessment: German and/or English Assessment offered: Once a year, winter semester creditable for bonus

Allocation of places

20 places. (1) Should the number of applications exceed the number of available places, places will be allocated by lot among all applicants irrespective of their subjects. (2) Places on all courses of the module with a restricted number of places will be allocated in the same procedure. (3) A waiting list will be maintained and places re-allocated by lot as they become available.

Additional information

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Workload

150 h

Teaching cycle

Teaching cycle: winter semester

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

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Module appears in

Master's degree (1 major) Economathematics (2016)

Master's degree (1 major) Business Information Systems (2016)

Master's degree (1 major) Business Management (2015)

Master's degree (1 major) China Business and Economics (2016)

Master's degree (1 major) International Economic Policy (2015)

Master's degree (1 major) China Language and Economy (2016)

| Module | | | | | Abbreviation |
|---------------------------------|--------------------------------|--|--|---|---|
| | | rmation | | | 12-ITA-161-m01 |
| Module | coord | inator | | Module offered by | |
| Dean of mics | f the Fa | culty of Business Manag | ement and Econo- | Faculty of Managem | nent 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 | | | | |
| | | iscusses relevant princip anisational and process | | | ss information processing and its |
| Intende | ed learr | ning outcomes | | | |
| sified ir vestme cies, wi | n a cert nt, and hich co | ain way by participating a company's strategy, th me with taking informati | in this module. For dented the students will get to according to a construction of the students will get to accord the students will be according to a construction of the stu | ecisions in regards to b know all the releva ccount as the so calle | es can be interpreted and clas- o human resources planning, in- nt concepts and interdependen- ed "fourth" factor of production. |
| Course | s (type | , number of weekly conta | ct hours, language – | - if other than Germa | n) |
| V (2) | | | | | |
| | | e ssment (type, scope, la on on whether module ca | | | tion offered — if not every seme- |
| b) oral (approx. | examin . 30 mi | | ch: approx. 15 to 20 n | ninutes; groups of 2: | approx. 20 minutes; groups of 3: |
| Allocat | ion of p | olaces | | | |
| | | | | | |
| Additio | nal info | ormation | | | |
| | | | | | |
| Worklo | ad | | | | |
| 150 h | | | | | |
| Teachir | ng cvcl | 9 | | | |
| | | e: no courses offered | | | |
| | | LPOI (examination regu | lations for teaching- | degree programmes) | |
| | | | | | |
| Module | appea | irs in | | | |
| | | ee (1 major) Economathe | matics (2016) | | |
| | - | ee (1 major) Business Info | | 016) | |
| | - | ee (1 major) Business Ma | | | |
| | - | ee (1 major) China Busine | | | |
| | - | ee (1 major) International | • | - | |
| | | ee (1 major) China Langua | |)16) | |
| | | ee (1 major) Information S ee (1 major) Information S | | | |
| musiel | Jucgi | | <i>ystems (2022)</i> | | |

| 1 | e title | | | _ | Abbreviation |
|---|--|---|--|--|--|
| Inform | ation P | rocessing within Organ | izations | | 12-IV-161-m01 |
| Modul | e coord | inator | | Module offered by | |
| | | aculty of Business Mana | gement and Econo- | · · · | ment and Economics |
| mics | | cutty of Busiliess Mana | | rucuity of manage | |
| 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 seme | ster | graduate | | | |
| Conten | Its | | | | |
| field. It | covers on into | | | | xplores various aspects of the latest technologies, and their in- |
| • E • I • (• [| Busines nternal Cloud, c Data an | prage, processing, and s ss logic, algorithms, opti vs. external integration operational models, plat d IT security /task mining, hyperauto | imization, system arch , technical interfaces tforms, distributed lec | lger technology | |
| The "In 1. Knov and 2. Anal proc 3. Deve tellig 4. Eval | format wledge system ysis of esses, elopme gence to uation | of Information Systems architecture, can integr Business Processes: Th and optimize system lar nt of Business Solutions o develop integrative bu of Technology Trends: T | rganizations" module : Students understand rate new technologies ey recognize and anal ndscapes using ERP s s: Students use their k isiness solutions and hey have a deep unde | aims to achieve the d and apply core con into systems, and d lyze business inform ystems and project r knowledge of moder solve operational ch erstanding of IT secu | following learning outcomes: iccepts such as data processing levelop practical applications. nation systems, model business management methods. n technologies and business in- nallenges. rity and modern technologies, cri |
| The "In 1. Knov and 2. Anal proc 3. Deve tellig 4. Evalu tical | format wledge system ysis of esses, elopme gence to uation ly asse | ion Processing within O of Information Systems architecture, can integr Business Processes: Th and optimize system lan nt of Business Solutions o develop integrative bu of Technology Trends: Th ss technology trends, ar | rganizations" module : Students understand rate new technologies ey recognize and anal ndscapes using ERP s s: Students use their k isiness solutions and hey have a deep unde nd lead their impleme | aims to achieve the d and apply core con into systems, and d lyze business inform ystems and project r knowledge of moder solve operational ch erstanding of IT secu ntation in business | following learning outcomes: icepts such as data processing levelop practical applications. nation systems, model business management methods. n technologies and business in- nallenges. rity and modern technologies, cri contexts. |
| The "In 1. Knov and 2. Anal proc 3. Deve tellig 4. Eval tical | format wledge system ysis of esses, elopme gence to uation ly asse s (type | ion Processing within O of Information Systems architecture, can integr Business Processes: Th and optimize system lan nt of Business Solutions o develop integrative bu of Technology Trends: T | rganizations" module : Students understand rate new technologies ey recognize and anal ndscapes using ERP s s: Students use their k isiness solutions and hey have a deep unde nd lead their impleme | aims to achieve the d and apply core con into systems, and d lyze business inform ystems and project r knowledge of moder solve operational ch erstanding of IT secu ntation in business | following learning outcomes: icepts such as data processing levelop practical applications. nation systems, model business management methods. n technologies and business in- nallenges. rity and modern technologies, cri contexts. |
| The "In 1. Knov and 2. Anal proc 3. Deve tellig 4. Eval tical Course V (2) + Metho | format wledge system ysis of esses, elopme gence to uation ly asse is (type Ü (2) d of ass | ion Processing within O of Information Systems architecture, can integr Business Processes: Th and optimize system lan nt of Business Solutions o develop integrative bu of Technology Trends: Th ss technology trends, ar | rganizations" module : Students understand rate new technologies ey recognize and anal ndscapes using ERP s s: Students use their k isiness solutions and hey have a deep unde nd lead their impleme tact hours, language – language — if other th | aims to achieve the d and apply core con into systems, and d lyze business inform ystems and project is nowledge of moder solve operational ch erstanding of IT secu ntation in business – if other than German | following learning outcomes: icepts such as data processing levelop practical applications. nation systems, model business management methods. n technologies and business in- nallenges. rity and modern technologies, cr contexts. an) |
| The "In 1. Knov and 2. Anal proc 3. Deve tellig 4. Evalu tical Course V (2) + Metho ster, in written Langua | format wledge system ysis of esses, elopme gence to uation ly asse to (type Ü (2) d of ass format | ion Processing within O of Information Systems architecture, can integr Business Processes: Th and optimize system lan nt of Business Solutions o develop integrative bu of Technology Trends: Th ss technology trends, ar , number of weekly cont sessment (type, scope, ion on whether module nation (approx. 60 minu ssessment: German and | rganizations" module : Students understand rate new technologies ey recognize and anal ndscapes using ERP s s: Students use their k isiness solutions and hey have a deep unde nd lead their impleme tact hours, language – language — if other th can be chosen to earr ites) | aims to achieve the d and apply core con into systems, and d lyze business inform ystems and project is nowledge of moder solve operational ch erstanding of IT secu ntation in business – if other than German | following learning outcomes: icepts such as data processing levelop practical applications. nation systems, model business management methods. n technologies and business in- nallenges. rity and modern technologies, cr contexts. an) |
| The "In 1. Knov and 2. Anal proc 3. Deve tellig 4. Evalutical Course V (2) + Methors ster, in written Langua credita | format wledge system ysis of esses, elopme gence to uation ly asse is (type Ü (2) d of ass formati age of a | ion Processing within O of Information Systems architecture, can integr Business Processes: Th and optimize system lar nt of Business Solutions o develop integrative bu of Technology Trends: T ss technology trends, ar , number of weekly cont sessment (type, scope, ion on whether module nation (approx. 60 minu issessment: German and bonus | rganizations" module : Students understand rate new technologies ey recognize and anal ndscapes using ERP s s: Students use their k isiness solutions and hey have a deep unde nd lead their impleme tact hours, language – language — if other th can be chosen to earr ites) | aims to achieve the d and apply core con into systems, and d lyze business inform ystems and project is nowledge of moder solve operational ch erstanding of IT secu ntation in business – if other than German | following learning outcomes: icepts such as data processing levelop practical applications. nation systems, model business management methods. n technologies and business in- nallenges. rity and modern technologies, cri contexts. an) |
| The "In 1. Knov and 2. Anal proc 3. Deve tellig 4. Evalutical Course V (2) + Methors ster, in written Langua credita | format wledge system ysis of esses, elopme gence to uation ly asse to (type Ü (2) d of ass formati exami age of a ble for | ion Processing within O of Information Systems architecture, can integr Business Processes: Th and optimize system lar nt of Business Solutions o develop integrative bu of Technology Trends: T ss technology trends, ar , number of weekly cont sessment (type, scope, ion on whether module nation (approx. 60 minu issessment: German and bonus | rganizations" module : Students understand rate new technologies ey recognize and anal ndscapes using ERP s s: Students use their k isiness solutions and hey have a deep unde nd lead their impleme tact hours, language – language — if other th can be chosen to earr ites) | aims to achieve the d and apply core con into systems, and d lyze business inform ystems and project is nowledge of moder solve operational ch erstanding of IT secu ntation in business – if other than German | following learning outcomes: icepts such as data processing levelop practical applications. nation systems, model business management methods. n technologies and business in- nallenges. rity and modern technologies, cri contexts. |
| The "In 1. Knov and 2. Anal proc 3. Deve tellig 4. Evalutical Course V (2) + Methorester, in written Langua credita Allocat | format wledge system ysis of esses, elopme gence tu uation ly asse ty asse ty (type Ü (2) d of ass formati exami age of a ble for tion of p | ion Processing within O of Information Systems architecture, can integr Business Processes: Th and optimize system lar nt of Business Solutions o develop integrative bu of Technology Trends: T ss technology trends, ar , number of weekly cont sessment (type, scope, ion on whether module nation (approx. 60 minu issessment: German and bonus | rganizations" module : Students understand rate new technologies ey recognize and anal ndscapes using ERP s s: Students use their k isiness solutions and hey have a deep unde nd lead their impleme tact hours, language – language — if other th can be chosen to earr ites) | aims to achieve the d and apply core con into systems, and d lyze business inform ystems and project is nowledge of moder solve operational ch erstanding of IT secu ntation in business – if other than German | following learning outcomes: icepts such as data processing levelop practical applications. nation systems, model business management methods. n technologies and business in- nallenges. rity and modern technologies, cr contexts. an) |
| The "In 1. Knov and 2. Anal proc 3. Deve tellig 4. Evalutical Course V (2) + Methorester, in written Langua credita Allocat | format wledge system ysis of esses, elopme gence tu uation ly asse ty asse ty (type Ü (2) d of ass formati exami age of a ble for tion of p | ion Processing within O of Information Systems architecture, can integr Business Processes: Th and optimize system lar nt of Business Solutions o develop integrative bu of Technology Trends: T ss technology trends, ar , number of weekly cont sessment (type, scope, l ion on whether module nation (approx. 60 minu issessment: German and bonus | rganizations" module : Students understand rate new technologies ey recognize and anal ndscapes using ERP s s: Students use their k isiness solutions and hey have a deep unde nd lead their impleme tact hours, language – language — if other th can be chosen to earr ites) | aims to achieve the d and apply core con into systems, and d lyze business inform ystems and project is nowledge of moder solve operational ch erstanding of IT secu ntation in business – if other than German | following learning outcomes: icepts such as data processing levelop practical applications. nation systems, model business management methods. n technologies and business in- nallenges. rity and modern technologies, cri contexts. an) |
| The "In 1. Knov and 2. Anal proc 3. Deve tellig 4. Evalu tical Course V (2) + Methor ster, in written Langua credita Allocat | format wledge system ysis of esses, elopme gence tu uation ly asse is (type Ü (2) d of ass formati age of a ble for ion of p | ion Processing within O of Information Systems architecture, can integr Business Processes: Th and optimize system lar nt of Business Solutions o develop integrative bu of Technology Trends: T ss technology trends, ar , number of weekly cont sessment (type, scope, l ion on whether module nation (approx. 60 minu issessment: German and bonus | rganizations" module : Students understand rate new technologies ey recognize and anal ndscapes using ERP s s: Students use their k isiness solutions and hey have a deep unde nd lead their impleme tact hours, language – language — if other th can be chosen to earr ites) | aims to achieve the d and apply core con into systems, and d lyze business inform ystems and project is nowledge of moder solve operational ch erstanding of IT secu ntation in business – if other than German | following learning outcomes: icepts such as data processing levelop practical applications. nation systems, model business management methods. n technologies and business in- nallenges. rity and modern technologies, cr contexts. an) |
| The "In 1. Knov and 2. Anal proc 3. Deve tellig 4. Evalu tical Course V (2) + Metho ster, in written Langua credita Allocat Additic | format wledge system ysis of esses, elopme gence tu uation ly asse is (type Ü (2) d of ass formati age of a ble for ion of p | ion Processing within O of Information Systems architecture, can integr Business Processes: Th and optimize system lar nt of Business Solutions o develop integrative bu of Technology Trends: T ss technology trends, ar , number of weekly cont sessment (type, scope, l ion on whether module nation (approx. 60 minu issessment: German and bonus | rganizations" module : Students understand rate new technologies ey recognize and anal ndscapes using ERP s s: Students use their k isiness solutions and hey have a deep unde nd lead their impleme tact hours, language – language — if other th can be chosen to earr ites) | aims to achieve the d and apply core con into systems, and d lyze business inform ystems and project is nowledge of moder solve operational ch erstanding of IT secu ntation in business – if other than German | following learning outcomes: icepts such as data processing levelop practical applications. nation systems, model business management methods. n technologies and business in- nallenges. rity and modern technologies, cri contexts. an) |
| The "In 1. Know and 2. Anal proc 3. Deve tellig 4. Evalu tical Course V (2) + Methor ster, in written Langua credita Allocat Worklo 150 h | format wledge system ysis of esses, elopme gence tu uation ly asse is (type Ü (2) d of ass formati age of a ble for ion of p | ion Processing within O of Information Systems architecture, can integr Business Processes: Th and optimize system lar nt of Business Solutions o develop integrative bu of Technology Trends: Ti ss technology trends, ar , number of weekly cont sessment (type, scope, ion on whether module nation (approx. 60 minu ssessment: German and bonus places | rganizations" module : Students understand rate new technologies ey recognize and anal ndscapes using ERP s s: Students use their k isiness solutions and hey have a deep unde nd lead their impleme tact hours, language – language — if other th can be chosen to earr ites) | aims to achieve the d and apply core con into systems, and d lyze business inform ystems and project is nowledge of moder solve operational ch erstanding of IT secu ntation in business – if other than German | following learning outcomes: icepts such as data processing levelop practical applications. nation systems, model business management methods. n technologies and business in- nallenges. rity and modern technologies, cr contexts. an) |

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

Module appears in

| Master's degree (1 major) Economathematics (2016) |
|--|
| Master's degree (1 major) Business Information Systems (2016) |
| Master's degree (1 major) Business Management (2015) |
| Master's degree (1 major) China Business and Economics (2016) |
| Master's degree (1 major) International Economic Policy (2015) |
| Master's degree (1 major) China Language and Economy (2016) |
| Master's degree (1 major) Management (2018) |
| Master's degree (1 major) International Economic Policy (2018) |
| Master's degree (1 major) China Business and Economics (2019) |
| Master's degree (1 major) China Language and Economy (2019) |
| Master's degree (1 major) Information Systems (2019) |
| Master's degree (1 major) China Business and Economics (2021) |
| Master's degree (1 major) China Language and Economy (2021) |
| Master's degree (1 major) Economathematics (2021) |
| Master's degree (1 major) Information Systems (2022) |
| Master's degree (1 major) International Economic Policy (2022) |
| Master's degree (1 major) Management (2022) |
| Master's degree (1 major) Economathematics (2022) |
| exchange program Business Management and Economics (2022) |
| |

| Module | e title | | | | Abbreviation | | |
|---|---|------------------------------|-----------------------|----------------------------|--------------------|--|--|
| Employment Law | | | | 12-M-AFW-161-m01 | | | |
| | | • | | | | | |
| Module | | | | Module offered by | | | |
| Dean o mics | f the Fa | aculty of Business Manag | ement and Econo- | Faculty of Managem | nent 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 | | | | |
| 2 seme | ester | graduate | - | | | | |
| Conten | ts | | | | | | |
| Conten | its: emp | ployment and labour law | and works constituti | on law incl. collective | e agreement law | | |
| Employ | /ment a | and Labour law | | | | | |
| Legal s | ources | of employment and labo | ur law | | | | |
| Definiti | ions, ei | nployment and labour la | w, employees | | | | |
| The em | ploym | ent contract | | | | | |
| The employment contract Job application, permissible and impermissible questions in job interviews, consequences of lying, contesting the employment contract General Equal Treatment Act, claims for damages by applicants Conclusion of an employment contract, form, evidence under the Law of Proof of Substantial Conditions Applicable to the Employment Relationship Contents of the employment contract, company practice, overall commitment, reservation of the right of voluntariness and revocation General terms and conditions of business and control of terms and conditions of employment, invalid clauses and their consequences Limitation of the term of the employment relationship Primary and secondary duties Employer's right to issue instructions, permissible and impermissible instructions Sickness, obligations to report and provide evidence under the Continued Remuneration Act Secondary employment, prohibition of competition, duty of confidentiality, occupational health and safety Granting of holiday leave Continued payment of wages in the event of illness, restrictions | | | | | | | |
| Severe | disabi | lity, special rights and pro | otection against dism | nissal | | | |
| Workin | g hours | s and the Working Hours | Act | | | | |
| The wa | The warning, formal and material requirements, consequences | | | | | | |
| Termin | ation o | femployment | | | | | |
| • T • F • C • B • P | Termination agreement Termination of employment Formal requirements Ordinary and extraordinary termination by the employer Behavioral termination Person-related (illness-related) dismissal Dismissal for operational reasons Waster's with 1 major Business Management (2015) JMU Würzburg • generated 18-Apr-2025 • exam. reg. da- page 34 / 287 | | | | | | |
| | .,- | | | (120 ECTS) Business Manage | - | | |

UNIVERSITÄT WÜRZBURG

• Special protection against dismissal

Works constitution law incl. collective bargaining law

Legal sources of works constitution law

Definitions, company, works council, employee

The works council and its role

- Works council elections
- Start, end, duration of term of office
- Legal status of members, honorary office, leave of absence, special protection against dismissal
- Entitlement for training, works council costs
- Works meetings
- General works council, group works council, youth/apprentice representation

Material co-determination of the works council, participation

- Information rights (access to gross pay roll, expert advice)
- Consultation rights (consultation before each dismissal, right to object)
- Consultation rights (involvement of the economic committee, changes in operations)

Co-determination in the narrower sense

- Rights of consent and objection (staff questionnaire, selection guidelines, recruitment, transfers)
- Refusal of consent, legal proceedings Substitution of consent

Co-determination rights

- Enforceable co-determination, conciliation board, composition, procedure, decision
- Mandatory co-determination rights of works council, e.g. regarding
- Conduct of the workplace (smoking and alcohol bans, formalized sick leave talks, occupational integration management)
- Working hours, breaks, shift and flexi-time models, overtime, short-time work
- Holidays, company holidays
- Technical equipment for monitoring (time recording, access systems, video surveillance, telephone and internet use, skills database)
- Occupational health and safety
- Social facilities (canteen, company kindergarten)
- Company wage structure, remuneration (piece rates, bonuses)
- Company changes, reconciliation of interests and social plan

Collective bargaining law

Definition, contractual and normative part, legal effect

Application of collective agreements, parties of collective agreements

Dynamic and static clauses referring to a collective agreement

Collective agreement and company agreements, blocking effect of collective agreement

Collective arbitration board in cases of compulsory works council co-determination

Intended learning outcomes

At the end of this course, students will have the following competences:

| Master's with 1 major Business Management (2015) |
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Students gain solid basic knowledge of employment and labour law, the works council and its tasks and an overview of collective agreement law. At the same time, methodically and substantively sound legal knowledge is conveyed and practical relevance is established with case studies and current case law.

By working on an exam in the form of a legal opinion, the students are taught to solve a demanding legal issue with legal problems in a given time. Within a narrow thematic field and a time-limited framework, they are able to work on a legal issue in a well-founded and largely independent manner.

Within the framework of the term paper on a judgement of the Federal Labour Court, the students deal with a concrete case and the case law of the highest German labour court. They are familiarised with the methods of legal work and are enabled to work independently in a problem-solving manner. In addition to understanding the facts of the case and the legal problems, they will focus primarily on the consequences of the judgement for their practice. Here, the legal knowledge imparted will be implemented with a practical approach and the opportunity to creatively develop their own recommendations on how to deal with the judgement. In addition, the students present the case and their own conclusions for practice. In the group discussion, the other students have the opportunity to gather further knowledge and actively participate in the exchange of opinions on current judgements and case law.

The knowledge imparted is relevant for a wide range of professional fields of activity and is especially valuable for students who will work in the field of human resources or are interested in the field of employee management.

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

S (2)

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

[a) written examination (approx. 120 minutes) and b) talk (approx. 30 minutes), weighted 3:2] or
[a) written examination (approx. 120 minutes) and c) presentation (approx. 15 minutes) and d) written elaboration of presentation (approx. 10 pages), weighted 3:1:1]

Allocation of places

UNIVERSITÄT

WÜRZBURG

30 places. (1) Should the number of applications exceed the number of available places, places will be allocated by lot among all applicants irrespective of their subjects. (2) Places on all courses of the module with a restricted number of places will be allocated in the same procedure. (3) A waiting list will be maintained and places re-allocated by lot as they become available.

Additional information

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Workload

150 h

Teaching cycle

Teaching cycle: each semester

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

| Module | appears | in |
|--------|---------|----|
| | | |

| Master's degree (1 major) Economathematics (2016) | | | | | | |
|---|--|---|--|--|--|--|
| Master's degree (1 major) Business Management (2015) | | | | | | |
| Master's degree (1 major) China Business and Economics (2016) | | | | | | |
| | Master's degree (1 major) International Economic Policy (2015) | | | | | |
| | Master's degree (1 major) China Language and Economy (2016) | | | | | |
| | Master's degree (1 major) Management (2018) | | | | | |
| | Master's degree (1 major) China Business and Economics (2019) | | | | | |
| | Master's degree (1 major) China Language and Economy (2019) | | | | | |
| | Master's degree (1 major) China Business and Economics (2021) | | | | | |
| | Master's degree (1 major) China Language and Economy (2021) | | | | | |
| | Master's with 1 major Business Management (2015) JMU Würzburg • generated 18-Apr-2025 • exam. reg. da- ta record Master (120 ECTS) Business Management - 2015 | 7 | | | | |

Master's degree (1 major) Economathematics (2021) Master's degree (1 major) Management (2022) Master's degree (1 major) Economathematics (2022) exchange program Business Management and Economics (2022)

| Module | | | | | Abbreviation |
|--|--|---|--|---|--|
| Work O | rder Pl | anning for Automated M | anufacturing | | 12-M-AGAF-161-m01 |
| Module | coord | inator | | Module offered by | <u> </u> |
| | | culty of Business Manag | rement and Econo- | | nent and Economics |
| mics | | | | | |
| ECTS | | od of grading | Only after succ. con | ompl. of module(s) | |
| 5 | nume | rical grade | | | |
| Duratio | n | Module level | Other prerequisites | | |
| 1 seme | ster | graduate | | | |
| Conten | ts | | | | |
| in term ply netv stomer | s of bu: work) a orders | siness application areas nd connection of legal ta | , their temporal overl asks (eGovernment). technical view of the | ap (data warehouse) However, linking the | nd developed as an ERP system), their spatial relationship (sup- commercial view of incoming cu- uction orders and the resulting |
| | | ning outcomes | | | |
| Busine future e | ss Integ essenti | gration allows students a al part of the operational | a conceptual as well a l automation develop | as practical insight ir ment. | l as the orientation of the Chair of nto the challenges of this in the |
| Course | s (type | , number of weekly conta | act hours, language – | - if other than Germa | an) |
| V (2) + | | | | | |
| | | essment (type, scope, la on on whether module c | | | ation offered — if not every seme- |
| | | nation (approx. 60 minut ssessment: German and | | | |
| Allocat | ion of p | olaces | - | | |
| | | | | | |
| Additio | nal inf | ormation | | | |
| | | | | | |
| Worklo | ad | | | | |
| 150 h | | | | | |
| Teachir | ng cycl | e | | | |
| Teachir | ng cycle | e: no courses offered | | | |
| Referre | d to in | LPOI (examination regu | llations for teaching- | degree programmes) | |
| | | | | | |
| Module | e appea | irs in | | | |
| Master' Master' Master' Master' | 's degre 's degre 's degre 's degre | ee (1 major) Economathe ee (1 major) Business Inf ee (1 major) Business Ma ee (1 major) China Busin ee (1 major) Internationa | ormation Systems (20 nagement (2015) ess and Economics (2 l Economic Policy (20 | 2016) 15) | |
| | - | ee (1 major) China Langu ee (1 major) Information | | 016) | |

| Module | | | | Abbreviation | | |
|--|--|---|--|--|---|--|
| Advand | ced Mic | roeconomics | | | 12-M-AM-161-m01 | |
| Module | e coord | inator | | Module offered by | | |
| | | Chair for Economics, Con | tract Theory and In- | Faculty of Management and Economics | | |
| | · · · · | nomics | | | | |
| ECTS | | od of grading rical grade | Only after succ. con | ipl. of module(s) | | |
| 5 Duratio | | Module level | Other prerequisites | | | |
| 1 seme | | graduate | Other prerequisites | | | |
| Conten | | 5.000000 | | | | |
| founda lysis ar al deci riskles and lin Throug and tal (e.g., d it will a introdu ant tha The exp | ition to nd givir sion ma s consu- nitation hout th k abou lifferent illow to uced an in an ac position | microeconomic theory co a theory of aggregate eco ag policy advice. This lect aking and behavior. Spec umer choice, choice unde to of these models. The lecture, we will work wit t. In consequence, a solic tial calculus and constrai focus on the underlying d explained along the wa dvanced mathematical ba n is primarily based on th lell, Whinston and Green | onomic outcomes, wh ure addresses the co ifically, students will r risk and intertempo ith precise mathemat d understanding of th ned optimization; ba economic intuition. H ay, such that a strong ackground. e standard graduate | nich then can be app re building block of come to understand oral choice and learn cical formalizations of the mathematical tool sic set theory; integr lowever, every requi interest in formal eco textbooks | lied for conducting withis thought complex this thought complex l in detail the standar about the empirical of the ideas that we without the ideas that we without the box of standard mic ration by parts) will b red mathematical co | welfare ana- x: individu- ard models of challenges want to think roeconomics be helpful as incept will be |
| • j | ehle an | d Reny (2001): "Advance | | | | |
| | - | ning outcomes | | | | |
| • e • a | explain apply th | ing the course students w essential findings of mic re involved methods to gi ze in which real life situat | roeconomic theory, ven stylized example | | | |
| Course | s (type | , number of weekly conta | ct hours, language – | - if other than Germa | n) | |
| V (2) + | Ü (2) | | | | | |
| | | sessment (type, scope, la ion on whether module ca | | | tion offered — if not | every seme- |
| b) writt c) term | ten exa paper age of a | mination (approx. 60 to 9 mination (questions cond (approx. 15 to 20 pages) ssessment: German and, bonus | cerning mathematica | l methodology; appr | ox. 120 minutes) or | |
| Allocat | ion of _l | places | | | | |
| | | | | | | |
| Additio | onal inf | ormation | | | | |
| | | | | | | |
| Worklo | ad | | | | | |
| 150 h | | | | | | |
| Teachi | ng cycl | e | | | | |
| | | e: summer semester | | | | |
| | | r Business Management (2015) | JMU Würzburg • | generated 18-Apr-2025 • exa | am. reg. da- | page 39 / 287 |
| | | | - | (120 ECTS) Business Manage | - | |

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

Module appears in

Master's degree (1 major) Economathematics (2016) Master's degree (1 major) Business Information Systems (2016) Master's degree (1 major) Business Management (2015) Master's degree (1 major) China Business and Economics (2016) Master's degree (1 major) International Economic Policy (2015) Master's degree (1 major) China Language and Economy (2016)

| Module | e title | | | | Abbreviation |
|--------------------|--------------------|---|--|--|--|
| Incenti | ves in (| Organizations | | | 12-M-AO-161-m01 |
| Module | e coord | inator | | Module offered by | |
| holder | of the (| Chair for Human Resource | e Management and | · · · · | nent and Economics |
| Organis | | | | | |
| ECTS | î | od of grading rical grade | Only after succ. con | npl. of module(s) | |
| 5 Duratio | | Module level | Othor proroguisitos | | |
| 1 seme | | graduate | Other prerequisites | | |
| Conten | | 3 | | | |
| centive ticles. | s in or | ganisations. It uses conte | | | gical and empirical aspects of in- al (mainly empirical) research ar- |
| Outline | of syll | abus | | | |
| 1. Princ | ipal-ag | ent theory | | | |
| 2. Do to | op man | agers earn too much? (aj | oplication) | | |
| 3. Perfo | ormanc | e-based payment | | | |
| 4. Imple | ementa | ation of performance-bas | ed payment in compa | anies (application) | |
| 5. Senio | ority pa | yment (with application) | | | |
| 6. Finar | ncial in | centives to work after ret | irement (with applica | ation) | |
| 7. Effici | ency w | ages (with case study) | | | |
| 8. Team | n incen | tives (with case study) | | | |
| Intende | ed lear | ning outcomes | | | |
| necess incentiv | ary eco ve syst | nometric background. Th | nis enables them to id the enterprise context | dentify the advantag , to make informed r | d empirical applications and the es and disadvantages of different nanagement analyses and to cri- neir own research. |
| Course | s (type | , number of weekly conta | ct hours, language – | - if other than Germa | n) |
| V (2) + | Ü (2) | | | | |
| | | essment (type, scope, la on on whether module c | | | tion offered — if not every seme- |
| b) term | paper | nination (approx. 60 mir (approx. 15 pages) ssessment: German and | | | |
| Allocat | ion of p | olaces | | | |
| | | | | | |
| Additio | nal inf | ormation | | | |
| | | | | | |
| Worklo | ad | | | | |
| 150 h | | | | | |

Teaching cycle

Teaching cycle: winter semester

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

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Module appears in

Master's degree (1 major) Economathematics (2016)

Master's degree (1 major) Business Information Systems (2016)

Master's degree (1 major) Business Management (2015)

Master's degree (1 major) China Business and Economics (2016)

Master's degree (1 major) International Economic Policy (2015)

| Module | e title | | | | Abbreviation | | |
|--------------------------------------|--|--|--|--|--|--|--|
| Advand | ced Ope | erations & Logistics Man | agement | | 12-M-AOLM-161-m01 | | |
| Module | e coord | inator | | Module offered by | | | |
| | | Chair of Logistics and Qua | antitative Methods | Faculty of Management and Economics | | | |
| ECTS | 1 | od of grading | Only after succ. com | · · · · · | | | |
| 5 | | rical grade | | | | | |
| Duratio | | Module level | Other prerequisites | | | | |
| 1 seme | | graduate | | | | | |
| Conten | Its | | I | | | | |
| plannir | ng of in | | | | s with advanced methods for the application of these with the help | | |
| Intend | ed lear | ning outcomes | | | | | |
| (ii) dev (iii) eva (iv) app | elop ar aluate t oly con | d evaluate integrated pro ad apply appropriate met he consequences of unce cepts and methods to pla | hods to plan complex ertainties in processe an uncertainties proce | x production and log s, and esses. | | | |
| Course | s (type | , number of weekly conta | ct hours, language — | if other than Germa | in) | | |
| V (2) + | Ü (2) | | | | | | |
| | | sessment (type, scope, la on on whether module ca | | | tion offered — if not every seme- | | |
| b) term Langua | n paper | mination (approx. 60 mir (approx. 15 to 20 pages) ssessment: German and, bonus | | | | | |
| Allocat | ion of p | olaces | | | | | |
| | | | | | | | |
| Additio | onal inf | ormation | | | | | |
| | | | | | | | |
| Worklo | ad | | | | | | |
| 150 h | | | | | | | |
| Teachi | ng cycl | e | | | | | |
| | | e: summer semester | | | | | |
| | | LPOI (examination regu | lations for teaching-o | legree programmes) | | | |
| | | | | | | | |
| Module | e appea | ars in | | | | | |
| Master Master Master Master | ''s degr ''s degr ''s degr ''s degr | ee (1 major) Economathe ee (1 major) Business Info ee (1 major) Business Ma ee (1 major) China Busino ee (1 major) International | ormation Systems (20 nagement (2015) ess and Economics (2 Economic Policy (20 | :016) 15) | | | |
| Master | 's degr | ee (1 major) China Langu | age and Economy (20 | 016) | | | |

page 43 / 287

| Module | | | | | Abbreviation | | |
|-------------------------------|----------------------------------|---|--|-------------------------------------|--|--|--|
| Semina | ar: Sele | cted Topics in Business | Management and Eco | onomics | 12-M-APS-161-m01 | | |
| Module | coord | inator | | Module offered by | | | |
| | | culty of Business Mana | gement and Econo- | Faculty of Management and Economics | | | |
| mics | nics | | | | | | |
| ECTS | | od of grading | Only after succ. con | mpl. of module(s) | | | |
| 10 | nume | rical grade | | | | | |
| Duratio | n | Module level | Other prerequisites | | | | |
| 1 seme | ster | graduate | | | | | |
| Conten | ts | | | | | | |
| • c • a • c | ourses dditior ourses | erves the purpose of tra taken at other German aal courses offered on a offered by new Chairs t the respective Chairs w | or non-German univer short-term basis hat are yet to be inclue | sities ded in the FSB (subj | | | |
| | | ning outcomes | | - | | | |
| | | accrediting multiple kin | ds of modules, a desc | ription of acquired s | kills cannot be given. | | |
| | | , number of weekly cont | | · · | ¥ | | |
| S (2) | | , , | | | , | | |
| ster, in term pa Langua | formati aper (ap ge of a | on on whether module oprox. 20 pages) and pr ssessment: German and ffered: In the semester | can be chosen to earn esentation (approx. 20 d/or English | a bonus) o minutes), weighted | ation offered — if not every seme | | |
| Allocat | | | | Uncred | | | |
| 15 plac by lot a numbe | es. (1) s mong a r of pla | Should the number of a all applicants irrespectiv | ve of their subjects. (2 the same procedure. (|) Places on all cours | e places, places will be allocated es of the module with a restricted be maintained and places re-alle | | |
| Additio | nal inf | ormation | | | | | |
| | | | | | | | |
| Worklo | ad | | | | | | |
| 300 h | | | | | | | |
| Teachi | ng cycl | e | | | | | |
| | | e: after announcement | | | | | |
| | <u> </u> | LPOI (examination reg | ulations for teaching- | degree programmes | | | |
| | | | | <u> </u> | | | |
| Module | | urs in | | | | | |
| Master Master Master | 's degro 's degro 's degro | ee (1 major) Economath ee (1 major) Business M ee (1 major) China Busir | anagement (2015) ness and Economics (2 | | | | |
| | | ee (1 major) Internationa ee (1 major) China Langi | | | | | |
| master | s uegr | ee (1 major) China Langi | lage and Economy (20 | נסדר | | | |

| | e title | | | | Abbreviation | | |
|---|---|--|--|--|-----------------------------------|--|--|
| Selecte | ed Topic | s in Business Manag | gement and Economics | L | 12-M-APW1-161-m01 | | |
| Module | e coordi | nator | | Module offered by | <u> </u> | | |
| | | | nagement and Econo- | · · · | nent and Economics | | |
| mics | n the ra | culty of Dusiness Ma | | | | | |
| ECTS | Metho | d of grading | Only after succ. cor | ompl. of module(s) | | | |
| 5 | numer | ical grade | | | | | |
| Duratio | on | Module level | Other prerequisites | 5 | | | |
| 1 seme | ster | graduate | | | | | |
| Conten | its | | | | | | |
| 0 • 6 • 0 • | courses addition courses | taken at other Germa al courses offered or offered by new Chair | transferring credits from an or non-German univer a short-term basis s that are yet to be inclu s will ensure that the co | rsities ded in the FSB (subj | | | |
| Intend | ed learn | ing outcomes | | | | | |
| | | | inds of modules, a desc | ription of acquired s | kills cannot be given. | | |
| | | | ontact hours, language - | | | | |
| V (2) + | | | | | , | | |
| | | accmant (tuna ccan | a languaga if other th | an Corman avamina | ation offered — if not every seme | | |
| | | | le can be chosen to earr | | ation onered — If not every serie | | |
| credita Allocat | ble for l t ion of p | oonus | er in which the course is | offered | | | |
| | | | | | | | |
| Worklo | ad | | | | | | |
| 4 m m 1- | | | | | | | |
| 150 h | | | | | | | |
| - | ng cycle | | | | | | |
| Teachi | | | | | | | |
| Teachi Teachi | ng cycle | e : no courses offered | egulations for teaching- | degree programmes) |) | | |
| Teachi Teachi | ng cycle | e : no courses offered | regulations for teaching- | degree programmes) | | | |
| Teachi Teachi Referre | ng cycle ed to in | e : no courses offered LPO I (examination r | regulations for teaching- | degree programmes) |) | | |
| Teachi Teachi Referre | ng cycle ed to in e appea | e : no courses offered LPO I (examination r rs in | | | | | |
| Teachi Teachi Referre Module Master | ng cycle ed to in e appea | e : no courses offered LPO I (examination r rs in ee (1 major) Business | Information Systems (2 | |) | | |
| Teachi Teachi Referre Module Master Master | ng cycle ed to in e appea ''s degre | e : no courses offered LPO I (examination r rs in ee (1 major) Business ee (1 major) Business | | 016) |) | | |
| Teachi Teachi Referre Module Master Master Master | ng cycle ed to in e appea d's degre d's degre | e : no courses offered LPO I (examination r rs in ee (1 major) Business ee (1 major) Business ee (1 major) China Bu | Information Systems (2 Management (2015) | 016) 2016) | | | |
| Teachi Teachi Referre Modulo Master Master Master Master | ng cycle ed to in e appea d's degre d's degre degre degre | e : no courses offered LPO I (examination r rs in ee (1 major) Business ee (1 major) Business ee (1 major) China Bu ee (1 major) Internatio | Information Systems (2 Management (2015) siness and Economics (| 016) 2016) 015) | | | |
| Teachi Teachi Referre Master Master Master Master Master Master Master | e appea d's degre d's degre d's degre d's degre d's degre d's degre | e : no courses offered LPO I (examination r rs in ee (1 major) Business ee (1 major) Business ee (1 major) China Bu ee (1 major) Internatio ee (1 major) China La ee (1 major) Manager | Information Systems (2 Management (2015) siness and Economics (2 onal Economic Policy (20 nguage and Economy (20 nent (2018) | 016) 2016) 015) 016) | | | |
| Teachi Teachi Referre Module Master Master Master Master Master Master Master | e appea d's degre d's degre d's degre d's degre d's degre d's degre d's degre d's degre | e : no courses offered LPO I (examination r rs in ee (1 major) Business ee (1 major) Business ee (1 major) China Bu ee (1 major) Internatio ee (1 major) China Lan ee (1 major) Manager ee (1 major) Internatio | Information Systems (2 Management (2015) siness and Economics (2 onal Economic Policy (20 nguage and Economy (20 nent (2018) onal Economic Policy (20 | 016) 2016) 015) 016) 018) | | | |
| Teachi Teachi Referre Master Master Master Master Master Master Master Master | e appea d's degre d's degre d's degre d's degre d's degre d's degre d's degre d's degre d's degre | e : no courses offered LPO I (examination r rs in e (1 major) Business e (1 major) Business e (1 major) China Bu e (1 major) Internation e (1 major) Manager e (1 major) Internation e (1 major) Internation e (1 major) China Bu | Information Systems (2 Management (2015) siness and Economics (2 onal Economic Policy (20 nguage and Economy (20 nent (2018) onal Economic Policy (20 siness and Economics (20 | 016) 2016) 015) 016) 018) 2019) | | | |
| Teachi Teachi Referre Modulo Master Master Master Master Master Master Master | e appea d's degre d's degre d's degre d's degre d's degre d's degre d's degre d's degre d's degre | e : no courses offered LPO I (examination r rs in e (1 major) Business e (1 major) Business e (1 major) China Bu e (1 major) Internation e (1 major) Manager e (1 major) Internation e (1 major) Internation e (1 major) China Bu | Information Systems (2 Management (2015) siness and Economics (2 onal Economic Policy (20 nguage and Economy (20 nent (2018) onal Economic Policy (20 | 016) 2016) 015) 016) 018) 2019) | | | |
| Teachi Teachi Referre Module Master Master Master Master Master Master Master Master Master | e appea 's degre 's degre | e : no courses offered LPO I (examination r rs in e (1 major) Business e (1 major) Business e (1 major) China Bu e (1 major) Internation e (1 major) Manager e (1 major) Internation e (1 major) Internation e (1 major) China Bu | Information Systems (2 Management (2015) siness and Economics (20 nguage and Economy (20 nent (2018) onal Economic Policy (20 siness and Economics (20 nguage and Economics (20 | 016) 2016) 015) 016) 018) 2019) | | | |

| Master's degree (1 major) Information Systems (2019) |
|--|
| Master's degree (1 major) China Business and Economics (2021) |
| Master's degree (1 major) China Language and Economy (2021) |
| Master's degree (1 major) Information Systems (2022) |
| Master's degree (1 major) International Economic Policy (2022) |
| Master's degree (1 major) Management (2022) |
| Master's degree (1 major) Management (2024) |
| Master's degree (1 major) Information Systems (2024) |
| Master's degree (1 major) International Economic Policy (2024) |
| Master's degree (1 major) Information Systems (2025) |
| Master's degree (1 major) International Economic Policy (2025) |
| Master's degree (1 major) Management (2025) |
| Master's degree (1 major) China Business and Economics (2025) |
| Master's degree (1 major) China Language and Economy (2025) |

| Modul | | | | - | Abbreviation | | | |
|-------------------|-----------------------------|--|---|--------------------------------|------------------------|--------------|--|--|
| Selecte | ed Topi | cs in Business Mana | agement and Economics 2 | 2 | 12-M-APW2-161-mc | 01 | | |
| Modul | e coord | inator | | Module offered by | <u> </u> | | | |
| | | | anagement and Econo- | · · · | nent and Economics | | | |
| mics | | leally of Dusiness M | | | | | | |
| ECTS | Metho | od of grading | Only after succ. con | er succ. compl. of module(s) | | | | |
| 5 | nume | rical grade | | | | | | |
| Duratio | on | Module level | Other prerequisites | | | | | |
| 1 seme | ster | graduate | | | | | | |
| Conten | Its | | | | | | | |
| • c • a • c | ourses dditior ourses | taken at other Germ nal courses offered o offered by new Cha | f transferring credits from nan or non-German univer on a short-term basis irs that are yet to be inclu- irs will ensure that the cou | sities ded in the FSB (subj | | ns) | | |
| Intend | ed lear | ning outcomes | | | | | | |
| As a re | sult of | accrediting multiple | kinds of modules, a desc | ription of acquired s | kills cannot be giver | ۱. | | |
| Course | s (type | , number of weekly | contact hours, language – | - if other than Germa | an) | | | |
| V (2) + | Ü (2) | | | | | | | |
| | | | pe, language — if other th | | ation offered — if not | t every seme | | |
| ster, in | formati | ion on whether mod | ule can be chosen to earn | a bonus) | | | | |
| | ment o ble for | bonus | ter in which the course is | offered | | | | |
| | | | | | | | | |
| Additio | onal inf | ormation | | | | | | |
| | | | | | | | | |
| Worklo | ad | | | | | | | |
| 150 h | | | | | | | | |
| Teachi | ng cycl | e | | | | | | |
| Teachi | ng cycle | e: no courses offered | d | | | | | |
| Referre | ed to in | LPOI (examination | regulations for teaching- | degree programmes) |) | | | |
| | | | | | | | | |
| Module | e appea | ars in | | | | | | |
| | | | ss Information Systems (2) | 016) | | | | |
| | - | | s Management (2015) | - | | | | |
| Master | 's degr | ee (1 major) China B | usiness and Economics (2 | 2016) | | | | |
| Master | 's degr | ee (1 major) Internat | ional Economic Policy (20 | o15) | | | | |
| | - | ee (1 major) China L | anguage and Economy (20 | 016) | | | | |
| Master | 's degr | | , . | | | | | |
| | - | ee (1 major) Manage | ement (2018) | | | | | |
| Master | 's degr | ee (1 major) Internat | | | | | | |

| Master's degree (1 major) China Language and Economy (2019) |
|--|
| Master's degree (1 major) Information Systems (2019) |
| Master's degree (1 major) China Business and Economics (2021) |
| Master's degree (1 major) China Language and Economy (2021) |
| Master's degree (1 major) Information Systems (2022) |
| Master's degree (1 major) International Economic Policy (2022) |
| Master's degree (1 major) Management (2022) |
| Master's degree (1 major) Management (2024) |
| Master's degree (1 major) Information Systems (2024) |
| Master's degree (1 major) International Economic Policy (2024) |
| Master's degree (1 major) Information Systems (2025) |
| Master's degree (1 major) International Economic Policy (2025) |
| Master's degree (1 major) Management (2025) |
| Master's degree (1 major) China Business and Economics (2025) |
| Master's degree (1 major) China Language and Economy (2025) |

| Module | | | | | Abbreviation | | |
|-------------------|-----------------------------|---|---|---|------------------------|--------------|--|
| Selecte | ed Topio | cs in Business Managen | nent and Economics 3 | | 12-M-APW3-161-mc | 01 | |
| Module | e coordi | inator | | Module offered by | <u> </u> | | |
| | | culty of Business Manag | romont and Econo- | Faculty of Management and Economics | | | |
| mics | | cutty of Busiliess Maila | | | | | |
| ECTS | | od of grading | Only after succ. con | ompl. of module(s) | | | |
| 5 | numer | rical grade | | | | | |
| Duratio | on | Module level | Other prerequisites | | | | |
| 1 seme | ster | graduate | | | | | |
| Conten | ts | | | | | | |
| • c • a • c | ourses ddition ourses | erves the purpose of tra taken at other German o al courses offered on a offered by new Chairs th the respective Chairs w | or non-German univer short-term basis nat are yet to be inclu | sities ded in the FSB (subj [,] | | ns) | |
| Intende | ed learr | ning outcomes | | | | | |
| As a res | sult of a | accrediting multiple kind | ds of modules, a desc | ription of acquired s | kills cannot be giver | ۱. | |
| | | number of weekly cont | | | | | |
| V (2) + | Ü (2) | • | | | - | | |
| | | essment (type, scope, l | _ anguage — if other th | an German, examina | ntion offered — if not | everv seme | |
| | | on on whether module of | | | | every serife | |
| | ment of ble for l | | | offered | | | |
| Additio | nal info | ormation | | | | | |
| | | | | | | | |
| Worklo | ad | | _ | | | | |
| 150 h | | | | | | | |
| Teachi | | 9 | | | | | |
| | | e: no courses offered | _ | | | | |
| | | LPOI (examination regi | ulations for toaching | dogroo programmos | | | |
| Referre | | | | active programmes) | | | |
| Module | | rcin | | | | | |
| Module | | | | | | | |
| | | ee (1 major) Business Int ee (1 major) Business Ma | | 016) | | | |
| | - | ee (1 major) Business Ma ee (1 major) China Busin | | 2016) | | | |
| | | ee (1 major) Internationa | | | | | |
| | | ee (1 major) China Langu | | | | | |
| | - | ee (1 major) Managemer | - , | | | | |
| Master | 's degre | ee (1 major) Internationa ee (1 major) China Busin | al Economic Policy (20 | | | | |
| A +99 | | Business Management (2015) | | | | | |

| Master's degree (1 major) China Language and Economy (2019) |
|--|
| Master's degree (1 major) China Business and Economics (2021) |
| Master's degree (1 major) China Language and Economy (2021) |
| Master's degree (1 major) International Economic Policy (2022) |
| Master's degree (1 major) Management (2022) |
| Master's degree (1 major) Management (2024) |
| Master's degree (1 major) Information Systems (2024) |
| Master's degree (1 major) International Economic Policy (2024) |
| Master's degree (1 major) Information Systems (2025) |
| Master's degree (1 major) International Economic Policy (2025) |
| Master's degree (1 major) Management (2025) |
| Master's degree (1 major) China Business and Economics (2025) |
| Master's degree (1 major) China Language and Economy (2025) |

| Module | | | | | Abbreviation | | |
|-------------------|-----------------------------|---|---|---|------------------------|------------|--|
| Selecte | ed Topi | cs in Business Managen | ent and Economics 4 | 4 12-M-APW4-161-m01 | | 01 | |
| Module | e coord | inator | | Module offered by | <u> </u> | | |
| | | culty of Business Manag | rement and Econo- | , | nent and Economics | | |
| mics | i the ru | cutty of Dusiness Manag | | | | | |
| ECTS | Metho | od of grading | Only after succ. con | ompl. of module(s) | | | |
| 5 | nume | rical grade | | • · · · · · · · · · · · · · · · · · · · | | | |
| Duratio | on | Module level | Other prerequisites | | | | |
| 1 seme | ster | graduate | | | | | |
| Conten | ts | | | | | | |
| • c • a • c | ourses ddition ourses | erves the purpose of trai taken at other German c ial courses offered on a offered by new Chairs th the respective Chairs w | or non-German univer short-term basis nat are yet to be inclu | sities ded in the FSB (subj [,] | | ns) | |
| Intende | ed learr | ning outcomes | | | | | |
| As a res | sult of a | accrediting multiple kind | ls of modules, a desc | ription of acquired s | kills cannot be giver | ۱. | |
| Course | s (type, | , number of weekly conta | act hours, language – | - if other than Germa | an) | | |
| V (2) + | Ü (2) | | | | | | |
| | | essment (type, scope, la on on whether module c | | | ition offered — if not | every seme | |
| | ment o ble for | | | offered | | | |
| | | | | | | | |
| Additio | nal info | ormation | | | | | |
| | | | | | | | |
| Worklo | ad | | | | | | |
| 150 h | | | | | | | |
| Teachi | | | | | | | |
| | | e: no courses offered | | | | | |
| Referre | d to in | LPOI (examination regu | ulations for teaching- | degree programmes) | | | |
| | | | | | | | |
| Module | | | | | | | |
| Master | 's degre | ee (1 major) Business Inf ee (1 major) Business Ma | anagement (2015) | | | | |
| Master | 's degre | ee (1 major) China Busin ee (1 major) Internationa | l Economic Policy (20 | 15) | | | |
| | - | ee (1 major) China Langu | | 016) | | | |
| Master | 's degre | ee (1 major) Managemen ee (1 major) Internationa ee (1 major) China Busin | l Economic Policy (20 | | | | |
| | | Business Management (2015) | | | | | |

| Master's degree (1 major) China Language and Economy (2019) |
|--|
| Master's degree (1 major) China Business and Economics (2021) |
| Master's degree (1 major) China Language and Economy (2021) |
| Master's degree (1 major) International Economic Policy (2022) |
| Master's degree (1 major) Management (2022) |
| Master's degree (1 major) Management (2024) |
| Master's degree (1 major) Information Systems (2024) |
| Master's degree (1 major) International Economic Policy (2024) |
| Master's degree (1 major) Information Systems (2025) |
| Master's degree (1 major) International Economic Policy (2025) |
| Master's degree (1 major) Management (2025) |
| Master's degree (1 major) China Business and Economics (2025) |
| Master's degree (1 major) China Language and Economy (2025) |

| | e title | | | | Abbreviation |
|---|---|---|---|---|---|
| Advand | ced Sei | ninar: Advanced Topics i | n Contract Theory | | 12-M-ATC-161-m01 |
| Module | e coord | linator | | Module offered by | <u> </u> |
| holder of the Chair for Economics, Contract Theory and In- formation Economics | | | | | nent and Economics |
| ECTS | Meth | od of grading | Only after succ. con | npl. of module(s) | |
| 10 | nume | rical grade | | | |
| Duratio | on | Module level | Other prerequisites | i | |
| 1 seme | ster | graduate | | | |
| Conten | its | | | | |
| theory, helpful | , contra I, the co | ict theory or behavioral e | conomics. As a solid | understanding of the | ally with a focus on decision e corresponding basics will be red the classes "Advanced Micoe- |
| Intend | ed lear | ning outcomes | | | |
| • r • c • r • c | eading riticall elating conveyi | | retical or experimentang the results of reseases esearch articles to each bally and in writing in | al research articles, arch articles, ch other, n accordance with co | ommon scientific standards. |
| | e s (type | , number of weekly conta | ict hours, language – | - If other than Germa | in) |
| S (2) | | . (| • | | |
| ster, in | format | ion on whether module c | an be chosen to earn | a bonus) | ition offered — if not every seme- |
| | | pprox. 15 pages) and pre assessment: German and | | , weighted | 2:1 |
| Allocat | ion of | places | | | |
| by lot a | among er of pla | all applicants irrespectiv ices will be allocated in t | e of their subjects. (2 | | e places, places will be allocated |
| cated b | | s they become available. | | | es of the module with a restricted be maintained and places re-allo- |
| | onal inf | s they become available. ormation | | | |
| | onal inf | · · · · · | | | |
| | | · · · · · | | | |
| Additic | | · · · · · | | | |
| Additic Worklo 300 h Teachi | oad ng cycl | e | | | |
| Additic Worklo 300 h Teachi | oad ng cycl | ormation | | | |
| Additio | oad ng cycl ng cycl | e | | 3) A waiting list will | be maintained and places re-allo- |
| Additio | oad ng cycl ng cycl | e: each semester | | 3) A waiting list will | be maintained and places re-allo |
| Additio | ng cycl ng cycl ed to in | e e: each semester LPOI (examination regu | | 3) A waiting list will | be maintained and places re-allo |
| Additic 300 h Teachin Teachin Referre Module | ng cycl ng cycl ed to in e appea | e e: each semester LPO I (examination regu ars in ee (1 major) Economathe | lations for teaching-o matics (2016) | 3) A waiting list will | be maintained and places re-allo |
| Additic Worklo 300 h Teachin Teachin Referre Modulo Master Master | ng cycl ng cycl ed to in e appea ''s degr | e e: each semester LPO I (examination regu ars in ee (1 major) Economathe ee (1 major) Business Ma | llations for teaching-o matics (2016) magement (2015) | 3) A waiting list will degree programmes) | be maintained and places re-allo |
| Additic 300 h Teachin Teachin Referre Module Master Master Master | ng cycl ng cycl ed to in e appea ''s degr ''s degr | e e: each semester LPO I (examination regu ars in ee (1 major) Economathe | llations for teaching-o matics (2016) magement (2015) ess and Economics (2 | 3) A waiting list will degree programmes) 2016) | be maintained and places re-allo |

| Module title | | | | | Abbreviation | | |
|---|--------------------|---|---|-------------------------|-----------------------|--------------|--|
| Topics in International Economics 1 | | | | | 12-M-ATIÖ1-161-mc | 01 | |
| Module | e coord | inator | | Module offered by | <u> </u> | | |
| Dean of the Faculty of Business Management and Econ | | | | | nent and Economics | | |
| mics | | | | | | | |
| ECTS | | od of grading | Only after succ. con | cc. compl. of module(s) | | | |
| 5 | nume | rical grade | | | | | |
| Duratio | | Module level | Other prerequisites | i | | | |
| 1 seme | ster | graduate | | | | | |
| Conten | ts | | | | | | |
| <u>Conten</u> | <u>t</u> | | | | | | |
| de, and | d Cities Global | in international econon ; Outsourcing, Offshorin ization and the Environr | g and Multinational F | irms; Competition of | Locations, Jurisdict | ions and Sy- | |
| | | articles and/or monogr | aphs. | | | | |
| | | ning outcomes | | | | | |
| learn a | nd app and re | rrent cutting-edge resea ly research methods. Th search both in written a peers. | e seminar style of the | course teaches ther | n to present their ov | vn seminar | |
| Course | s (type | , number of weekly cont | act hours, language – | – if other than Germa | n) | | |
| V (2) + Course | • • | Ilternatively WS instead | of V + Ü | | | | |
| | | essment (type, scope, l on on whether module o | | | tion offered — if not | every seme | |
| b) term c) portf | paper folio (aj | mination (approx. 60 to (approx. 15 pages) or oprox. 20 pages) ssessment: German and | - | | | | |
| Allocat | | - | <u>, </u> | | | | |
| | | | | | | | |
| Additio | onal inf | ormation | | | | | |
| | | | | | | | |
| Worklo | ad | | | | | | |
| 150 h | | | | | | | |
| Teachi | ng cycl | e | | | | | |
| | | e: no courses offered | | | | | |
| | | LPOI (examination reg | ulations for teaching- | degree programmes) | | | |
| | | | | | | | |
| Module | e appea | irs in | | | | | |
| Master | 's degr 's degr | ee (1 major) Economathe ee (1 major) Business M | | 2016) | | | |
| | - | ee (1 major) Internationa | | | | | |



| Module title | | | | | Abbreviation | | |
|---|-------------------------------|--|---|--------------------------|-----------------------|--------------|--|
| Topics in International Economics 2 | | | | | 12-M-ATIÖ2-161-mc | 01 | |
| Module | e coord | inator | | Module offered by | | | |
| Dean of the Faculty of Business Management and Econ | | | | · · · | nent and Economics | | |
| mics | | | | | | | |
| ECTS | | od of grading | Only after succ. con | icc. compl. of module(s) | | | |
| 5 | nume | rical grade | | | | | |
| Duratio | | Module level | Other prerequisites | | | | |
| 1 seme | ster | graduate | | | | | |
| Conten | Its | | | | | | |
| Conten | <u>it</u> | | | | | | |
| de, and | d Cities Global | in international econon ; Outsourcing, Offshorin ization and the Environr | g and Multinational F | irms; Competition of | Locations, Jurisdicti | ions and Sy- | |
| | | l articles and/or monogr | aphs. | | | | |
| | | ning outcomes | | | | | |
| learn a | nd app and re | rrent cutting-edge resea ly research methods. Th search both in written a beers. | e seminar style of the | course teaches ther | n to present their ov | vn seminar | |
| Course | s (type | , number of weekly cont | act hours, language – | - if other than Germa | n) | | |
| V (2) + Course | • • | alternatively WS instead | of V + Ü | | | | |
| | | sessment (type, scope, l ion on whether module o | | | tion offered — if not | every seme- | |
| b) term c) portf | i paper folio (aj | mination (approx. 60 to (approx. 15 pages) or oprox. 20 pages) ssessment: German and | - | | | | |
| Allocat | - | | <u> </u> | | | | |
| | | | | | | | |
| Additio | onal inf | ormation | | | | | |
| | | | | | | | |
| Worklo | ad | | | | | | |
| 150 h | | | | | | | |
| Teachi | ng cycl | e | | | | | |
| | | e: no courses offered | | | | | |
| | | LPOI (examination reg | ulations for teaching- | degree programmes) | | | |
| | | | | | | | |
| Module | e appea | ars in | | | | | |
| Master Master Master | 's degr 's degr 's degr | ee (1 major) Economath ee (1 major) Business M ee (1 major) China Busir ee (1 major) Internationa | anagement (2015) less and Economics (2 | | | | |
| | | | | | | | |



| Module title | | | | Abbreviation | |
|---|--|---|-------------------------------------|-----------------------|-------------|
| Topics in International Economics 3 | | | | 12-M-ATIÖ3-161-mc | 1 |
| Module coor | dinator | | Module offered by | <u> </u> | |
| Dean of the Faculty of Business Management and Econ mics | | | Faculty of Management and Economics | | |
| ECTS Method of grading Only after succ. compl. of module(s) | | | | | |
| | erical grade | | | | |
| Duration | Module level | Other prerequisites | ; | | |
| 1 semester | graduate | | | | |
| Contents | | | | | |
| de, and Citie | s in international econon s; Outsourcing, Offshorin alization and the Environr | g and Multinational F | irms; Competition of | Locations, Jurisdicti | ons and Sy- |
| <u>Literature:</u> | | | | | |
| | d articles and/or monogr | aphs. | | | |
| | rning outcomes | | | | |
| learn and ap | urrent cutting-edge resea ply research methods. Th esearch both in written a peers. | e seminar style of the | course teaches then | n to present their ow | ın seminar |
| Courses (typ | e, number of weekly cont | act hours, language – | – if other than Germa | n) | |
| V (2) + Ü (2) Course type: | alternatively WS instead | of V + Ü | | | |
| | ssessment (type, scope, l tion on whether module o | | | tion offered — if not | every seme |
| b) term pape c) portfolio (a | amination (approx. 60 to r (approx. 15 pages) or approx. 20 pages) assessment: German and | - · · | | | |
| Allocation of | | | | | |
| | | | | | |
| Additional in | formation | | | | |
| | | | | | |
| Workload | | | | | |
| 150 h | | | | | |
| Teaching cyc | le | | | | |
| | le: no courses offered | | | | |
| | n LPO I (examination reg | ulations for teaching- | degree programmes) | | |
| | | | <u> </u> | | |
| Module appe | ears in | | | | |
| Master's deg Master's deg Master's deg | ree (1 major) Economathe ree (1 major) Business M ree (1 major) China Busin | anagement (2015) less and Economics (2 | | | |
| Master's deg | ree (1 major) Internationa | al Economic Policy (20 | 015) | | |



| Modul | e title | | | | Abbreviation |
|----------------------|---------------------------------|---|--|-----------------------|------------------------------------|
| Select | ed Topi | cs in Financial Accountin | g and Auditing | | 12-M-ATRW-161-m01 |
| Modul | e coord | linator | | Module offered by | |
| Dean c mics | of the Fa | aculty of Business Manag | ement and Econo- | Faculty of Manager | nent and Economics |
| ECTS | | od of grading | Only after succ. con | npl. of module(s) | |
| 5 | nume | rical grade | | | |
| Durati | on | Module level | Other prerequisites | i | |
| 1 seme | ester | graduate | | | |
| Conter | nts | | | | |
| • a • o The ho | addition courses olders o | a taken at other German o nal courses offered on a s offered by new Chairs th f the respective Chairs wi | hort-term basis at are yet to be inclue | ded in the FSB (subj | |
| | | 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) |
| S (2) | | | | | |
| | | sessment (type, scope, la ion on whether module ca | | | ation offered — if not every seme- |
| Langua | | nation (approx. 60 to 120 assessment: German and, bonus | | | |
| Alloca | tion of | places | | | |
| | | | | | |
| Additio | onal inf | ormation | | | |
| | | | | | |
| Worklo | oad | | | | |
| 150 h | | | | | |
| Teachi | ing cycl | e | | | |
| Teachi | ng cycl | e: after announcement | | | |
| Referre | ed to in | LPOI (examination regu | lations for teaching- | degree programmes) | |
| | | | | | |
| Modul | e appe | ars in | | | |
| | | ee (1 major) Economathe | matics (2016) | | |
| | - | ree (1 major) Business Ma | | | |
| Master | r's degr | ee (1 major) China Busine | ess and Economics (2 | | |
| | | ee (1 major) International | | | |
| Master | r's degr | ee (1 major) China Langu | age and Economy (20 | 016) | |

| Topics | e title | | | | Abbreviation |
|--|--|---|--|---|---|
| Topics in Business Information Systems 1 | | | | | 12-M-ATW1-161-m01 |
| Modul | e coord | linator | | Module offered by | ļ |
| Dean o | | aculty of Business Man | agement and Econo- | | nent and Economics |
| mics ECTS Method of grading Only after succ | | | Only after succ. cor | npl. of module(s) | |
| 5 | | rical grade | | | |
| Duratio | | Module level | Other prerequisites | | |
| 1 seme | | graduate | | | |
| Conter | nts | | I | | |
| 0 • 6 • 0 • | courses addition courses | taken at other German nal courses offered on offered by new Chairs | ransferring credits from n or non-German univer a short-term basis that are yet to be inclu will ensure that the co | sities ded in the FSB (subj | |
| Intend | ed lear | ning outcomes | | | |
| As a re | sult of | accrediting multiple ki | nds of modules, a desc | ription of acquired s | kills cannot be given. |
| | | | ntact hours, language - | · · · | - |
| V (2) + | | , | | | |
| • • | • • | alternatively S instead | of V + Ü | | |
| | | | , language — if other th e can be chosen to earr | | tion offered — if not every seme |
| b) pres c) oral | sentatio examir | nation (one candidate e | nd written elaboration | | |
| b) pres c) oral approx Langua | entatic examir k. 30 mi age of a | on (15 to 20 minutes) a nation (one candidate o nutes) ussessment: German a | nd written elaboration each: approx. 10 to 15 n | | weighted 1:2) or approx. 20 minutes; groups of 3 |
| b) pres c) oral approx Langua credita | entatic examir 30 mi age of a ble for | on (15 to 20 minutes) a nation (one candidate o nutes) assessment: German a bonus | nd written elaboration each: approx. 10 to 15 n | | |
| b) pres c) oral approx Langua credita | entatic examir 30 mi age of a ble for | on (15 to 20 minutes) a nation (one candidate o nutes) assessment: German a bonus | nd written elaboration each: approx. 10 to 15 n | | |
| b) pres c) oral approx Langua credita Allocat | sentatic examir (, 30 mi age of a able for t ion of [| on (15 to 20 minutes) a nation (one candidate o nutes) assessment: German a bonus | nd written elaboration each: approx. 10 to 15 n | | |
| b) pres c) oral approx Langua credita Allocat | sentatic examir (, 30 mi age of a able for t ion of [| on (15 to 20 minutes) a nation (one candidate o nutes) issessment: German a bonus places | nd written elaboration each: approx. 10 to 15 n | | |
| b) pres c) oral approx Langua credita Allocat Additic | eentatic examir x. 30 mi age of a uble for tion of pnal inf | on (15 to 20 minutes) a nation (one candidate o nutes) issessment: German a bonus places | nd written elaboration each: approx. 10 to 15 n | | |
| b) pres c) oral approx Langua credita Allocat Additic Worklo | eentatic examir x. 30 mi age of a uble for tion of pnal inf | on (15 to 20 minutes) a nation (one candidate o nutes) issessment: German a bonus places | nd written elaboration each: approx. 10 to 15 n | | |
| b) pres c) oral approx Langua credita Allocat | eentatic examir (. 30 mi age of a ble for tion of p pnal inf | on (15 to 20 minutes) a nation (one candidate o nutes) issessment: German a bonus places | nd written elaboration each: approx. 10 to 15 n | | |
| b) pres c) oral approx Langua credita Allocat Additic Uorklo 150 h Teachi | eentatic examir age of a age of a ble for tion of ponal inf | on (15 to 20 minutes) a nation (one candidate on nutes) assessment: German a bonus places formation | nd written elaboration each: approx. 10 to 15 n nd/or English | | |
| b) pres c) oral approx Langua credita Allocat Morklo 150 h Teachi Teachi | eentatic examir (. 30 mi age of a ble for tion of ponal inf ponal inf poad | on (15 to 20 minutes) a nation (one candidate of nutes) assessment: German a bonus places formation e e: after announcement | nd written elaboration each: approx. 10 to 15 n nd/or English | ninutes; groups of 2: | approx. 20 minutes; groups of 3 |
| b) pres c) oral approx Langua credita Allocat Worklo 150 h Teachi Referre | eentatic examir (. 30 mi age of a ble for tion of ponal inf ponal inf poad | on (15 to 20 minutes) a nation (one candidate of nutes) assessment: German a bonus places formation e e: after announcement LPO I (examination re | nd written elaboration each: approx. 10 to 15 n nd/or English | ninutes; groups of 2: | approx. 20 minutes; groups of g |
| b) pres c) oral approx Langua credita Allocat Modultic Teachi Teachi Referre Modult | entatic examir age of a age of a ble for tion of boad ng cycl ed to in e appea | on (15 to 20 minutes) a hation (one candidate of nutes) hassessment: German a bonus places formation e e: after announcement LPO I (examination re ars in | nd written elaboration each: approx. 10 to 15 n nd/or English | ninutes; groups of 2: degree programmes) | approx. 20 minutes; groups of 3 |
| b) pres c) oral approx Langua credita Allocat Worklo 150 h Teachi Teachi Referre Modulo Master Master | sentatic examir (, 30 mi age of a uble for tion of p onal inf onal inf oad ng cycl ed to in e appea r's degr | on (15 to 20 minutes) a nation (one candidate of nutes) assessment: German a bonus places formation ee after announcement LPO I (examination re ars in ee (1 major) Business ee (1 major) Business | nd written elaboration each: approx. 10 to 15 n nd/or English | ninutes; groups of 2: degree programmes) 016) | approx. 20 minutes; groups of 3 |
| b) pres c) oral approx Langua credita Allocat Worklo 150 h Teachi Teachi Teachi Referro Modulo Master Master Master | sentatic examir age of a age of a able for tion of p onal inf onal inf onal inf onal inf oad ng cycl ed to in e appea c's degr c's degr | on (15 to 20 minutes) a hation (one candidate of nutes) hassessment: German a bonus places formation e after announcement LPO I (examination re ars in ee (1 major) Business ee (1 major) Business ee (1 major) China Bus | nd written elaboration each: approx. 10 to 15 n nd/or English | ninutes; groups of 2: degree programmes) 016) 2016) | approx. 20 minutes; groups of 3 |
| b) pres c) oral approx Langua credita Allocat Modultic Teachi Teachi Teachi Referre Module Master Master Master | entatic examir age of a age of a ble for tion of boad ng cycl ng cycl ed to in e appea c's degr c's degr c's degr | e (1 major) Business e (1 major) China Bus e (1 major) China Lan | nd written elaboration i each: approx. 10 to 15 n nd/or English | ninutes; groups of 2: degree programmes) 016) 2016) | approx. 20 minutes; groups of 3 |
| b) pres c) oral approx Langua credita Allocat Worklo 150 h Teachi Teachi Referre Module Master Master Master Master | entatic examir (. 30 mi age of a ble for tion of p onal inf onal inf oad ng cycl ed to in e appea r's degr r's degr r's degr r's degr | e (1 major) Business ee (1 major) Business ee (1 major) China Bus ee (1 major) Managem | nd written elaboration each: approx. 10 to 15 n nd/or English | degree programmes) 016) 2016) | approx. 20 minutes; groups of |
| b) pres c) oral approx Langua credita Allocat Worklo 150 h Teachi Teachi Referre Modulo Master Master Master Master Master Master | entatic examir (, 30 mi age of a ble for tion of p onal inf oad ng cycl ed to in e appea c's degr c's degr c's degr c's degr | e (1 major) Business ee (1 major) Business ee (1 major) China Bus ee (1 major) China Lan ee (1 major) Internatio | nd written elaboration each: approx. 10 to 15 n nd/or English egulations for teaching- information Systems (2 Management (2015) iness and Economics (2 guage and Economy (20 ent (2018) nal Economic Policy (20 | ninutes; groups of 2: degree programmes) 016) 2016) 016) 018) | approx. 20 minutes; groups of g |
| b) pres c) oral approx Langua credita Allocat Moditic Teachi Teachi Teachi Referre Master Master Master Master Master Master Master Master | entatic examir age of a age of a able for tion of p onal inf onal inf onal inf onal inf onal of p onal of | e (1 major) Business ee (1 major) Business ee (1 major) China Bus ee (1 major) Internatio ee (1 major) Internatio ee (1 major) Internatio ee (1 major) China Bus | nd written elaboration each: approx. 10 to 15 n nd/or English | ninutes; groups of 2: degree programmes) 016) 2016) 016) 018) 2019) | approx. 20 minutes; groups of |

Master's degree (1 major) Information Systems (2019) Master's degree (1 major) China Business and Economics (2021) Master's degree (1 major) China Language and Economy (2021) Master's degree (1 major) Information Systems (2022) Master's degree (1 major) International Economic Policy (2022) Master's degree (1 major) Management (2022) Master's degree (1 major) International Economic Policy (2024)

| Topics | e title | | | | Abbreviation | | | |
|---|--|--|--|--|-----------------------------------|--|--|--|
| Topics in Business Information Systems 2 | | | | | 12-M-ATW2-161-m01 | | | |
| Modul | e coord | inator | | Module offered by | <u> </u> | | | |
| | | | nagement and Econo- | | nent and Economics | | | |
| mics | n the ra | culty of Dusiliess Ma | | | | | | |
| ECTS | Meth | od of grading | Only after succ. cor | nly after succ. compl. of module(s) | | | | |
| 5 | nume | rical grade | | | | | | |
| Duratio | on | Module level | Other prerequisites | i | | | | |
| 1 seme | ester | graduate | | | | | | |
| Conten | nts | | | | | | | |
| • c • a • c | courses addition courses | taken at other Germa nal courses offered on offered by new Chair | transferring credits from in or non-German univer a short-term basis s that are yet to be inclu s will ensure that the cou | sities ded in the FSB (subj | | | | |
| Intend | ed lear | ning outcomes | | | | | | |
| As a re | sult of | accrediting multiple k | inds of modules, a desc | ription of acquired s | kills cannot be given. | | | |
| Course | es (type | , number of weekly co | ontact hours, language – | - if other than Germa | an) | | | |
| V (2) + | | , | | | | | | |
| • • | • • | alternatively S instead | of V + Ü | | | | | |
| | | | e, language — if other th le can be chosen to earn | | ation offered — if not every seme | | | |
| credita | | ssessment: German a | | | | | | |
| Allocat | | | and/or English | | | | | |
| milldl | tion of | bonus | ind/or English | | | | | |
| | tion of | bonus | ind/or English | | | | | |
| | | bonus | ind/or English | | | | | |
| | | bonus places | ind/or English | | | | | |
| | onal inf | bonus places | Ind/or English | | | | | |
| Additic | onal inf | bonus places | Ind/or English | | | | | |
| Additic Workla | onal inf oad | bonus places ormation | Ind/or English | | | | | |
| Additic Worklo 150 h Teachi | onal inf oad ng cycl | bonus places ormation | | | | | | |
| Additic 150 h Teachi Teachi | onal inf oad ng cycl | bonus places ormation e e: after announcemen | | degree programmes) | | | | |
| Additic 150 h Teachi Teachi | onal inf oad ng cycl | bonus places ormation e e: after announcemen | t | degree programmes) | | | | |
| Additic 150 h Teachi Teachi | onal inf oad ng cycl ng cycl ed to in | bonus places ormation e e e: after announcemen LPOI (examination r | t | degree programmes) | | | | |
| Additic 150 h Teachi Teachi Referre Module | onal inf oad ng cycl ng cycl ed to in e appea | bonus places ormation e e after announcemen LPO I (examination r ars in | t | | | | | |
| Additio Worklo 150 h Teachi Teachi Referre Modulo Master Master | onal inf oad ng cycl ng cycl ed to in e appea r's degr | bonus places ormation e e: after announcemen LPO I (examination r ars in ee (1 major) Business ee (1 major) Business | t egulations for teaching- Information Systems (2 Management (2015) | 016) | | | | |
| Additic 150 h Teachi Teachi Referre Module Master Master Master | onal inf oad ng cycl ng cycl ed to in e appea r's degr r's degr r's degr | bonus places ormation e e: after announcemen LPO I (examination r ars in ee (1 major) Business ee (1 major) Business ee (1 major) China Business | t egulations for teaching- Information Systems (2 Management (2015) siness and Economics (2 | 016) 2016) | | | | |
| Additic 150 h Teachi Teachi Referre Module Master Master Master Master | onal inf oad ng cycl ed to in e appea r's degr r's degr r's degr | bonus places ormation e e: after announcemen LPO I (examination r ars in ee (1 major) Business ee (1 major) Business ee (1 major) China Bu: ee (1 major) China Lar | t egulations for teaching- Information Systems (2 Management (2015) siness and Economics (2 19guage and Economy (20 | 016) 2016) | | | | |
| Additic Worklo 150 h Teachi Teachi Referre Modulo Master Master Master Master Master Master | onal inf oad ng cycl ng cycl ed to in e appea f's degr f's degr f's degr f's degr | bonus places ormation e e: after announcemen LPO I (examination r ars in ee (1 major) Business ee (1 major) Business ee (1 major) China Bus ee (1 major) China Lar ee (1 major) Managen | t egulations for teaching- Information Systems (2 Management (2015) siness and Economics (2 nguage and Economy (20 nent (2018) | 016) 2016) 016) | | | | |
| Additic 150 h Teachi Teachi Teachi Referre Master Master Master Master Master Master Master | onal inf oad ng cycl ng cycl ed to in e appea r's degr r's degr r's degr r's degr r's degr | bonus places ormation e e: after announcemen LPO I (examination r ars in ee (1 major) Business ee (1 major) Business ee (1 major) China Business | t egulations for teaching- Information Systems (2 Management (2015) siness and Economics (2 nguage and Economy (20 nent (2018) onal Economic Policy (20 | 016) 2016) 216) 218) | | | | |
| Additic 150 h Teachi Teachi Teachi Referre Module Master Master Master Master Master Master Master | onal inf oad ng cycl ng cycl ed to in e appea r's degr r's degr r's degr r's degr r's degr r's degr | bonus places ormation e e e: after announcemen LPO I (examination r ars in ee (1 major) Business ee (1 major) Business ee (1 major) China Business | t egulations for teaching- Information Systems (2 Management (2015) siness and Economics (2 nguage and Economy (20 nent (2018) | 016) 2016) 216) 218) 2019) | | | | |

Master's degree (1 major) Information Systems (2019) Master's degree (1 major) China Business and Economics (2021) Master's degree (1 major) China Language and Economy (2021) Master's degree (1 major) Information Systems (2022) Master's degree (1 major) International Economic Policy (2022) Master's degree (1 major) Management (2022) Master's degree (1 major) International Economic Policy (2024)

| Module title | | | | Abbreviation |
|--|---|---|---|---|
| Advanced Ser | ninar: Selected Aspect | s of Managerial Accour | nting | 12-M-AUAS-161-m01 |
| Module coord | linator | | Module offered by | I |
| holder of the and Accounti | Chair of Business Man | agement, Controlling | Faculty of Manager | nent and Economics |
| | od of grading | Only after succ. con | npl. of module(s) | |
| | rical grade | | • • • • | |
| Duration | Module level | Other prerequisites | | |
| 1 semester | graduate | | | |
| Contents | | | | |
| | | | | able them to prepare a well-struc in the field of managerial ac- |
| Intended lear | ning outcomes | | | |
| al accounting understand it sults into scie | at a scientific level. Th s contents as well as a entific papers and, buil | ey are able to conduct a pply further scientific m ding on this, independe | scientific literature r nethods to answer quently prepare presen | |
| Courses (type | , number of weekly co | ntact hours, language – | - if other than Germa | an) |
| S (2) | | | | |
| ster, informat term paper (a Language of a | ion on whether module | e can be chosen to earn and presentation (appr nd/or English | a bonus) | ation offered — if not every seme- ighted 2:1 |
| Allocation of | | | | |
| 20 places. (1) by lot among number of pla | Should the number of all applicants irrespect | tive of their subjects. (2 n the same procedure. (|) Places on all cours | le places, places will be allocated es of the module with a restricted be maintained and places re-allo |
| Additional inf | ormation | | | |
| | | | | |
| Workload | | | | |
| 300 h | | | | |
| Teaching cycl | P | | | |
| | e: each semester | | | |
| | | aulations for teaching | dograa programme - | |
| Referred to In | LFUI (examination re | gulations for teaching- | uegree programmes, | |
| Module appea | ars in | | | |
| Master's degr Master's degr Master's degr Master's degr | ee (1 major) Economat ee (1 major) Business ee (1 major) China Bus ee (1 major) Internatio | Management (2015) iness and Economics (2 nal Economic Policy (20 | o15) | |
| Master's degr | ee (1 maior) China I an | guage and Economy (20 | 016) | |

| Modul | e title | | | | Abbreviation | |
|---|--------------------------------|--|---|--------------------------------|-----------------------|---------------|
| Selected Topics in Business Information Systems 1 | | | on Systems 1 | | 12-M-AWI1-161-mo: | 1 |
| Madul | e coord | instor | | Module offered by | <u> </u> | |
| | | , | | | | |
| mics | or the Fa | aculty of Business Manag | gement and Econo- | Faculty of Manager | nent and Economics | i |
| ECTS | Meth | od of grading | Only after succ. cor | npl. of module(s) | | |
| 5 | nume | rical grade | | | | |
| Durati | on | Module level | Other prerequisites | i | | |
| 1 seme | ester | graduate | | | | |
| Conter | nts | | | | | |
| • (• a • (| courses addition courses | erves the purpose of tran taken at other German of nal courses offered on a s offered by new Chairs th f the respective Chairs w | or non-German univer short-term basis lat are yet to be inclu | sities ded in the FSB (subj | | ns) |
| | | ning outcomes | | | | |
| | - | accrediting multiple kind | s of modules. a desc | ription of acquired s | kills cannot be giver | ۱. |
| | | , number of weekly conta | 1 | · · | | |
| V (2) + | | , | | | | |
| • • | • • | alternatively S instead of | V + Ü | | | |
| | | s essment (type, scope, la ion on whether module c | | | tion offered — if not | every seme- |
| e) enti Langua | rely or p | nutes) or partly computerised writt issessment: German and bonus | | rox. 60 minutes) | | |
| Allocat | tion of | places | | | | |
| | | | | | | |
| Additio | onal inf | ormation | | | | |
| | | • | - | | | |
| Worklo | bad | | - | | | |
| 150 h | | | | | | |
| - | ng cycl | e | | | | |
| | | e: no courses offered | | | | |
| | | LPO I (examination regu | lations for teaching. | degree programmes) | | |
| | | | | | | |
| Modul | e appea | ars in | | | | |
| | | ee (1 major) Business Inf | ormation Systems (2 | 016) | | |
| | - | ee (1 major) Business Ma | • | - / | | |
| Master | 's degr | ee (1 major) China Busin | ess and Economics (a | | | |
| | - | ee (1 major) Internationa | • | - | | |
| | - | ee (1 major) China Langu | | 016) | | |
| | - | ee (1 major) Managemen | | 10) | | |
| | - | ee (1 major) Internationa r Business Management (2015) | | • generated 18-Apr-2025 • exa | am. reg. da- | page 66 / 287 |
| | | | | r (120 ECTS) Business Manage | - | |

Master's degree (1 major) China Business and Economics (2019) Master's degree (1 major) China Language and Economy (2019) Master's degree (1 major) Information Systems (2019) Master's degree (1 major) China Business and Economics (2021) Master's degree (1 major) China Language and Economy (2021) Master's degree (1 major) Information Systems (2022) Master's degree (1 major) International Economic Policy (2022) Master's degree (1 major) Management (2022) exchange program Business Management and Economics (2022)

| Module | e title | | | | Abbreviation | |
|--|---|---|---|--------------------------------|-----------------------|---------------|
| Selected Topics in Business Information Systems 2 | | | on Systems 2 | | 12-M-AWI2-161-mo | 1 |
| Modul | e coord | instor | | Module offered by | | |
| | | | nonent and France | | ····· | |
| mics | or the Fa | aculty of Business Mana | gement and Econo- | Faculty of Manager | nent and Economics | |
| ECTS | Meth | 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 | | | | |
| Conten | nts | | | | | |
| • c • a • c | courses additior courses | erves the purpose of tra taken at other German of nal courses offered on a offered by new Chairs th f the respective Chairs w | or non-German univer short-term basis nat are yet to be inclu | sities ded in the FSB (subj | | ns) |
| Intend | ed lear | ning outcomes | | | | |
| | - | accrediting multiple kind | ls of modules, a desc | ription of acquired s | kills cannot be giver | l. |
| | | , number of weekly cont | | • • | | |
| V (2) + | | , . <u>.</u> | | | | |
| • • | • • | alternatively S instead of | V + Ü | | | |
| | | sessment (type, scope, l ion on whether module o | | | tion offered — if not | every seme- |
| e) entir Langua | rely or p | nutes) or partly computerised writi issessment: German and bonus | | rox. 60 minutes) | | |
| Allocat | tion of | places | | | | |
| | | | | | | |
| Additic | onal inf | ormation | | | | |
| | | • | _ | | | |
| Worklo | bad | | | | | |
| 150 h | | | | | | |
| Teachi | ng cvcl | e | | | | |
| | | e: no courses offered | | | | |
| | <u> </u> | | | | | |
| | ed to in | | lations for teaching. | degree programmes) | | |
| | ed to in | LPOI (examination reg | ulations for teaching- | degree programmes) | | |
| Module | | LPOI (examination reg | ulations for teaching- | degree programmes) | | |
| Module | e appea | LPOI (examination reg | | | | |
| Master | e appe a r's degr | LPOI (examination reg ars in ee (1 major) Business In | formation Systems (2 | | | |
| Master Master | e appea r's degr r's degr | LPOI (examination reg | formation Systems (2 anagement (2015) | 016) | | |
| Master Master Master | e appea r's degr r's degr r's degr | LPO I (examination reg ars in ee (1 major) Business In ee (1 major) Business Ma | formation Systems (2 anagement (2015) ess and Economics (2 | 016) 2016) | | |
| Master Master Master Master | e appe a r's degr r's degr r's degr r's degr | LPOI (examination reg ars in ee (1 major) Business In ee (1 major) Business Ma ee (1 major) China Busin | formation Systems (2 anagement (2015) ess and Economics (2 Il Economic Policy (20 | 016) 2016) 215) | | |
| Master Master Master Master Master Master | e appea r's degr r's degr r's degr r's degr r's degr r's degr | LPO I (examination reg ars in ee (1 major) Business In ee (1 major) Business Ma ee (1 major) China Busin ee (1 major) Internationa ee (1 major) China Langu ee (1 major) Managemer | formation Systems (2 anagement (2015) ess and Economics (2 Il Economic Policy (20 Iage and Economy (20 It (2018) | 016) 2016) 015) 016) | | |
| Master Master Master Master Master Master | e appea r's degr r's degr r's degr r's degr r's degr r's degr r's degr | LPO I (examination reg ars in ee (1 major) Business In ee (1 major) Business Ma ee (1 major) China Busin ee (1 major) Internationa ee (1 major) China Langu | formation Systems (2 anagement (2015) ess and Economics (2 Il Economic Policy (20 Iage and Economy (20 It (2018) Il Economic Policy (20 | 016) 2016) 015) 016) | | page 68 / 287 |

Master's degree (1 major) China Business and Economics (2019) Master's degree (1 major) China Language and Economy (2019) Master's degree (1 major) Information Systems (2019) Master's degree (1 major) China Business and Economics (2021) Master's degree (1 major) China Language and Economy (2021) Master's degree (1 major) Information Systems (2022) Master's degree (1 major) International Economic Policy (2022) Master's degree (1 major) Management (2022)

| Module | | | | | Abbreviation |
|------------------|--|---|--|-------------------------|-----------------------------------|
| Portfol | io Sele | ction and Capital Ma | irket Theory | | 12-M-B1a-161-m01 |
| Module | e coord | inator | | Module offered by | <u> </u> |
| | | | anagement and Econo- | | nent and Economics |
| mics | | | | | |
| ECTS | 5 Method of grading Only after succ. compl. of module(s) | | | | |
| 5 | nume | rical grade | | | |
| Duratio | on | Module level | Other prerequisites | | |
| 1 seme | ster | graduate | | | |
| Conten | ts | | | | |
| This m | odule i | s be discontinued, n | o courses are offered curr | ently or will be offere | ed in future. |
| This is | due to | one of the following | reasons: | | |
| • 1 | he lect | urer who offered the | course is no longer empl | oved at the Universit | ty of Wuerzburg. |
| • T | he con | tents are no longer ta | aught and were substitute | ed with comparable | offers. |
| | | | act the Office of the Dean | of Studies of the Fac | culty of Business Management |
| and Ec | | | | | |
| | | ning outcomes | | | |
| Due to module | | k of relevance, no le | arning outcomes descript | ion is available beca | ause no courses are held for this |
| Course | s (type | , number of weekly c | ontact hours, language – | - if other than Germa | ın) |
| V (2) + | Ü (2) | | | | |
| | | | oe, language — if other tha ule can be chosen to earn | | tion offered — if not every seme |
| | | nation (approx. 60 m ssessment: German | | | |
| Allocat | | | | | |
| Allocul | | | | | |
| | | ormation | | | |
| Auditio | matim | ormation | | | |
| Worklo | ad | | | | |
| 150 h | | | | | |
| Teachi | ng cvcl | e | | | |
| | | e: no courses offered | | | |
| | | | regulations for teaching-o | legree programmes) | |
| | | | | | |
| Module | e appea | ars in | | | |
| | | ee (1 major) Econom | athematics (2016) | | |
| | | | s Information Systems (20 | 016) | |
| | - | - | s Management (2015) | | |
| | - | - | usiness and Economics (2 | 2016) | |
| | - | - | onal Economic Policy (20 | | |
| | | | | | |

| Module | title | | Abbreviation | | | | | |
|---|--|---------------------------|------------------------|-------------------------------------|---|--|--|--|
| Agency | Theor | y | 12-M-B1b-161-m01 | | | | | |
| Module | e coord | inator | | Module offered by | | | | |
| Dean of mics | f the Fa | culty of Business Manag | ement and Econo- | Faculty of Management and Economics | | | | |
| ECTS | TS Method of grading Only after succ. co | | | npl. of module(s) | | | | |
| 5 numerical grade | | | | | | | | |
| Duration | | Module level | Other prerequisites | | | | | |
| 1 semester graduate | | | | | | | | |
| Contents | | | | | | | | |
| This module is be discontinued, no courses are offered currently or will be offered in future. | | | | | | | | |
| This is a | due to | one of the following reas | ons | | | | | |
| | | | 0115. | | | | | |
| | | urer who offered the cour | e , | | , . | | | |
| | | tents are no longer taugh | | | otters. culty of Business Management | | | |
| and Eco | | | le office of the Deali | of Studies of the rat | ally of business management | | | |
| | | ning outcomes | | | | | | |
| | | | g outcomes descript | ion is available beca | use no courses are held for this | | | |
| Due to the lack of relevance, no learning outcomes description is available because no courses are held for this module. | | | | | | | | |
| Course | s (type | , number of weekly conta | ct hours, language – | - if other than Germa | n) | | | |
| V (2) + | Ü (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) | | | | | | | | |
| written examination (approx. 60 minutes) Language of assessment: German and/or English | | | | | | | | |
| | | | | | | | | |
| Allocation of places | | | | | | | | |
| Additional information | | | | | | | | |
| | | | | | | | | |
| Worklo | ad | | | | | | | |
| 150 h | | | | | | | | |
| Teaching cycle | | | | | | | | |
| Teaching cycle: no courses offered | | | | | | | | |
| Referred to in LPO I (examination regulations for teaching-degree programmes) | | | | | | | | |
| | | | | | | | | |
| Module appears in | | | | | | | | |
| Master's degree (1 major) Economathematics (2016) | | | | | | | | |
| Master's degree (1 major) Business Information Systems (2016) | | | | | | | | |
| Master's degree (1 major) Business Management (2015) | | | | | | | | |
| Master's degree (1 major) China Business and Economics (2016) | | | | | | | | |
| Master's degree (1 major) International Economic Policy (2015) | | | | | | | | |
| Master's degree (1 major) China Language and Economy (2016) | | | | | | | | |

page 71 / 287

| Module | | | Abbreviation | | | | | |
|---|---|--|------------------------|-------------------------------------|-----------------------------|--|--|--|
| Option Pricing Theory 12-M-B2-161-m01 | | | | | | | | |
| Module coordinator | | | | Module offered by | | | | |
| Dean of mics | f the Fa | culty of Business Manag | Faculty of Managem | Faculty of Management and Economics | | | | |
| ECTS | ECTS Method of grading Only after succ. cor | | | npl. of module(s) | | | | |
| 10 | o numerical grade | | | | | | | |
| Duration | | Module level | Other prerequisites | | | | | |
| 1 semester graduate | | | | | | | | |
| Contents | | | | | | | | |
| This mo | odule is | s be discontinued, no cou | urses are offered curr | ently or will be offere | ed in future. | | | |
| This is | due to | one of the following reas | ons: | | | | | |
| | | | | | | | | |
| | | urer who offered the cour | | | | | | |
| | | tents are no longer taugh mation, please contact th | | | ulty of Business Management | | | |
| and Eco | | | | of studies of the fut | any of Business management | | | |
| Intende | ed learı | ning outcomes | | | | | | |
| Due to the lack of relevance, no learning outcomes description is available because no courses are held for this | | | | | | | | |
| module | | un a fa da | - t. h | if a the set the C | | | | |
| | | , number of weekly conta | ct nours, language – | - if other than Germa | n) | | | |
| V (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) | | | | | | | | |
| written examination (approx. 120 minutes) Language of assessment: German and/or English | | | | | | | | |
| Allocat | ion of p | olaces | | | | | | |
| | | | | | | | | |
| Additional information | | | | | | | | |
| | | | | | | | | |
| Worklo | ad | | | | | | | |
| 300 h | | | | | | | | |
| Teaching cycle | | | | | | | | |
| Teaching cycle: no courses offered | | | | | | | | |
| Referred to in LPO I (examination regulations for teaching-degree programmes) | | | | | | | | |
| | | | | | | | | |
| Module appears in | | | | | | | | |
| Master's degree (1 major) Economathematics (2016) | | | | | | | | |
| Master's degree (1 major) Business Information Systems (2016) | | | | | | | | |
| Master's degree (1 major) Business Management (2015) | | | | | | | | |
| Master's degree (1 major) China Business and Economics (2016) | | | | | | | | |
| Master's degree (1 major) International Economic Policy (2015) | | | | | | | | |
| Master's degree (1 major) China Language and Economy (2016) | | | | | | | | |

| Module title | | | Abbreviation | | | |
|-----------------|---|---|------------------------|-------------------------|---|--|
| Financi | Financial Institutions and Financial Regulation 12-M-B3-161-m01 | | | | | |
| Module | e coord | inator | | Module offered by | | |
| Dean of mics | f the Fa | culty of Business Manag | ement and Econo- | Faculty of Managem | nent and Economics | |
| ECTS | Metho | od of grading | Only after succ. con | npl. of module(s) | | |
| 10 | nume | rical grade | | | | |
| Duratio | n | Module level | Other prerequisites | i | | |
| 1 seme | ster | graduate | | | | |
| Conten | ts | | | | | |
| This mo | odule is | s be discontinued, no cou | urses are offered curr | ently or will be offere | ed in future. | |
| This is a | due to | one of the following reas | ons | | | |
| 11113 13 | | one of the following reas | 0115. | | | |
| | | urer who offered the cour | | | | |
| | | tents are no longer taugh | | | offers. culty of Business Management | |
| and Eco | | | le office of the Deali | of Studies of the rac | ally of business management | |
| Intende | ed lear | ning outcomes | | | | |
| | | | g outcomes descript | ion is available beca | use no courses are held for this | |
| module | | • | | | | |
| Course | s (type | , number of weekly conta | ct hours, language – | - if other than Germa | n) | |
| V (2) + | Ü (2) | | | | | |
| | | sessment (type, scope, la on on whether module ca | | | tion offered — if not every seme- | |
| | | nation (approx. 120 minu ssessment: German and, | | | | |
| Allocat | | | | | | |
| | | | | | | |
| Additio | nal inf | ormation | | | | |
| | | | | | | |
| Worklo | ad | | | | | |
| 300 h | | | | | | |
| Teachir | ng cycl | e | | | | |
| Teachir | ng cycle | e: after announcement | | | | |
| Referre | d to in | LPOI (examination regu | lations for teaching- | degree programmes) | | |
| | | | | | | |
| Module | Module appears in | | | | | |
| Master | s degr | ee (1 major) Economathe | matics (2016) | | | |
| | - | ee (1 major) Business Info | - | 016) | | |
| | - | ee (1 major) Business Ma | | | | |
| | - | ee (1 major) China Busine | | | | |
| | - | ee (1 major) International | - | - | | |
| master | s aegr | ee (1 major) China Langua | age and Economy (20 | 016) | | |

| Module | | | | | Abbreviation |
|---|-------------------------------|--|------------------------|-----------------------|--|
| Industr | ial Mai | nagement 4 | | | 12-M-BE-161-m01 |
| Module | e coord | inator | | Module offered by | |
| holder Manage | | Chair of Business Manage | ement and Industrial | Faculty of Managem | nent and Economics |
| ECTS | Metho | 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 | | | | |
| ses wit | h a spe | cial focus on catalogue-b | based procurement sy | ystems, electronic te | v supported procurement proces- ndering systems, electronic (re- d eSupply chain management sy- |
| Intende | ed learı | ning outcomes | | | |
| Intended learning outcomesThe students will be able to describe and evaluate both the potentials and goals of electronic supported pro- curement systems and will be able to design appropriate systems for real-life applications. Students will get in- sight into the essentials of operational procurement management, especially e-procurement with a focus on ca- talog-based procurement systems, electronic tendering systems, electronic (reverse) auctions, e-marketplaces, supplier relationship management systems and eSupply chain management systems. After completing this mo- dule, students can define and analyze the related tasks and processes and show or develop theory-based and application-oriented possible solutions at a high professional level.Courses (type, number of weekly contact hours, language — if other than German)V (2) + Ü (2) Course type: alternatively eLearning, S, WSMethod 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. 40 to 60 minutes) or b) presentation (approx. 20 minutes) and term paper (approx. 15 to 20 pages); (weighted 1:1) or | | | | | |
| credita Allocat | | | | | |
| 20 plac de for s Econon | es. Sho student nics an | ould the number of appli s of the Master's degree | programmes Busines | s Management and | laces, 15 places will be set asi- International Economic Policy or ogramme Wirtschaftsinformatik |
| Additio | nal inf | ormation | | | |
| | | | | | |
| Worklo | ad | | | | |
| 150 h | | | | | |
| Teaching cycle | | | | | |
| Teachir | ng cycle | e: after announcement | | | |
| Referre | d to in | LPO I (examination regu | lations for teaching-o | degree programmes) | |
| | | | | | |
| Module | e appea | irs in | | | |
| | | ee (1 major) Economathe | matics (2016) | | |

Master's degree (1 major) Business Information Systems (2016) Master's degree (1 major) Business Management (2015) Master's degree (1 major) China Business and Economics (2016) Master's degree (1 major) International Economic Policy (2015) Master's degree (1 major) China Language and Economy (2016)

| Module title | | | | Abbreviation | | |
|--|--|--|--|---|-----------------------|----------------|
| Busine | Business Analytics 12-M-BUA-161-mo1 | | | | | |
| Module | e coordi | nator | | Module offered by | | |
| holder | of the C | hair of Business Analytic | s | Faculty of Managen | nent and Economics | |
| ECTS | · · · · · · · · · · · · · · · · · · · | d of grading | Only after succ. con | npl. of module(s) | | |
| 10 | numer | ical grade | | | | |
| Duratio | on | Module level | Other prerequisites | | | |
| 1 seme | ster | graduate | | | | |
| Conten | ts | | | | | |
| In this course, students will acquire important knowledge and skills that will enable them to prepare a well-struc- tured term paper and to present the results of their work with the help of relevant topics in the field of business management decision models and methods and their application in the development of decision-support sy- stems as well as analytical information systems and quantitative methods of data analysis. Students work on current topics using methods from machine learning, mathematical optimization and simulati- on. | | | | | | |
| Intende | ed learr | ing outcomes | | | | |
| • S • li • li | Implementation of methods in code Integration of developed results in scientific papers | | | | | |
| Course | s (type, | number of weekly conta | ct hours, language – | - if other than Germa | n) | |
| S (2) | | | | | | |
| Metho | | essment (type, scope, la on on whether module ca | | | tion offered — if not | every seme- |
| Langua | ge of a | pprox. 20 to 25 pages) an ssessment: German and, ffered: Once a year, winte | or English | rox. 20 minutes), wei | ghted 2:1 | |
| Allocat | ion of p | laces | | | | |
| by lot a numbe | mong a r of pla | Should the number of ap Ill applicants irrespective ces will be allocated in th they become available. | e of their subjects. (2) |) Places on all course | es of the module wit | h a restricted |
| Additio | nal info | ormation | | | | |
| | | | | | | |
| Worklo | ad | | | | | |
| 300 h | | | | | | |
| Teachi | ng cycle | 9 | | | | |
| Teachi | ng cycle | e: each semester | | | | |
| | Referred to in LPO I (examination regulations for teaching-degree programmes) | | | | | |
| | | <u> </u> | | <u> </u> | | |
| Module | e appea | rs in | | | | |
| Master Master Master Master Master | 's degre 's degre 's degre 's degre 's degre | ee (1 major) Economathe ee (1 major) Business Info ee (1 major) Business Ma ee (1 major) China Busine ee (1 major) International Business Management (2015) | ormation Systems (20 nagement (2015) ess and Economics (2 Economic Policy (20 | 2016) 15) | am reg da. | nage 76 / 287 |
| waster's w | iui i major | Dusiness management (2015) | · · · · · | generated 18-Apr-2025 • exa (120 FCTS) Business Manage | - | page 76 / 287 |

| Master's degree (1 major) China Language and Economy (2016) |
|---|
| Master's degree (1 major) Management (2018) |
| Master's degree (1 major) China Business and Economics (2019) |
| Master's degree (1 major) China Language and Economy (2019) |
| Master's degree (1 major) Information Systems (2019) |
| Master's degree (1 major) China Business and Economics (2021) |
| Master's degree (1 major) China Language and Economy (2021) |
| Master's degree (1 major) Economathematics (2021) |
| Master's degree (1 major) Information Systems (2022) |
| Master's degree (1 major) Management (2022) |
| Master's degree (1 major) Economathematics (2022) |

| Module | e title | | | | Abbreviation |
|--|---------|-------------------------------------|----------------------|--------------------|-----------------------------------|
| Contract Economics 12-M-CE-161-m01 | | | | | 12-M-CE-161-m01 |
| Module | e coord | inator | | Module offered by | |
| holder formati | | Chair for Economics, Cont nomics | tract Theory and In- | Faculty of Managen | nent 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 | | | |
| Conten | Its | | | | |
| During the 1960/70s, microeconomic theory came to acknowledge that many (if not most) economic transacti- ons are characterized by asymmetric distribution of information – i.e., at least one of the parties participating in a transaction usually is privy to information that the remaining parties do not have access to. This asymmetric distribution of information subsequently was recognized to be a major impediment for transactions to be eco- nomically efficient. Contract theory addresses the question how the inefficiencies arising from asymmetric dis- tribution of information can best be mitigated by appropriate design of the contractual (or, more generally, insti- tutional) framework that governs the transaction under consideration. This lecture covers the baseline models of "moral hazard" (i.e., situations where one party has private knowledge after a contract has been signed) and "adverse selection" (i.e., situations where one party has private knowledge before a contract is signed). As appli- cations we will address questions discussed in organizational, personnel or industrial economics, such as incen- tive design within organizations or the design of labor law regulations and competition laws. Even though we will work with precise mathematical formalizations of the ideas that we want to think and talk about, this course requires little more than a solid understanding of basic differential calculus. More important than having a solid mathematical background is having a strong interest in formal economic analysis and fun with logical thinking and puzzle solving. The exposition is primarily based on the following textbook: Laffont and Martimort (2002): "The Theory of Incenti- ves" | | | | | |
| Intended learning outcomes After completing the course students will be able to • explain essential findings of contract theory, • apply the involved methods to given stylized examples on their own, • interpret the properties of real-life contracts as the outcome of the interaction between two or more contracting parties in the presence of asymmetric information, • evaluate government interventions with regard to their effect on the efficiency properties of the interaction between the contracting parties. Courses (type, number of weekly contact hours, language — if other than German) | | | | | |
| V (2) + Metho | | sessment (type, scope, la | nguage — if other th | an German, examina | tion offered — if not every seme- |
| | | on on whether module ca | | | |
| a) written examination (approx. 60 to 120 minutes) or b) term paper (approx. 15 to 20 pages) Language of assessment: German and/or English Assessment offered: Once a year, summer semester creditable for bonus Allocation of places Additional information | | | | | |

Workload

150 h

Teaching cycle

Teaching cycle: no courses offered

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

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Module appears in

Master's degree (1 major) Economathematics (2016)

Master's degree (1 major) Business Management (2015)

Master's degree (1 major) China Business and Economics (2016)

Master's degree (1 major) International Economic Policy (2015)

Master's degree (1 major) China Language and Economy (2016)

| Module | | | | _ | Abbreviation |
|--|---|---|---|---|--|
| Manag | erial A | ccounting in the Com | npany Management | | 12-M-CIU-161-m01 |
| Module | coord | inator | | Module offered by | <u>I</u> |
| holder and Aco | | | nagement, Controlling | Faculty of Manager | nent and Economics |
| ECTS | | od of grading | Only after succ. con | npl. of module(s) | |
| 5 | | rical grade | | • • • • | |
| Duratio | n | Module level | Other prerequisites | | |
| 1 semester graduate | | | | | |
| Conten | ts | | | | |
| analyze cusses tion is a with tea | e existi how to a unive am bui | ng change projects in o involve stakeholden rsal principle. The m lding, conducting an | n detail. We try to answer rs in change, what motiva odule covers projects like | related questions, to tes them to embrace e merging two depar eloping a new missio | ddition, we present and jointly oo. For example, the module dis e change, and whether participa tments, restarting a department on statement. The majority of th |
| | | ning outcomes | | | JML3. |
| strume in these | nts in o e proce | change processes ca | n be questioned. Student | s are able to identify | nalyzed and the use of typical in / the typical pitfalls and hurdles as well as to create their own so |
| Course | s (type | , number of weekly c | ontact hours, language – | - if other than Germa | an) |
| V (2) + | Ü (2) | | | | |
| | | | pe, language — if other th ule can be chosen to earn | | ition offered — if not every seme |
| | | nation (approx. 60 m ssessment: German | | | |
| Allocat | ion of | places | | | |
| | | | | | |
| Additio | nal inf | ormation | | | |
| | | | | | |
| Worklo | ad | | | | |
| 150 h | | | | | |
| Teachir | ıg cycl | e | | | |
| | | e: no courses offered | | | |
| | | | regulations for teaching- | degree programmes) | |
| | | | | | |
| Module | appea | ars in | | | |
| | | ee (1 major) Econom | athematics (2016) | | |
| | - | - | s Management (2015) | | |
| | | | usiness and Economics (2 | 2016) | |
| Master' | - | ee (1 major) Internati | | | |
| | | | ional Economic Policy (20 Inguage and Economy (20 | - | |

| Module title | | | | Abbreviation | | |
|---|--|-------------------------------------|-----------------------|-----------------------------|-----------------------------------|--|
| Contra | ct Theo | ory | | | 12-M-CT-161-m01 | |
| Modul | e coord | inator | | Module offered by | | |
| | | Chair for Economics, Cont nomics | tract Theory and In- | Faculty of Managen | nent and Economics | |
| ECTS | Metho | od of grading | Only after succ. con | npl. of module(s) | | |
| 5 | nume | rical grade | | | | |
| Duratio | | Module level | Other prerequisites | | | |
| 1 seme | ester | graduate | | | | |
| Conter | nts | | | | | |
| ons are a trans distrib nomica tributio tutiona of "mo "adver cations tive de Even th about, than h | During the 1960/70s, microeconomic theory came to acknowledge that many (if not most) economic transactions are characterized by asymmetric distribution of information – i.e., at least one of the parties participating in a transaction usually is privy to information that the remaining parties do not have access to. This asymmetric distribution of information subsequently was recognized to be a major impediment for transactions to be economically efficient. Contract theory addresses the question how the inefficiencies arising from asymmetric distribution of information can best be mitigated by appropriate design of the contractual (or, more generally, institutional) framework that governs the transaction under consideration. This lecture covers the baseline models of "moral hazard" (i.e., situations where one party has private knowledge after a contract has been signed) and "adverse selection" (i.e., situations where one party has private knowledge before a contract is signed). As applications we will address questions discussed in organizational, personnel or industrial economics, such as incentive design within organizations or the design of labor law regulations and competition laws. Even though we will work with precise mathematical formalizations of the ideas that we want to think and talk about, this course requires little more than a solid understanding of basic differential calculus. More important than having a solid mathematical background is having a strong interest in formal economic analysis and fun with logical thinking and puzzle solving. | | | | | |
| • [| affont | and Martimort (2002): "Tl | he Theory of Incentiv | es" | | |
| Intend | ed lear | ning outcomes | | | | |
| After completing the course students will be able to explain essential findings of contract theory, apply the involved methods to given stylized examples on their own, interpret the properties of real-life contracts as the outcome of the interaction between two or more contracting parties in the presence of asymmetric information, evaluate government interventions with regard to their effect on the efficiency properties of the interaction between the contracting parties. | | | | | | |
| Course | es (type | , number of weekly conta | ct hours, language – | - if other than Germa | n) | |
| V (2) + | | | | | | |
| ster, in | Iformati | ion on whether module ca | an be chosen to earn | | tion offered — if not every seme- | |
| b) term Langua | a) written examination (approx. 60 minutes) or b) term paper (approx. 15 pages) Language of assessment: German and/or English | | | | | |
| Allocation of places | | | | | | |
| | | | | | | |
| Additio | onal inf | ormation | | | | |
| | | | | | | |
| Worklo | oad | | | | | |
| 150 h Master's w | vith 1 majo | r Business Management (2015) | | generated 18-Apr-2025 • exa | | |

Teaching cycle

Teaching cycle: no courses offered

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

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Module appears in

Master's degree (1 major) Economathematics (2016)

Master's degree (1 major) Business Management (2015)

Master's degree (1 major) China Business and Economics (2016)

Master's degree (1 major) International Economic Policy (2015)

Master's degree (1 major) China Language and Economy (2016)

| Module title | | | | Abbreviation | | |
|--|--|---|--|--|-----------------------|---------------|
| Digital Marketing I 12-M-DM1-182-m01 | | | | | | |
| Modul | e coord | inator | | Module offered by | | |
| holder ting | ofthe | Chair of Business Admin | istration and Marke- | Faculty of Managen | nent and Economics | |
| ECTS | Meth | 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 | • | | | | |
| nities a of new encer r sourcin ness m ly char timize all, dig and de Course • I • I • I • I • I • I | brands) Digital Price Management (incl. digitalized and innovative pricing models and tools, such as crawlers, pay-per-use pricing, etc.) | | | | | |
| Intend | ed lear | ning outcomes | | | | |
| ing cor After a | ncepts ttendin | rovides a broad overview of digital marketing and i g this course, students s of how to implement ther | illustrates these appr hould have a broad a | oaches and concepts nd in-depth underst | s along numerous ca | ase studies. |
| Course | s (type | , number of weekly conta | act hours, language – | - if other than Germa | n) | |
| V (2) + Module | • • | t in: English | | | | |
| | | sessment (type, scope, la ion on whether module c | | | tion offered — if not | every seme- |
| a) written examination (approx. 60 to 120 minutes) or b) term paper (15 to 20 pages) Language of assessment: English creditable for bonus | | | | | | |
| Allocation of places | | | | | | |
| | | | | | | |
| Additional information | | | | | | |
| | | | | | | |
| Master's w | ith 1 maio | r Business Management (2015) | IMU Würzhurg • | generated 18-Apr-2025 • exa | am. reg. da- | page 83 / 287 |
| | ,0 | | - | (120 ECTS) Business Manage | - | |

Workload

150 h

Teaching cycle

Teaching cycle: no courses offered

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

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Module appears in

| Master's degree (1 major) Business Information Systems (2016) |
|--|
| Master's degree (1 major) Business Management (2015) |
| Master's degree (1 major) International Economic Policy (2015) |
| Master's degree (1 major) Management (2018) |
| Master's degree (1 major) International Economic Policy (2018) |
| Master's degree (1 major) China Business and Economics (2019) |
| Master's degree (1 major) China Language and Economy (2019) |
| Master's degree (1 major) Information Systems (2019) |
| Master's degree (1 major) China Business and Economics (2021) |
| Master's degree (1 major) China Language and Economy (2021) |
| Master's degree (1 major) Economathematics (2021) |
| Master's degree (1 major) Information Systems (2022) |
| Master's degree (1 major) International Economic Policy (2022) |
| Master's degree (1 major) Management (2022) |
| Master's degree (1 major) Economathematics (2022) |
| exchange program Business Management and Economics (2022) |

| Modul | e title | | | | Abbreviation | |
|--|---|--|------------------------|---|-----------------------|----------------|
| Digital | Marke | ting II | | | 12-M-DM2-182-m01 | |
| Module coordinator | | | | Module offered by | | |
| | | Chair of Business Admini | stration and Marko | | ant and Economics | |
| ting | orthe | Chail of Dusiness Aumini | Stration and Marke- | racully of Mallagen | nent and Economics | |
| ECTS | Meth | od of grading | Only after succ. con | npl. of module(s) | | |
| 5 | | rical grade | | | | |
| Duratio | 1 | Module level | Other prerequisites | | | |
| 1 seme | | graduate | | | | |
| Conter | | | <u>I</u> | | | |
| ment c ting str ne com ted in a | In this module, students take on the fictitious role of marketing managers who manage the marketing depart- ment of a large company division in the consumer electronic goods sector. They are asked to develop a marke- ting strategy for the division, which includes the product portfolio, suitable pricing approaches, online and offli- ne communication and marketing via online and offline sales channels. The situation described above is illustra- ted in a so-called "business simulation", which is completed online in several groups. | | | | | |
| Intend | ed lear | ning outcomes | | | | |
| in relat | tion to | , students learn to apply (the respective company s g application in business | ituation. The course | | U | |
| Course | es (type | , number of weekly conta | ct hours, language – | if other than Germa | n) | |
| V (2) + Modul | | ıt in: English | | | | |
| | | sessment (type, scope, la ion on whether module ca | | | tion offered — if not | every seme- |
| b) term Langua Assess | n paper age of a | mination (approx. 60 to 1 (15 to 20 pages) assessment: English offered: In the semester in bonus | | offered | | |
| Allocat | tion of | places | | | | |
| | | <u>.</u> | | | | |
| Additio | onal inf | ormation | | | | |
| | | | | | | |
| Worklo | bad | | | | | |
| 150 h | - | | | | | |
| Teachi | ng cyc | e | | | | |
| Teachi | ng cycl | e: no courses offered | | | | |
| Referre | ed to in | LPOI (examination regu | lations for teaching-o | legree programmes) | | |
| | | | | | | |
| Module appears in | | | | | | |
| Master | r's degr | ee (1 major) Business Info | ormation Systems (20 | 016) | | |
| Master's degree (1 major) Business Management (2015) | | | | | | |
| Master's degree (1 major) International Economic Policy (2015) | | | | | | |
| Master's degree (1 major) Management (2018) | | | | | | |
| Master's degree (1 major) International Economic Policy (2018) | | | | | | |
| | Master's degree (1 major) China Business and Economics (2019) | | | | | |
| | | ee (1 major) China Langu | | 919) | | |
| | - | ree (1 major) Information S | | generated (0 Arr | m rog do | page 0= / - 0= |
| waster S W | nti i majo | n busilless management (2015) | - | generated 18-Apr-2025 • exa (120 ECTS) Business Manage | - | page 85 / 287 |

Master's degree (1 major) China Business and Economics (2021) Master's degree (1 major) China Language and Economy (2021) Master's degree (1 major) Economathematics (2021) Master's degree (1 major) Information Systems (2022) Master's degree (1 major) International Economic Policy (2022) Master's degree (1 major) Management (2022) Master's degree (1 major) Economathematics (2022) exchange program Business Management and Economics (2022)

| Modul | | | | Abbreviation | | |
|--|---|------------------------|--------------------|-----------------------------------|--|--|
| DSGE I | DSGE Modelling 12-M-DMM-161-m01 | | | | | |
| Modul | e coordinator | | Module offered by | | | |
| head o | f the Work Group of Empirical E | conomics | Faculty of Managem | nent and Economics | | |
| ECTS | Method of grading | Only after succ. con | npl. of module(s) | | | |
| 5 | numerical grade | | | | | |
| Duratio | | Other prerequisites | | | | |
| 1 seme | | | | | | |
| Conter | | | | | | |
| are des presen are for plans. show h | The course offers an introduction to "Dynamic Stochastic General Equilibrium Modelling" (DSGE). These models are designed to describe the business cycle at the macro level. In a first step, we analyse the behaviour of a representative household. In particular, we describe how consumption, asset allocation and labour supply plans are formulated. In a second step, we focus on the firm sector and address how firms solve for optimal production plans. In a third step, we explain what role the central bank plays in stabilising the business cycle. Thereby, we show how changes in interest rates interact with optimal decisions taken by households and firms. We also discuss hot topics such as CAPM models and monetary policy in the euro area. | | | | | |
| Intend | ed learning outcomes | | | | | |
| • 5 • 1 • 5 • 6 | The course offers analytical tools designed to solve DSGE models. These analytical skills encompas: Solving of intertemporal optimization problems (e.g., consumption Euler-equations). Linearization methods (e.g., Taylor-expansions). Solving linear difference expectations by minimum state variabel techniques (MSV-solution). Basic time series concepts such as impilse response functions, variance decompositions. | | | | | |
| | es (type, number of weekly conta | | • | | | |
| V (2) + | Ü (2) | | | | | |
| | d of assessment (type, scope, la formation on whether module c | | | tion offered — if not every seme- | | |
| b) term | en examination (approx. 60 min 1 paper (approx. 15 pages) | | | | | |
| Langua | age of assessment: German and | /or English | | | | |
| Allocat | tion of places | | | | | |
| | | | | | | |
| Additio | onal information | | | | | |
| | | | | | | |
| Worklo | bad | | | | | |
| 150 h | | | | | | |
| | ng cycle | | | | | |
| Teachi | ng cycle: winter semester | | | | | |
| Referre | ed to in LPO I (examination regu | llations for teaching- | degree programmes) | | | |
| | | | | | | |
| | e appears in | | | | | |
| | r's degree (1 major) Economathe | | | | | |
| | ''s degree (1 major) Business Ma ''s degree (1 major) China Busin | | 2016) | | | |
| | 's degree (1 major) Internationa | | | | | |
| | 's degree (1 major) China Langu | - | - | | | |
| | | | | | | |

| Module title | | | Abbreviation | | | |
|--|---|---|---|---|--|---------------------------------|
| Decision Support Systems 12-M-DSS-161-m01 | | | | | | |
| Modul | e coord | inator | | Module offered by | | |
| | of the C | hair of Business Analytic | s | Faculty of Managen | nent and Economics | |
| ECTS | | od of grading | Only after succ. con | pl. of module(s) | | |
| 5 | <u> </u> | rical grade | | | | |
| Duratio | | Module level | Other prerequisites | | | |
| 1 seme | | graduate | | | | |
| Conter | | | | | | |
| | quired i | cusses advanced approa nsights are used to desig | | | | |
| Intend | ed learr | ning outcomes | | | | |
| • • • : | Isolate key elements from general problem descriptions and convert them to quantitative decision models Solve different classes of optimization problems (linear, network, integer, multi-objective, non-linear, stochastic) | | | | | |
| | | number of weekly conta | | - if other than Germa | n) | |
| V (2) + | | | | | - | |
| | | essment (type, scope, la on on whether module ca | | | tion offered — if not | every seme- |
| b) oral approx Langua | examin . 30 mi | ssessment: German and, | ch: approx. 15 to 20 n | ninutes; groups of 2: | approx. 20 minutes | ; groups of 3: |
| Allocat | ion of p | olaces | | | | |
| Master on. (2) cordan allocat | l the nu 's stude The ren ce with ed by lo | mber of applications exc ents of Wirtschaftsinform naining places will be all (1) and (2) and the numb ot among applicants from | atik (Business Inforn ocated to students o per of applications ex | nation Systems) will f other subjects. (3) \ | be given preferentia When places are allo | l considerati- ocated in ac- |
| Additio | onal info | ormation | | | | |
| | | | | | | |
| Worklo | ad | | | | | |
| 150 h | | | | | | |
| Teachi | ng cycl | 9 | | | | |
| Teaching cycle: winter semester | | | | | | |
| Referred to in LPO I (examination regulations for teaching-degree programmes) | | | | | | |
| | | | | | | |
| Modul | e appea | rs in | | | | |
| Master Master | 's degre 's degre | ee (1 major) Economathe ee (1 major) Business Info ee (1 major) Business Ma ee (1 major) China Busino | ormation Systems (20 nagement (2015) | | | |
| Master's w | ith 1 major | Business Management (2015) | | generated 18-Apr-2025 • exa (120 ECTS) Business Manage | | page 88 / 287 |

Master's degree (1 major) International Economic Policy (2015) Master's degree (1 major) China Language and Economy (2016) Master's degree (1 major) Management (2018) Master's degree (1 major) China Business and Economics (2019) Master's degree (1 major) China Language and Economy (2019) exchange program Business Management and Economics (2022)

| Modul | e title | | Abbreviation | | | | | |
|--|--|---|--------------------------|---|-----------------------|----------------|--|--|
| E-Commerce I 12-M-EC1-182-mo1 | | | | | | | | |
| Modul | e coord | linator | | Module offered by | | | | |
| | | | | | | | | |
| holder ting | ofthe | Chair of Business Admini | stration and Marke- | Faculty of Managen | nent and Economics | | | |
| ECTS Method of grading Only after succ. compl. of me | | | | | | | | |
| 5 | nume | erical grade | | | | | | |
| Durati | on | Module level | Other prerequisites | | | | | |
| 1 seme | ester | graduate | | | | | | |
| Conter | nts | | | | | | | |
| and st dustry egy of ons for sentat or pres | E-commerce is a highly relevant field for almost all types of companies. However, the ecommerce approaches and strategies applied by companies differ strongly depending on the respective firm context (e.g., in terms of in- dustry, types of customers, types of products). In this seminar, students analyze the specific e-commerce strat- egy of a selected firm. In doing so, they evaluate the strategies' current and future potential and make suggesti- ons for improvements and for addressing future trends. Furthermore, each lecture session will contain short pre- sentations where the students (in groups) will either apply selected lecture topics to real-world business cases or present the core aspects of research articles dealing with e-commerce topics in general. | | | | | | | |
| | | ning outcomes | | | 1 | | | |
| | | ables students to gain ins ness strategies. | ights into real-life e-o | commerce strategies | and to train their ab | ilities in as- | | |
| Course | es (type | e, number of weekly conta | ict hours, language – | - if other than Germa | n) | | | |
| V (2) + | Ü (2) | | | | | | | |
| Modul | e taugh | nt in: English | | | | | | |
| | | sessment (type, scope, la ion on whether module ca | | | tion offered — if not | every seme- | | |
| b) tern Langua | n paper | mination (approx. 60 to 1 7 (15 to 20 pages) assessment: English bonus | 20 minutes) or | | | | | |
| Alloca | tion of | nlaces | | | | | | |
| | | placeo | | | | | | |
| • • • • • • • • | | | | | | | | |
| Additio | onatini | formation | | | | | | |
| | | | | | | | | |
| Worklo | oad | | | | | | | |
| 150 h | | | | | | | | |
| Teachi | ing cycl | le | | | | | | |
| Teachi | ing cycl | e: summer semester | | | | | | |
| Referr | ed to in | LPOI (examination regu | lations for teaching- | degree programmes) | | | | |
| | | | | <u> </u> | | | | |
| Modul | Module appears in | | | | | | | |
| | | ree (1 major) Business Info | ormation Systems (2) | 216) | | | | |
| | - | ree (1 major) Business Ma | • | 510) | | | | |
| | - | ree (1 major) International | | 15) | | | | |
| | - | ree (1 major) Managemen | • | -)/ | | | | |
| | - | ree (1 major) International | | 18) | | | | |
| | - | ree (1 major) China Busine | - | | | | | |
| | - | ree (1 major) China Langu | | - | | | | |
| Maste | r's degr | ree (1 major) Information S | | | | | | |
| Master's w | vith 1 majo | or Business Management (2015) | - | generated 18-Apr-2025 • exa (120 ECTS) Business Manage | - | page 90 / 287 | | |

Master's degree (1 major) China Business and Economics (2021) Master's degree (1 major) China Language and Economy (2021) Master's degree (1 major) Economathematics (2021) Master's degree (1 major) Information Systems (2022) Master's degree (1 major) International Economic Policy (2022) Master's degree (1 major) Management (2022) Master's degree (1 major) Economathematics (2022) exchange program Business Management and Economics (2022)

| Module title Abbreviation | | | | | | |
|---|-----------------------|--------------------------------------|-----------------------------------|--|--|--|
| European Public Finance | | | 12-M-EFP-161-m01 | | | |
| Module coordinator | | Module offered by | | | | |
| holder of the Chair of Public Finance | i | Faculty of Management and Economics | | | | |
| ECTS Method of grading | Only after succ. con | Dnly after succ. compl. of module(s) | | | | |
| 5 numerical grade | | | | | | |
| Duration Module level Other prerequisites 1 semester graduate | | | | | | |
| Contents | | | | | | |
| The course aims at introducing the main public finance issues in the European Union. Students will learn how the revenues of the Union are generated and how they are spent. We will discuss the motivation and implications of the Brexit decision and various coordination problems with respect to public debt, taxation and environmental policy. Economic policy is discussed with simple models, which highlight the central problems. | | | | | | |
| Course contents: | | | | | | |
| 1. The European Union: History and Ins | stitutions | | | | | |
| 2. The Budget of the European Union | | | | | | |
| 3. Economic Analysis of the Brexit Pro | cess | | | | | |
| 4. Sovereign Debt, Financial Crisis and | Fiscal Integration in | the EMU | | | | |
| 5. Tax Competition or Tax Coordination | n in Europe? | | | | | |
| 6. European Climate Policy: Emission | Trading and Green De | al | | | | |
| Intended learning outcomes | | | | | | |
| After completing the course students a rules of conduct in the EU. They are ab cific policy problems. | | | | | | |
| Courses (type, number of weekly cont | act hours, language – | - if other than Germa | n) | | | |
| Ü (2) + V (2) | | | | | | |
| Method of assessment (type, scope, laster, information on whether module of | | | tion offered — if not every seme- | | | |
| a) written examination (approx. 60 mi b) term paper (approx. 15 pages) | nutes) or | | | | | |
| Language of assessment: German and | l/or English | | | | | |
| Allocation of places | | | | | | |
| 20 places. There are no restrictions with regard to available places for students of the Master's degree program- mes Business Management, International Economic Policy or Economics, Wirtschaftsinformatik (Business Infor- mation Systems), Wirtschaftsmathematik (Mathematics for Economics) and Chinese and Economics as well as China Business and Economics. A total of 20 places will be allocated to students of other subjects; should the number of applications exceed the number of available places, these places will be allocated by lot. | | | | | | |
| Additional information | | | | | | |
| | | | | | | |
| Workload | | | | | | |
| 150 h | | | | | | |
| Teaching cycle | | | | | | |
| Teaching cycle: summer semester | | | | | | |

page 92 / 287

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

Module appears in

Master's degree (1 major) Economathematics (2016) Master's degree (1 major) Business Information Systems (2016) Master's degree (1 major) Business Management (2015) Master's degree (1 major) China Business and Economics (2016) Master's degree (1 major) International Economic Policy (2015) Master's degree (1 major) Media Communication (2016) Master's degree (1 major) China Language and Economy (2016) Master's degree (1 major) Applied Human Geography (2017) Master's degree (1 major) Media Communication (2018) Master's degree (1 major) Media Communication (2019)

| Module | | | | | Abbreviation | |
|--------------------------------|------------------------------|---|--|---|------------------------|---------------|
| Moneta | ary Pol | icy and the Financial Sys | tem | | 12-M-EG1-161-m01 | |
| Module | e coord | inator | | Module offered by | | |
| | | Chair of Monetary Econor | nics and Internatio- | , , , | nent and Economics | |
| | | Markets | , | , 3 | | |
| ECTS | | od of grading | Only after succ. con | npl. of module(s) | | |
| 5 | | rical grade | | | | |
| Duratio | | Module level | Other prerequisites | | | |
| 1 seme | | graduate | | | | |
| Conten | - | | | | | |
| repeats third or sectior | s macro ne, mo n deals | s a thorough introduction beconomic concepts. The netary policy with the zer with linkages between m | second one deals wi o lower bound on no nonetary and fiscal po | ith core topics on mo minal interest rates c | onetary policy and the | eory. In the |
| Format | orthe | module: lectures and exe | ercise sessions | | | |
| | | Basic knowledge of mic ness or similar fields. | roeconomics and ma | croeconomics as tau | ght in Bachelor prog | rams in Eco- |
| Usabili | ty: Mas | ster International Econom | nic Policy | | | |
| Require exam. | ements | for getting credit points | according to the Erop | ean Credit Transfer S | System (ECTS): Passi | ng the final |
| ECTS a | nd grac | ling: 5 ECTS, Grading on | a scale from 1-5 base | d on the final exam. | | |
| Freque | ncy of t | he module: Each winter | term | | | |
| Worklo | ad: 150 | hours (Lecture + Exercis | se Session + Self Stuc | ly) | | |
| Duratio | on: 1 Se | mester | | | | |
| Intend | ed lear | ning outcomes | | | | |
| pertise | on ins e to uno | acquire a thorough unde titutional aspects and th derstand current develop these. | eoretical monetary m | odels. Having compl | eted the module, stu | idents will |
| Course | s (type | , number of weekly conta | act hours, language – | - if other than Germa | n) | |
| Ü (2) + | V (2) | | | | | |
| | | s essment (type, scope, la ion on whether module c | | | tion offered — if not | every seme |
| b) term | n paper | mination (approx. 60 mir (approx. 15 pages) ssessment: German and | | | | |
| Allocat | ion of | places | | | | |
| by lot a numbe | among er of pla | Should the number of ap all applicants irrespectiv ces will be allocated in t s they become available. | e of their subjects. (2 he same procedure. (|) Places on all course | es of the module with | n a restricte |
| | | | | | | |
| | onal inf | ormation | | | | |
| | onal inf | ormation | | | | |
| | onal inf | ormation | | | | |

Workload

150 h

Teaching cycle

Teaching cycle: after announcement

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

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Module appears in

Master's degree (1 major) Economathematics (2016)

Master's degree (1 major) Business Management (2015)

Master's degree (1 major) China Business and Economics (2016)

Master's degree (1 major) International Economic Policy (2015)

Master's degree (1 major) Media Communication (2016)

Master's degree (1 major) China Language and Economy (2016)

Master's degree (1 major) Media Communication (2018)

Master's degree (1 major) Media Communication (2019)

| Module title | Abbreviation | | | | | | |
|---|------------------------|---|---------------------|----------------|--|--|--|
| Economic Geography | 12-M-EG-161-m01 | | | | | | |
| Module coordinator | | Module offered by | | | | | |
| holder of the Chair of International Eco | r | Faculty of Management and Economics | | | | | |
| ECTSMethod of grading5numerical grade | Only after succ. co | npl. of module(s) | | | | | |
| 5 numerical grade Duration Module level | Other prerequisites | 5 | | | | | |
| 1 semester graduate | | | | | | | |
| Contents | | | | | | | |
| <u>Content</u> | | | | | | | |
| The lecture starts with a brief motivation of the core issues and a short overview over key forces driving the allo- cation of economic activity in space. The main parts of the lecture cover the functioning and evolution of cities and city systems, and the economic geography of regions and countries. | | | | | | | |
| I Motivation and Facts | | | | | | | |
| II Location Basics | | | | | | | |
| - Forces Shaping the Location of Econo | omic Activity in Space | 2 | | | | | |
| - Some Intellectual Background | | | | | | | |
| III Urban and Regional Economics | | | | | | | |
| - The Spatial Structure of Cities | | | | | | | |
| - City Systems | | | | | | | |
| III New Economic Geography | | | | | | | |
| - From the New Trade Theory to the New | w Economic Geograp | hy | | | | | |
| - Footloose Capital Model and Policy A | pplications | | | | | | |
| - Core Periphery Models and Policy App | plications | | | | | | |
| - Empirics | | | | | | | |
| Literature: | | | | | | | |
| The course uses a combination of textl nal Economics (current and previous v | - | | | an and Regio- | | | |
| Brakman, W., H. Garretsen and Ch. var bridge University Press | n Marrewijk, 2009, Tł | ne New Introduction t | o Geographical Ecor | nomics, Cam- | | | |
| Baldwin, R., R. Forslid, P. Martin, G. Ot cy, Princeton, 2003 | taviano and F. Rober | t-Nicoud, 2003, Econ | omic Geography and | l Public Poli- | | | |
| Combes, P.P, Th. Mayer and J.F. Thisse ceton University Press | , 2008, Economic Ge | ography. The Integra | tion of Regions and | Nations, Prin- | | | |
| Fujita, M., P.R. Krugman and A.J. Venat | oles, 1999: The Spati | al Economy, MIT Pres | S | | | | |
| Fujita, M. and JF. Thisse (2013). Econo Cambridge University Press. | omics of Agglomerati | on. Cities, Industrial | Location and Regior | al Growth. | | | |
| Master's with 1 major Business Management (2015) | - | • generated 18-Apr-2025 • exa r (120 ECTS) Business Manage | - | page 96 / 287 | | | |

Krugman, P.R., 1991, Geography and Trade, MIT Press

Intended learning outcomes

Students acquire a knowledge of the forces which determine the allocation of economic activity in space and they learn to apply fundamental models of cities, city systems and of regional agglomerations to understand and analyze policy issues involving local, regional and international policy questions both analytically and in an economic intuitive way.

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

V (2) + Ü (2)

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

a) written examination (approx. 60 to 90 minutes) or

b) term paper (approx. 15 pages)

Language of assessment: German and/or English

Allocation of places

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Additional information

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Workload

150 h

Teaching cycle

Teaching cycle: summer semester

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

Module appears in

Master's degree (1 major) Economathematics (2016)

Master's degree (1 major) Business Management (2015)

Master's degree (1 major) China Business and Economics (2016)

Master's degree (1 major) International Economic Policy (2015)

Master's degree (1 major) China Language and Economy (2016)

| Module | e title | | Abbreviation | | | | |
|---|---------------------|--|------------------------|---|---------------------------|---------------|--|
| Moneta | ary Poli | cy, Foreign Exchange Ma | arkets, and the Interr | ational Monetary | 12-M-EG2-161-m01 | | |
| System | 1 | | | | | | |
| Module | e coord | inator | | Module offered by | | | |
| | | Chair of Monetary Econor | nics and Internatio- | Faculty of Managem | nent and Economics | | |
| | | Markets | r | | | | |
| ECTS | | od of grading | Only after succ. con | npl. of module(s) | | | |
| 5 numerical grade | | | | | | | |
| Duration Module level Other prerequisites | | | | | | | |
| | 1 semester graduate | | | | | | |
| Conten | | | | | | | |
| The cou | ırse de | als with the following top | pics: | | | | |
| The for | oian ov | change market: | | | | | |
| | - | f foreign exchange marke | ts: market structure. | players and evolutio | n: FX transactions: he | edging and | |
| specula | - | | | | ,,,, | | |
| | | | | | | | |
| | | economics: | validity of covered in | taract parity (CID) | covered interact inte | narity (1110) | |
| | | ickground and empirical ng power parity (PPP); Mo | | | | | |
| | | hooting model; Balassa-S | | | | | |
| | | Real effective exchange r | | | | | |
| the cur | rent ac | count. | | | | | |
| Eveban | ao roto | regimes and monstary n | alicy in onen ocenen | | | | |
| | | regimes and monetary p of exchange rate regimes | | | historical developme | ent of the | |
| | | nonetary system; central | | | | int of the | |
| | | | | | | | |
| | | en economy macroeconor | | | Constant Constitution and | h | |
| tes. | itions o | f the Mundell-Fleming m | odel for monetary an | d fiscal policy under | fixed and flexible excl | nange ra- | |
| | W (IS-N | MP-PC) model of the oper | n economy and its im | plication for moneta | ry and fiscal policy un | ider fixed | |
| | | kchange rates; optimum | | | | | |
| C | | | | | | | |
| Current | , | s: experience with currency | crisos sinco tho 1070 | s, modelling current | sy cricos within the Mu | undoll-Flo- | |
| ming fr | | | clises since the 1970 | | y clises within the Mit | | |
| | | | | | | | |
| Manag | ed-floa | ting as a solution for the | policy trilemma. | | | | |
| Intende | ed learı | ning outcomes | | | | | |
| | | this course, students re | | - | | - | |
| | | Irivers of exchange rate n | | - | | | |
| | | ound knowledge of excha rategy. In the second par | | | | | |
| | | cluding its trade-offs and | | | | | |
| | | pretical models as well as | - | | | | |
| Course | s (type | , number of weekly conta | ict hours, language – | - if other than Germa | n) | | |
| Ü (2) + | | | | | | | |
| | · · · · | sessment (type, scope, la | nguage — if other th | an German, examina | tion offered — if not e | verv seme- | |
| | | on on whether module c | | | | . Sty Senie | |
| | | mination (approx. 60 min | | | | | |
| | | (approx. 15 pages) | - / - | | | | |
| Langua | ge of a | ssessment: German and | /or English | | | | |
| Master's wi | ith 1 majoi | r Business Management (2015) | - | generated 18-Apr-2025 • exa (120 ECTS) Business Manage | - | page 98 / 287 | |

Allocation of places

30 places. (1) Should the number of applications exceed the number of available places, places will be allocated by lot among all applicants irrespective of their subjects. (2) Places on all courses of the module with a restricted number of places will be allocated in the same procedure. (3) A waiting list will be maintained and places re-allocated by lot as they become available.

Additional information

Workload

150 h

Teaching cycle

Teaching cycle: after announcement

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

Module appears in

Master's degree (1 major) Economathematics (2016) Master's degree (1 major) Business Management (2015) Master's degree (1 major) China Business and Economics (2016) Master's degree (1 major) International Economic Policy (2015) Master's degree (1 major) Media Communication (2016) Master's degree (1 major) China Language and Economy (2016) Master's degree (1 major) Media Communication (2018) Master's degree (1 major) Media Communication (2019)

Master's with 1 major Business Management (2015)

| Module | e title | | Abbreviation | | | | |
|--|--|---|----------------------|-----------------------|-----------------------------------|--|--|
| | | Information and Network | Industries | | 12-M-EIN-161-m01 | | |
| Module | e coord | inator | | Module offered by | | | |
| holder | ofthe | Chair of Industrial Econor | ï | , 3 | | | |
| | | | Only after succ. con | npl. of module(s) | | | |
| 5 | nume | rical grade | | | | | |
| Duratio | on | Module level | Other prerequisites | i | | | |
| 1 seme | ster | graduate | | | | | |
| Conten | Contents | | | | | | |
| 1. Netw • () • (| Monopoly pricing Competition in markets with network effects Compatibility and multihoming Dynamic competition Competition policy issues in industries with network effects 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 Two(Multi)-Sided Markets and Platforms Monopoly pricing in platform markets Competition in platform markets Divide and conquer strategies Non-price strategies Competition policy issues in platform markets Access pricing in network industries Network competition and role of access prices | | | | | | |
| | | ll be taught in English. | | | | | |
| After co advanc tation f strateg ve of th the sub | Intended learning outcomes After completion of the module students can understand and explain themselves the in the lecture introduced advanced concepts of economics, information and network industries (including their mathematical represen- tation form). They will be able to refer to the modeling examples from the practice by impute obvious corporate strategies and can predict the market outcome, evaluate information and network industries from the perspecti- ve of the state and, if necessary, appropriate policy action alternatives derived. They will sufficiently understand the subject in order to open up that build upon literature in journals and being able to think critically. | | | | | | |
| - | | , number of weekly conta | ct hours, language – | - if other than Germa | n) | | |
| V (2) + | | | | | | | |
| | | sessment (type, scope, la ion on whether module ca | | | tion offered — if not every seme- | | |
| b) writt c) term | ten exa paper age of a | mination (approx. 60 to 9 mination (questions cond (approx. 15 to 20 pages) Issessment: German and, bonus | cerning mathematica | l methodology; appr | ox. 120 minutes) or | | |
| Allocat | ion of _l | places | | | | | |
| | | | | | | | |
| L | | | | | | | |

Additional information

Workload

150 h

Teaching cycle

Teaching cycle: no courses offered

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

Module appears in

Master's degree (1 major) Economathematics (2016) Master's degree (1 major) Business Management (2015) Master's degree (1 major) China Business and Economics (2016) Master's degree (1 major) International Economic Policy (2015) Master's degree (1 major) China Language and Economy (2016)

| Module | | | Abbreviation | | | | |
|--|--|--|-----------------------|---|-----------------------|----------------|--|
| Empiri | cal Indu | strial Organization | | | 12-M-EIO-161-m01 | | |
| Module | e coord | inator | | Module offered by | | | |
| holder | of the (| Chair of Industrial Econor | mics | Faculty of Management and Economics | | | |
| ECTS | | od of grading | Only after succ. con | | | | |
| 5 numerical grade | | | | | | | |
| Duratio | on | Module level | Other prerequisites | | | | |
| 1 seme | ster | graduate | | | | | |
| Conten | its | | | | | | |
| C E Z. Estir F M C T T The stuctomes one can a thoroor dents with the stu | Contents 1. (Recap of) Econometric methods • Ordinary Least Squares (OLS) • Endogeneity and how to deal with it (Instrumental Variables) 2. Estimation of demand | | | | | | |
| Course | s (type | , number of weekly conta | act hours, language – | - if other than Germa | n) | | |
| V (2) + | Ü (2) | | | | | | |
| | | essment (type, scope, la on on whether module c | | | tion offered — if not | every seme- | |
| b) writt c) term Langua | ten exa paper | mination (approx. 60 to g mination (questions con (approx. 15 to 20 pages) ssessment: German and bonus | cerning mathematica | l methodology; appr | ox. 120 minutes) or | | |
| Allocat | ion of p | olaces | | | | | |
| | | | | | | | |
| Additio | onal inf | ormation | | | | | |
| | | | | | | | |
| Worklo | ad | | | | | | |
| 150 h | | | | | | | |
| Teachi | ng cycl | e | | | | | |
| | | e: summer semester | | | | | |
| Master's w | ith 1 majoi | Business Management (2015) | - | • generated 18-Apr-2025 • exa (120 ECTS) Business Manage | - | page 102 / 287 | |

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

Module appears in

Master's degree (1 major) Economathematics (2016) Master's degree (1 major) Business Management (2015) Master's degree (1 major) China Business and Economics (2016) Master's degree (1 major) International Economic Policy (2015) Master's degree (1 major) China Language and Economy (2016)

| Module | e title | | | | Abbreviation | |
|-------------|------------|---|--------------------------|---|---------------------------------|--|
| Europe | an Mac | croeconomic Policy | | | 12-M-EMP-161-m01 | |
| Module | e coord | inator | | Module offered by | offered by | |
| | | Chair of Monetary Econor Markets | nics and Internatio- | Faculty of Managen | nent and Economics | |
| ECTS | | od of grading | Only after succ. con | succ. compl. of module(s) | | |
| 5 | I | rical grade | | | | |
| Duration | | Module level graduate | Other prerequisites | 5 | | |
| Conten | | 3.444410 | | | | |
| In parti | cular, t | he course outline is as fo | ollows: | | | |
| I. Targe | ets of m | nacroeconomic policy | | | | |
| II. The | mecha | nics of the two core macr | oeconomic models | | | |
| a. The o | classica | al model of a self-stabiliz | ing corn economy | | | |
| b. The I | Keynes | ian model of a monetary | economy with inhere | ent instability | | |
| c. The f | inancia | al system and banks in th | ie two models | | | |
| III. The | diverg | ing policy implications o | f the two paradigms | | | |
| a. Uner | nployn | nent: wage rigidities vers | us rationing of the lal | bor market by the go | ods market | |
| b. Gove | ernmen | t debt: Crowding out vers | sus Modern Monetary | y Theory (MMT) | | |
| c. Inflat | tion: qu | uantity theory versus Phil | lips curve | | | |
| d. The i | ncomp | patibility of the two world | S | | | |
| IV. A si | mple IS | 5/MP/PC model | | | | |
| V. The | moneta | ary policy of the ECB | | | | |
| a. The r | mandat | te of the ECB and possibl | e trade-offs with une | mployment and fina | ncial stability | |
| b. Conv | vention | al/unconventional instru | ments of the ECB / T | he risk of fiscal domi | inance | |
| c. ECB | strateg | y and climate policy | | | | |
| d. The t | hreat o | of deflation and the Zero- | Lower Bound | | | |
| VI. The | difficu | lt task of coordinating 19 | independent nation | al fiscal policies in t | he EMU | |
| a. Spec | ific cha | allenges due to lack of po | olitical integration: La | ack of coordination v | ersus lack of fiscal discipline | |
| b. The l | imitati | ons set by Stability and G | Frowth Pact | | | |
| c. The r | ational | le of fiscal rules: Maastric | cht Treaty, Fiscal Com | npact/Debt Brake, Go | olden Rule / reform proposals | |
| VII. Spe | ecific E | MU topics | | | | |
| a. Is the | e EMU | an optimum currency are | a? | | | |
| | | al crisis and the euro cris rio Draghi ("Whatever it t | - | mance of the ECB un | til 2012 and the paradigm | |
| Aaster's wi | ith 1 majo | r Business Management (2015) | | • generated 18-Apr-2025 • exa r (120 ECTS) Business Manage | | |

c. The ECB in the Corona crisis and Next Generation EU

Intended learning outcomes

By the end of the course, students will have gained a basic understanding of European macroeconomics.

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

Ü (2) + V (2)

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

a) written examination (approx. 60 minutes) or

b) term paper (approx. 15 pages)

Language of assessment: German and/or English

Allocation of places

20 places. There are no restrictions with regard to available places for students of the Master's degree programmes Business Management, International Economic Policy or Economics, Wirtschaftsinformatik (Business Information Systems), Wirtschaftsmathematik (Mathematics for Economics) and Chinese and Economics as well as China Business and Economics. A total of 20 places will be allocated to students of other subjects; should the number of applications exceed the number of available places, these places will be allocated by lot.

Additional information

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Workload

150 h

Teaching cycle

Teaching cycle: after announcement

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

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Module appears in

Master's degree (1 major) Economathematics (2016) Master's degree (1 major) Business Information Systems (2016) Master's degree (1 major) Business Management (2015) Master's degree (1 major) China Business and Economics (2016) Master's degree (1 major) International Economic Policy (2015) Master's degree (1 major) Media Communication (2016) Master's degree (1 major) China Language and Economy (2016) Master's degree (1 major) Applied Human Geography (2017) Master's degree (1 major) Media Communication (2018) Master's degree (1 major) Media Communication (2019)

| Empirio | e title | | | | Abbreviation | |
|--|---|--|--|--|---|-----------------|
| | cal HR | Research with Stata | | | 12-M-EPF-161-m01 | |
| Module | e coord | inator | | Module offered by | | |
| | | Chair for Human Resource | e Management and | • | nent and Economics | |
| Organi | | | e management and | | | |
| ECTS | ľ | od of grading | Only after succ. con | npl. of module(s) | | |
| 5 | | rical grade | | | | |
| Duratio | on . | Module level | Other prerequisites | i | | |
| 1 seme | | graduate | | | | |
| Conten | its | | <u> </u> | | | |
| most ir learn, v STATA. | nporta with the | Empirische Personalforson nt estimation problems a e help of basic problems o be provided in class. | nd their application i | in the software packa | age STATA. In additio | on, students |
| Intend | ed lear | ning outcomes | | | | |
| | | e seminar is to enable stu application in STATA wit | | | | n program- |
| Course | s (type | , number of weekly conta | act hours, language – | - if other than Germa | in) | |
| Ü (2) | | | | | | |
| term pa Langua | aper (a age of a | ion on whether module c pprox. 10 pages) issessment: German and iffered: Once a year as an | /or English | a bonus) | | |
| Assess | | mereu. Once a year as an | nounceu | | | |
| Assess | | · · · · · · · · · · · · · · · · · · · | inounced | | | |
| Allocat 12 plac by lot a numbe | ion of es. (1) among r of pla | · · · · · · · · · · · · · · · · · · · | plications exceed the e of their subjects. (2 |) Places on all cours | es of the module wit | th a restricted |
| Allocat 12 plac by lot a numbe cated b | tion of places. (1) among placer of | places Should the number of ap all applicants irrespective ices will be allocated in th | plications exceed the e of their subjects. (2 |) Places on all cours | es of the module wit | th a restricted |
| Allocat 12 plac by lot a numbe cated b | tion of places. (1) among placer of | places Should the number of ap all applicants irrespective ices will be allocated in th s they become available. | plications exceed the e of their subjects. (2 |) Places on all cours | es of the module wit | th a restricted |
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| Allocat 12 plac by lot a numbe cated b Additio | tion of plates (1) among of plates (1) among of plates (1) among (| places Should the number of ap all applicants irrespective ices will be allocated in th s they become available. | plications exceed the e of their subjects. (2 |) Places on all cours | es of the module wit | th a restricted |
| Allocat 12 plac by lot a numbe cated b Additio Worklo 150 h | tion of f res. (1) among er of pla by lot a by lot a bonal inf | places Should the number of ap all applicants irrespective ices will be allocated in the s they become available. Formation | plications exceed the e of their subjects. (2 |) Places on all cours | es of the module wit | th a restricted |
| Allocat 12 plac by lot a numbe cated b Additio Worklo 150 h Teachin | tion of tes. (1) among or of pla by lot a by lot a bonal inf bad | places Should the number of ap all applicants irrespective ices will be allocated in the s they become available. formation | plications exceed the e of their subjects. (2 |) Places on all cours | es of the module wit | th a restricted |
| Allocat 12 plac by lot a numbe cated b Additio Worklo 150 h Teachin Teachin | tion of tess. (1) among er of pla by lot a by lot a bonal inf bad | places Should the number of ap all applicants irrespective ices will be allocated in the s they become available. formation e e: each semester | plications exceed the e of their subjects. (2 he same procedure. (|) Places on all cours (3) A waiting list will | es of the module wit be maintained and p | th a restricted |
| Allocat 12 plac by lot a numbe cated b Additio Worklo 150 h Teachin Teachin | tion of tess. (1) among er of pla by lot a by lot a bonal inf bad | places Should the number of ap all applicants irrespective ices will be allocated in the s they become available. formation | plications exceed the e of their subjects. (2 he same procedure. (|) Places on all cours (3) A waiting list will | es of the module wit be maintained and p | th a restricted |
| Allocat 12 plac by lot a numbe cated b Additio Worklo 150 h Teachin Teachin Referre | tion of tess. (1) among er of pla by lot a onal inf onal inf onal on onal inf onal inf onal inf onal inf onal inf | places Should the number of ap all applicants irrespective ices will be allocated in th s they become available. formation e e e e: each semester LPO I (examination regu | plications exceed the e of their subjects. (2 he same procedure. (|) Places on all cours (3) A waiting list will | es of the module wit be maintained and p | th a restricted |
| Allocat 12 plac by lot a numbe cated b Additio Worklo 150 h Teachin Referre Module | tion of tes. (1) among or of pla oy lot a onal inf onal inf oad ng cycl ed to in e appea | places Should the number of ap all applicants irrespective ices will be allocated in the s they become available. formation e e: each semester LPO I (examination regures) | plications exceed the e of their subjects. (2 he same procedure. (|) Places on all cours (3) A waiting list will | es of the module wit be maintained and p | th a restricted |
| Allocat 12 plac by lot a numbe cated b Additio Worklo 150 h Teachin Teachin Referre Module | tion of f res. (1) among er of pla by lot a onal inf onal inf onal ong onal inf onal | places Should the number of ap all applicants irrespective ices will be allocated in the s they become available. formation e e e: each semester LPO I (examination regures) ars in ee (1 major) Economathe | plications exceed the e of their subjects. (2 he same procedure. (lations for teaching- matics (2016) |) Places on all cours (3) A waiting list will | es of the module wit be maintained and p | th a restricted |
| Allocat 12 plac by lot a numbe cated b Additio Worklo 150 h Teachin Teachin Referre Module Master Master | ion of ess. (1) among er of pla by lot a onal inf onal inf oad ng cycl ed to in e appea 's degr | places Should the number of ap all applicants irrespective acces will be allocated in the s they become available. formation e e: each semester LPO I (examination regunates ars in ee (1 major) Economathe ee (1 major) Business Ma | plications exceed the e of their subjects. (2 he same procedure. (allations for teaching- matics (2016) magement (2015) |) Places on all cours (3) A waiting list will degree programmes) | es of the module wit be maintained and p | th a restricted |
| Allocat 12 plac by lot a numbe cated b Additio Worklo 150 h Teachin Teachin Referre Module Master Master Master | tion of tess. (1) among or of pla oy lot a onal inf onal inf oad ng cycl ed to in e appea 's degr 's degr | places Should the number of ap all applicants irrespective ices will be allocated in th s they become available. formation e e: each semester LPO I (examination regunst ars in ee (1 major) Economathe ee (1 major) Business Ma ee (1 major) China Busine | plications exceed the e of their subjects. (2 he same procedure. (allations for teaching- matics (2016) magement (2015) ess and Economics (2 |) Places on all cours (3) A waiting list will degree programmes) 2016) | es of the module wit be maintained and p | th a restricted |
| Allocat 12 plac by lot a numbe cated b Additio Worklo 150 h Teachin Teachin Referre Module Master Master Master Master | tion of f res. (1) among or of pla oy lot a onal inf onal inf oad ng cycl ed to in e appea d's degr d's degr d's degr | places Should the number of ap all applicants irrespective ices will be allocated in the s they become available. formation e e: each semester LPO I (examination regunst ars in ee (1 major) Economathe ee (1 major) Business Ma ee (1 major) International | plications exceed the e of their subjects. (2 he same procedure. (lations for teaching- matics (2016) magement (2015) ess and Economics (2 l Economic Policy (20 |) Places on all cours (3) A waiting list will degree programmes) 2016) 2015) | es of the module wit be maintained and p | th a restricted |
| Allocat 12 plac by lot a numbe cated b Additio Worklo 150 h Teachin Teachin Referre Module Master Master Master Master | tion of plates. (1) among by lot a by l | places Should the number of ap all applicants irrespective ices will be allocated in the s they become available. formation e e each semester LPO I (examination regunst ars in ee (1 major) Economathe ee (1 major) Business Ma ee (1 major) International ee (1 major) China Busine ee (1 major) China Langunst ee (1 major) China Langunst ee (1 major) China Langunst ee (1 major) China Langunst ee (1 major) China Langunst en (1 major) C | plications exceed the e of their subjects. (2 he same procedure. (alations for teaching- matics (2016) magement (2015) ess and Economics (2 age and Economy (20 |) Places on all cours (3) A waiting list will degree programmes) 2016) 2015) | es of the module wit be maintained and p | th a restricted |
| Allocat 12 plac by lot a numbe cated b Additio Worklo 150 h Teachin Teachin Teachin Referre Master Master Master Master Master Master Master | ion of ies. (1) among or of pla oy lot a onal inf oad ng cycl ed to in e appea 's degr 's degr 's degr 's degr | places Should the number of ap all applicants irrespective ices will be allocated in the s they become available. formation e e: each semester LPO I (examination regunst ars in ee (1 major) Economathe ee (1 major) Business Ma ee (1 major) International | plications exceed the e of their subjects. (2 he same procedure. (alations for teaching- matics (2016) magement (2015) ess and Economics (20 l Economic Policy (20 age and Economy (20 t (2018) |) Places on all cours (3) A waiting list will degree programmes) 2016) 2016) | es of the module wit be maintained and p | th a restricted |
| Allocat 12 plac by lot a numbe cated b Additio Worklo 150 h Teachin Teachin Referre Module Master Master Master Master Master Master Master | tion of tess. (1) among or of pla oy lot a onal inf oad ng cycl ed to in e appea 's degr 's degr 's degr 's degr 's degr | places Should the number of ap all applicants irrespective ices will be allocated in the s they become available. formation e e: each semester LPO I (examination regunation ee (1 major) Economathe ee (1 major) Business Ma ee (1 major) Ohina Busine ee (1 major) Internationation ee (1 major) China Langu ee (1 major) Managemen | plications exceed the e of their subjects. (2 he same procedure. (allations for teaching- matics (2016) magement (2015) ess and Economics (2 I Economic Policy (20 age and Economy (20 t (2018) I Economic Policy (20 |) Places on all cours (3) A waiting list will (3) A waiting list will (4) (4) (4) (4) (5) (5) (5) (5) (5) (5) (5) (5 | es of the module wit be maintained and p | th a restricted |

Master's degree (1 major) China Language and Economy (2019) Master's degree (1 major) China Business and Economics (2021) Master's degree (1 major) China Language and Economy (2021) Master's degree (1 major) Economathematics (2021) Master's degree (1 major) International Economic Policy (2022) Master's degree (1 major) Management (2022) Master's degree (1 major) Economathematics (2022) exchange program Business Management and Economics (2022)

| Module | | | | | Abbreviation | |
|--|---|--|--|--|--|--|
| Advano | ced Fina | ancial Accounting (Germ | an GAAP, IFRS) | | 12-M-ER-161-m01 | |
| Module | e coord | inator | | Module offered by | | |
| Dean o mics | of the Fa | culty of Business Manag | gement and Econo- | - | agement and Economics | |
| ECTS | | | | | | |
| 5 | | rical grade | | | | |
| Duratio | on . | Module level | Other prerequisites | | | |
| 1 semester graduate | | | | | | |
| Conten | Its | | | | | |
| gly con the Eur to prep pret co dents v ticular, dards. spondi identify are cov will imp Intendo Studen porting solidat | nplex co opean oare the nsolida with a so the mo Studen ing acco y group vered, e pairmen ed learn its und s Stand red fina | as investors, need acces ompanies to make the ri- Union, publicly traded co- ir consolidated financial ated financial statements ystematic approach and odule coveys the basic p ts get to know different for ounting methods. They w s and understand the co- s g., positive and negative nt. ning outcomes erstand the key concepts ards). They also have an ncial statements following olidated financial statements | ght decisions. To component of the statements of the statements of the statements of the statements of the statements. This most under IFRS (Internation of group accesses of company merill learn about the relest of the statements of the statement o | tribute to a better function of a single set of int dule covers the necessional Financial Repo- up accounting accord ounting and an in-de- rgers, acquisitions, a evance of consolida In addition, various rolling interests, intr up accounting under of the steps necessa unting rules. In partic | nctioning of capital ernational accounti essary steps to prep rting Standards). It ding to internationa epth knowledge of r and investments and ted financial statem recent topics of grou a-group transaction r IFRS (International ary to prepare and in cular, students can | markets in ng standards are and inter- provides stu- l rules. In par- elevant stan- d the corre- nents, how to up accounting s, and good- Financial Re- terpret con- recognize the |
| | | ial statements. , number of weekly conta | act hours, language – | - if other than Germa | n) | |
| Ü (2) + | | , and of weekly contr | | | , | |
| Metho | d of ass | sessment (type, scope, la on on whether module c | anguage — if other th an be chosen to earn | an German, examina a bonus) | tion offered — if no | t every seme [,] |
| Langua | | nation (approx. 60 to 120 ssessment: German and bonus | | | | |
| Allocat | ion of j | olaces | | | | |
| | | | | | | |
| Additio | onal inf | ormation | | | | |
| Workla | ad | | | | | |
| 150 h | | | | | | |
| Teachi | ng cycl | e | | | | |
| | | e: no courses offered | | | | |
| | | LPOI (examination regu | llations for teaching- | degree programmes) | | |
| | | | | | | |
| | e appea | | | | | |
| Master | 's degr | ee (1 major) Economathe | ematics (2016) | | | |
| Aaster's w | ith 1 majo | r Business Management (2015) | - | generated 18-Apr-2025 • ex | - | page 108 / 287 |
| | | | ta record Master | (120 ECTS) Business Manage | ement - 2015 | |

| Master's degree (1 major) Business Management (2015) |
|--|
| Master's degree (1 major) China Business and Economics (2016) |
| Master's degree (1 major) International Economic Policy (2015) |
| Master's degree (1 major) China Language and Economy (2016) |
| Master's degree (1 major) Management (2018) |
| Master's degree (1 major) China Business and Economics (2019) |
| Master's degree (1 major) China Language and Economy (2019) |
| Master's degree (1 major) China Business and Economics (2021) |
| Master's degree (1 major) China Language and Economy (2021) |
| Master's degree (1 major) Economathematics (2021) |
| exchange program Business Management and Economics (2022) |

| Modul | e title | | | | Abbreviation | |
|--|---|--|------------------------|-----------------------|--------------------|--|
| Empiri | Empirical Regional- and International Economic Research 12-M-ERA-161-m01 | | | | | |
| Modul | e coord | linator | | Module offered by | <u> </u> | |
| Dean o mics | of the Fa | aculty of Business Mana | gement and Econo- | Faculty of Managen | nent and Economics | |
| ECTS | Meth | 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 | | | | |
| Conte | nts | | | | | |
| No info | ormatio | n on contents available. | | | | |
| Intend | ed lear | ning outcomes | | | | |
| No info | ormatio | n on intended learning o | outcomes available. | | | |
| Course | es (type | , number of weekly cont | act hours, language – | - if other than Germa | ın) | |
| V (2) + | Ü (2) | | | | | |
| b) tern c) port Langua Alloca | n paper folio (a age of a tion of | mination (approx. 6o to (approx. 10 pages) on e pprox. 20 pages) assessment: German and places | mpirical analysis prep | oared by candidates | or | |
| Workle | oad | | _ | | | |
| 150 h | | | | | | |
| | ing cycl | e | | | | |
| | | e: no courses offered | | | | |
| | | LPOI (examination reg | ulations for teaching- | degree programmes) | | |
| | | | | | | |
| Modul | e appea | ars in | | | | |
| Maste Maste Maste | Master's degree (1 major) Economathematics (2016) Master's degree (1 major) Business Management (2015) Master's degree (1 major) China Business and Economics (2016) Master's degree (1 major) International Economic Policy (2015) Master's degree (1 major) China Language and Economy (2016) | | | | | |

| Module title | | | Abbreviation | | |
|--|--|--|--|--|---|
| | Business Software 2: Enterprise-Resource-Planning-Systems 12-M-ERP-161-m01 | | | | |
| Module | e coord | inator | | Module offered by | |
| Dean o mics | f the Fa | aculty of Business Manag | ement and Econo- | Faculty of Managen | nent 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 | | graduate | | | |
| Conten | ts | | | | |
| The cou in enter and bu | urse int rprises siness | . It starts with an overview process (re-)design. | | | analysis of business processes port real-time decision-making |
| Intende | ed lear | ning outcomes | - | | |
| the foll 1. Under culat the a mate 2. Appl nage 3. Conce even They actio 4. Imple to au learn stem 5. Enga tical ment effec 6. Deve siona peter | owing erstand to the final bility te disting to to to the to the | learning outcomes: ling of Business Process I undamental theories and o analyze, redesign, and s. of Modern Data Manage practices that are essentia Process Mining: Student and analyze this informat and analyze this informat arn to apply process mini improvements. ation of Process Automati e business processes usi ntify suitable processes usi ntify suitable processes usi attanding by engaging with will also gain practical ex- apply theoretical knowled nt of Professional Compe- s, including critical thinki re crucial for successful o | Management: Upon of I practical methodolo implement improved ment Techniques: Str al for real-time decisi is will develop skills i ion to uncover ineffic ing tools and techniq ion Solutions: The co ng industry-standard for automation, desig ency. nd Practical Applicat n fundamental resear operience through cas lage to solve real-worl itencies: Throughout ng, problem-solving, career development i | completion of the con- gies of Business Pro- business processes udents will acquire con-making in busine in process mining, er- ciencies and opportu- ues to real datasets, urse equips students automation softwar- gn automation workfl ion: Students will ex- rch papers in the field se studies and hands d problems. the course, students teamwork, and effect n Business Process I | nabling them to extract data from nities within business processes. interpret results, and propose s with the knowledge and skills e such as UiPath. Students will ows, and implement these sy- pand their academic and prac- d of Business Process Manage- s-on projects, allowing them to s will develop a range of profes- ctive communication. These com- Management and related fields. |
| Course | s (type | , number of weekly conta | ict hours, language – | - if other than Germa | n) |
| V (2) + | Ü (2) | | | | |
| | | sessment (type, scope, la ion on whether module ca | | | tion offered — if not every seme- |
| a) written examination (approx. 60 minutes) or b) oral examination (one candidate each: approx. 10 to 15 minutes; groups of 2: approx. 20 minutes; groups of 3: approx. 30 minutes) or c) term paper (approx. 15 to 20 pages) Language of assessment: German and/or English Assessment offered: Once a year, summer semester creditable for bonus | | | | | |
| Allocation of places | | | | | |
| 20 plac | ces. (1) | Should the number of ap | | | e places, places will be allocated es of the module with a restricted |

Master's with 1 major Business Management (2015)

number of places will be allocated in the same procedure. (3) A waiting list will be maintained and places re-allocated by lot as they become available.

Additional information

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Workload

150 h

Teaching cycle

Teaching cycle: no courses offered

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

Module appears in

Master's degree (1 major) Economathematics (2016) Master's degree (1 major) Business Information Systems (2016) Master's degree (1 major) Business Management (2015) Master's degree (1 major) China Business and Economics (2016) Master's degree (1 major) International Economic Policy (2015) Master's degree (1 major) China Language and Economy (2016)

| Module title Abbreviation | | | | | | | |
|---|---|--|---|------------------------|-----------------------|----------------|--|
| Advanc | ed Ser | ninar: Enterprise System | S | | 12-M-ES-161-m01 | | |
| Module | e coord | inator | | Module offered by | <u> </u> | | |
| | | Chair of Business Manag | ement and Business | | nent and Economics | | |
| Informa | | | | i acatty of managen | | | |
| ECTS | | od of grading | Only after succ. con | pl. of module(s) | | | |
| 10 | 1 | rical grade | | • | | | |
| Duratio | n | Module level | Other prerequisites | | | | |
| 1 seme | ster | graduate | | | | | |
| Conten | ts | | | | | | |
| tured te on syst Reading | erm pa ems ar g: | , students will acquire im per and to present the re- nd enterprise systems. rding to topic | | | | | |
| | | ning outcomes | | | | | |
| | | ing the course "Enterprise | Suctome and and | will be able to | | | |
| 1. unde 2. integ | erstand grate el | the fundamentals of science aborated content in a science aborated content in a science attained content in a science attained aborated content in a science attained aborated content in a science attained attai | entific literature revie entific thesis; | | | | |
| Course | s (type | , number of weekly conta | ict hours, language – | - if other than Germa | n) | | |
| S (2) | | | | | | | |
| | | sessment (type, scope, la ion on whether module c | | | tion offered — if not | every seme- | |
| term pa | aper (a | pprox. 20 to 25 pages) ar ssessment: German and | d presentation (appr | · | ighted 2:1 | | |
| Allocat | | | | | | | |
| | | Should the number of ap | plications exceed the | a number of availabl | e places places will | he allocated | |
| by lot a numbe | imong a r of pla | all applicants irrespective ces will be allocated in the s they become available. | e of their subjects. (2) |) Places on all course | es of the module wit | h a restricted | |
| Additio | nal inf | ormation | | | | | |
| | | | | | | | |
| Worklo | ad | | | | | | |
| 300 h | | | | | | | |
| Teachi | | Δ | | | | | |
| | | e: each semester | | | | | |
| | | | lations for toget | | | | |
| Referred to in LPO I (examination regulations for teaching-degree programmes) | | | | | | | |
| | | • | | | | | |
| Module | | | | | | | |
| Master's degree (1 major) Economathematics (2016) | | | | | | | |
| Master's degree (1 major) Business Information Systems (2016) | | | | | | | |
| | Master's degree (1 major) Business Management (2015) Master's degree (1 major) China Business and Economics (2016) | | | | | | |
| Master's degree (1 major) China Business and Economics (2016) Master's degree (1 major) International Economic Policy (2015) | | | | | | | |
| | Master's degree (1 major) International Economic Policy (2015) Master's degree (1 major) China Language and Economy (2016) | | | | | | |
| | - | ee (1 major) Managemen | | | | | |
| | laster's with 1 major Business Management (2015) JMU Würzburg • generated 18-Apr-2025 • exam. reg. da- page 113 / 287 | | | | | | |
| ta record Master (120 ECTS) Business Management - 2015 | | | | | | | |

Master's degree (1 major) China Business and Economics (2019) Master's degree (1 major) China Language and Economy (2019) Master's degree (1 major) Information Systems (2019) Master's degree (1 major) China Business and Economics (2021) Master's degree (1 major) China Language and Economy (2021) Master's degree (1 major) Economathematics (2021) Master's degree (1 major) Information Systems (2022) Master's degree (1 major) Management (2022) Master's degree (1 major) Economathematics (2022) Master's degree (1 major) Economathematics (2022) exchange program Business Management and Economics (2022)

| Module | Module title Abbreviation | | | | | |
|---|---|--------------------------|--|-----------------------|--|--|
| Commo | on Euro | pean Labour Market | | | 12-M-EW-161-m01 | |
| Module | e coord | inator | | Module offered by | <u> </u> | |
| holder | of the (| Chair of Labour Economic | S | Faculty of Managen | nent 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 | | | | | |
| ving an will cov 1) Migra 2) Effec 3) Effec | id send ver the ation D cts on N cts of M | | e offers an introducti gration and Wages | | as a substantial impact on recei- ots of migration economics and | |
| 5) Refugee Migration | | | | | | |
| 6) Impacts of Emigration | | | | | | |
| econon | nics of | | s will be on the unde | rstanding of the ider | oirical concepts in the area of ntification of causal effects and | |

The course will consist of frontal teaching of the basic theoretical as well as empirical tools as well as a careful reading of some of the key scientific articles related to the oulined topics (a reading list will be provided at the beginning of the semester). At the end of the semester, students will have the opportunity to present their term papers.

Intended learning outcomes

Solid background in Microeconomics and Econometrics is required.

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

Ü (2) + V (2)

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

a) written examination (approx. 60 minutes) or

b) term paper (approx. 15 pages)

Language of assessment: German and/or English

Allocation of places

20 places. There are no restrictions with regard to available places for students of the Master's degree programmes Business Management, International Economic Policy or Economics, Wirtschaftsinformatik (Business Information Systems), Wirtschaftsmathematik (Mathematics for Economics) and Chinese and Economics as well as China Business and Economics. A total of 20 places will be allocated to students of other subjects; should the number of applications exceed the number of available places, these places will be allocated by lot.

Additional information

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Workload

150 h

Teaching cycle

Teaching cycle: after announcement

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

Module appears in

Master's degree (1 major) Economathematics (2016)

Master's degree (1 major) Business Management (2015)

Master's degree (1 major) China Business and Economics (2016)

Master's degree (1 major) International Economic Policy (2015)

Master's degree (1 major) China Language and Economy (2016)

Master's degree (1 major) Applied Human Geography (2017)

| Module title | | | Abbreviation | | | |
|---|--|------------------------|-----------------------|--|--|--|
| Europe | European Economic Statistics 12-M-EWS-161-mo1 | | | | | |
| Module | e coordinator | | Module offered by | | | |
| holder | of the Chair of Econometrics | | Faculty of Managem | nent and Economics | | |
| ECTS | Method of grading | Only after succ. con | npl. of module(s) | | | |
| 5 | numerical grade | | | | | |
| Duratio | on Module level | Other prerequisites | | | | |
| 1 seme | ster graduate | | | | | |
| Conten | ts | | | | | |
| 1. Subje 2. The E 3. The F 4. Struc 5. Mone | e of syllabus: ect and tasks of business and e European system of national ac narmonised consumer price ind ctural indicators ey and loans in the European m bases of EuroStat | counting ex | | | | |
| Intende | ed learning outcomes | | | | | |
| Germar | | | | ing systems of the European and ng systems for different macroe- | | |
| Course | s (type, number of weekly conta | act hours, language – | - if other than Germa | n) | | |
| Ü (2) + | V (2) | | | | | |
| | d of assessment (type, scope, la formation on whether module c | | | tion offered — if not every seme- | | |
| b) term | en examination (approx. 60 mil paper (approx. 15 pages) | | | | | |
| | ge of assessment: German and | /or English | | | | |
| Allocat | ion of places | | | | | |
| | | | | | | |
| Additio | nal information | | | | | |
| | | | | | | |
| Worklo | ad | - | | | | |
| 150 h | | - | | | | |
| Teachir | ng cycle | | | | | |
| Teachir | ng cycle: winter semester | | | | | |
| Referre | d to in LPO I (examination regu | lations for teaching-o | degree programmes) | | | |
| | | | | | | |
| Module appears in | | | | | | |
| Master's degree (1 major) Business Information Systems (2016) Master's degree (1 major) Business Management (2015) Master's degree (1 major) China Business and Economics (2016) Master's degree (1 major) International Economic Policy (2015) Master's degree (1 major) Media Communication (2016) Master's degree (1 major) China Language and Economy (2016) Master's degree (1 major) Media Communication (2018) | | | | | | |
| Master | 's degree (1 major) Media Comr | nunication (2019) | | | | |

| Module title | | | | | Abbreviation | | |
|--|---|--|---|---|-----------------------|----------------|--|
| Policy | Policy of Taxation 12-M-F1-161-m01 | | | | | | |
| Module coordinator Module offered by | | | | | | | |
| holder | of the (| Chair of Public Finance | | Faculty of Managen | nent and Economics | | |
| ECTS | Metho | od of grading | Only after succ. con | | | | |
| 5 | nume | rical grade | | | | | |
| Durati | on | Module level | Other prerequisites | | | | |
| 1 seme | ester | graduate | | | | | |
| Conte | nts | | | | | | |
| holds | module in Germ ecture r | e, students will acquire a any. In addition, the cou notes provided by Chair. | | | | | |
| 1. Fisca 2. Mec 3. Tax 4. Inco 5. Taxa | al harmo hanics inciden ome tax ation of | onisation system in Germ and problems of the VAT ce analysis code married couples and fam d household decisions | system | | | | |
| Intend | ed lear | ning outcomes | | | | | |
| they a cific ta | re divid xes usi | ng the course "Tax Policy ed between the Federatic ng simple case studies. F partial equilibrium model | on and the federal pro inally they can discu | ovinces. They are abl | e to explain the inci | dence of spe- | |
| Course | es (type | , number of weekly conta | ct hours, language – | - if other than Germa | n) | | |
| V (2) + | Ü (2) | | | | | | |
| | | essment (type, scope, la on on whether module c | | | tion offered — if not | every seme- | |
| b) tern | n paper | mination (approx. 60 mir (approx. 15 pages) ssessment: German and, | | | | | |
| Alloca | tion of p | olaces | | | | | |
| | _ | | | | | | |
| Additi | onal inf | ormation | | | | | |
| | | | | | | | |
| Workle | oad | | | | | | |
| 150 h | | | | | | | |
| Teachi | ing cycl | e | | | | | |
| Teachi | ng cycle | e: summer semester | | | | | |
| Referred to in LPO I (examination regulations for teaching-degree programmes) | | | | | | | |
| | | | | | | | |
| Module appears in | | | | | | | |
| | Master's degree (1 major) Economathematics (2016) | | | | | | |
| 1 | Master's degree (1 major) Business Information Systems (2016) | | | | | | |
| 1 | - | ee (1 major) Business Ma ee (1 major) China Busine | | 2016) | | | |
| | - | r Business Management (2015) | JMU Würzburg • | generated 18-Apr-2025 • exa (120 ECTS) Business Manage | - | page 118 / 287 | |



Master's degree (1 major) International Economic Policy (2015) Master's degree (1 major) China Language and Economy (2016)

| Module title | | | | Abbreviation | | |
|---|--|---|-----------------------|---|-----------------------|----------------|
| Public | | | | | 12-M-F2-161-m01 | |
| Module | e coord | inator | | Module offered by | | |
| | | Chair of Public Finance | I | Faculty of Managem | nent and Economics | |
| ECTS | î | od of grading | Only after succ. con | pl. of module(s) | | |
| 5 | <u> </u> | rical grade | | | | |
| Duratio | | Module level | Other prerequisites | | | |
| 1 seme | | graduate | | | | |
| Contents 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. Outline of syllabus: 1. Measurement of public debt 2. Growth effects of public debt 3. Intergenerational effects of public debt 4. Public debt in open economies 5. Neutrality of public debt 6. Political economy of public debt 7. Theory of souvereign debtors Intended learning outcomes After completing the course "National Debt" students are able to distinguish and discuss the most important measurement concepts and problems of closed and open economies. They can evaluate the relevance of Ri- | | | | | | |
| cific co Course | | , number of weekly conta | act hours, language – | - if other than Germa | n) | |
| V (2) + | | | | | , | |
| Method | d of ass | e essment (type, scope, la on on whether module c | | | tion offered — if not | every seme- |
| b) term | paper | nination (approx. 60 mir (approx. 15 pages) ssessment: German and | | | | |
| Allocat | ion of p | olaces | | | | |
| | | | | | | |
| Additio | nal info | ormation | | | | |
| Worklo | ad | | | | | |
| 150 h | | | | | | |
| Teachi | ng cycl | 9 | | | | |
| Teaching cycle: no courses offered | | | | | | |
| | Referred to in LPO I (examination regulations for teaching-degree programmes) | | | | | |
| | | | | | | |
| Module appears in | | | | | | |
| Master | 's degre | ee (1 major) Economathe ee (1 major) Business Inf | | 016) | | |
| | - | Business Management (2015) | JMU Würzburg • | generated 18-Apr-2025 • exa (120 ECTS) Business Manage | - | page 120 / 287 |

Master's degree (1 major) Business Management (2015) Master's degree (1 major) China Business and Economics (2016) Master's degree (1 major) International Economic Policy (2015) Master's degree (1 major) China Language and Economy (2016)

| | | | | Abbreviation | | |
|--|--|--|---|---|-----------------------|----------------|
| Social | Social Insurance and the Welfare State 12-M-F3-161-m01 | | | | | |
| Module coordinator Module offered by | | | | | | |
| holder | of the (| Chair of Public Finance | | Faculty of Managen | nent and Economics | |
| ECTS | | od of grading | Only after succ. con | npl. of module(s) | | |
| 5 | | rical grade | | | | |
| Duratio | | Module level | Other prerequisites | | | |
| 1 seme | | graduate | | | | |
| Conter | - | | | | | |
| and pro retirem | odule d ovides tent pol | liscusses the economic j students with deeper ins licy. Ire notes provided by Ch | sights into this topic v | | | |
| 2. The 3. Soci 4. The 5. Why | ic inter insuran al secu optima do we | vention in insurance man ice function of social sec rity and social morale I health insurance contra need a public pension sy pay-as-you-go financing | urity act ystem? | | | |
| Intend | ed lear | ning outcomes | | | | |
| dation cuss th | of the s ne finan | ng the module "Theorie social security system in cing and contract structuuences of policy reforms | a market economy. U ure of the public heal | sing simple partial e | quilibrium models t | hey can dis- |
| Course | e s (type | , number of weekly conta | act hours, language – | - if other than Germa | ın) | |
| V (2) + | Ü (2) | | | | | |
| | | essment (type, scope, la on on whether module c | | | tion offered — if not | every seme- |
| b) term | n paper | mination (approx. 60 min (approx. 15 pages) ssessment: German and | | | | |
| Allocat | tion of p | olaces | | | | |
| | | | | | | |
| Additio | onal inf | ormation | | | | |
| | | | | | | |
| Worklo | ad | | | | | |
| 150 h | | | | | | |
| Teachi | ng cycl | e | | | | |
| Teaching cycle: winter semester | | | | | | |
| Referred to in LPO I (examination regulations for teaching-degree programmes) | | | | | | |
| | | | | | | |
| Module appears in | | | | | | |
| Master's degree (1 major) Economathematics (2016) | | | | | | |
| Master's degree (1 major) Business Information Systems (2016) | | | | | | |
| Master | 's degr | ee (1 major) Business Ma | anagement (2015) | | | |
| Master's w | rith 1 majo | r Business Management (2015) | - | generated 18-Apr-2025 • exa (120 ECTS) Business Manage | - | page 122 / 287 |



Master's degree (1 major) China Business and Economics (2016) Master's degree (1 major) International Economic Policy (2015) Master's degree (1 major) China Language and Economy (2016)

| Module title | | | | | Abbreviation | |
|---|------------------------------------|---|---|---|-----------------------|----------------|
| Optim | Optimal Tax Theory 12-M-F4-161-m01 | | | | | |
| Module coordinator Module offered by | | | | | | |
| holder | of the (| Chair of Public Finance | | Faculty of Managen | nent and Economics | |
| ECTS | Meth | 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 | | | | |
| Conte | nts | | | | | |
| 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 | | | | | | |
| 3. Opt | imal tax | ome taxation ation of families | | | | |
| | | al tax competition | | | | |
| | | ning outcomes | | | | |
| They a | re able | ng this module students to apply this concept to s d present short papers, w | specific normative qu | estions of tax policy | in practice. Student | s also learn |
| Course | es (type | , number of weekly conta | ict hours, language – | - if other than Germa | ın) | |
| V (2) + | Ü (2) | | | | | |
| | | sessment (type, scope, la ion on whether module c | | | tion offered — if not | every seme- |
| b) tern | n paper | mination (approx. 60 mir (approx. 15 pages) ssessment: German and | | | | |
| Alloca | tion of _l | olaces | | | | |
| | | | - | | | |
| Additi | onal inf | ormation | | | | |
| | | | | | | |
| Workl | oad | | | | | |
| 150 h | | | | | | |
| Teach | ing cycl | e | | | | |
| | | e: winter semester | - | | | |
| Referred to in LPO I (examination regulations for teaching-degree programmes) | | | | | | |
| | | | | | | |
| Module appears in | | | | | | |
| Maste Maste | r's degr r's degr | ee (1 major) Economathe ee (1 major) Business Ma ee (1 major) China Busine ee (1 major) Internationa | nagement (2015) ess and Economics (2 | | | |
| | _ | r Business Management (2015) | JMU Würzburg • | generated 18-Apr-2025 • exa (120 ECTS) Business Manage | | page 124 / 287 |



Master's degree (1 major) China Language and Economy (2016)

| Module | e title | | | | Abbreviation | |
|--|--|---|-------------------------|---------------------------------------|----------------------|---------------|
| Case St | tudies o | on Business Taxation | | | 12-M-FER-161-m01 | |
| Modula | e coordi | nator | | Module offered by | | |
| | | | | · · · · · · · · · · · · · · · · · · · | | |
| nolder Taxatio | | hair of Business Manag | ement and Business | Faculty of Managen | ient and Economics | 5 |
| ECTS | | d of grading | Only after succ. con | nl of module(s) | | |
| 5 | | ical grade | | | | |
| Duratio | <u> </u> | Module level | Other prerequisites | | | |
| 1 seme | · · · · · · | graduate | | | | |
| | I | Sidduite | | | | |
| Conten | | ··· | | 1 6 | | |
| by part | icipants culation | fers a cross-sectional vi in advance and will be for tax purposes, taxati | discussed in class. T | he focus will be on G | erman income taxa | tion, inco- |
| Intende | ed learn | ing outcomes | | | | |
| Studen their ov | | en their knowlegde of th | ne German tax law. Th | ey are enabled to so | lve complex tax pro | blems on |
| Course | s (type, | number of weekly conta | act hours, language – | - if other than Germa | n) | |
| S (2) | | | _ | | | |
| | | essment (type, scope, la on on whether module c | | | tion offered — if no | t every seme- |
| | | ation (approx. 120 minu | | | | |
| Langua | | ssessment: German and | | | | |
| Allocat | ion of p | laces | | | | |
| | | | | | | |
| Additio | onal info | ormation | | | | |
| | | | | | | |
| Worklo | ad | | | | | |
| | uu | | | | | |
| 150 h | | | | | | |
| | ng cycle | | | | | |
| | _ , | : winter semester | | | | |
| Referre | ed to in l | LPOI (examination regu | llations for teaching-o | degree programmes) | | |
| Module | e appea | rs in | | | | |
| Master | 's degre | e (1 major) Business Ma | anagement (2015) | | | |
| Master | 's degre | e (1 major) China Busin | ess and Economics (2 | 2016) | | |
| Master | 's degre | e (1 major) China Langu | age and Economy (20 | 016) | | |
| | - | e (1 major) Managemen | | | | |
| | - | e (1 major) China Busine | | - | | |
| | - | e (1 major) China Langu | | - | | |
| | Master's degree (1 major) China Business and Economics (2021) | | | | | |
| | Master's degree (1 major) China Language and Economy (2021) | | | | | |
| | Master's degree (1 major) Economathematics (2021) | | | | | |
| | Master's degree (1 major) Management (2022) Master's degree (1 major) Economethematics (2022) | | | | | |
| Master's degree (1 major) Economathematics (2022) exchange program Business Management and Economics (2022) | | | | | | |
| CACHAII | SC PIUS | | | | | |
| | | Business Management (2015) | | generated 18-Apr-2025 • exa | | |

| Module title | | | | Abbreviation | | |
|---|--|---|-----------------------------|-----------------------------------|--|--|
| Analys | Analysis of Financial Market Data 12-M-FMO-161-m01 | | | | | |
| Modul | e coordinator | | Module offered by | | | |
| holder | of the Chair of Econometrics | | Faculty of Managem | nent and Economics | | |
| ECTS | Method of grading | Only after succ. con | npl. of module(s) | | | |
| 5 | numerical grade | | | | | |
| Durati | | Other prerequisites | | | | |
| 1 seme | ester graduate | | | | | |
| 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, CAPM is discussed and examined, in particular with regard to its empirical applicability. 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 | | | | | | |
| Cample Geyer, schaft Hamilt Mills, | ng: Ider, C.: A Guide to Financial Data bell, JY, Lo, AW, MacKinley, AC: T A.: Information, Erwartung und F lichen Zeitreihen, Verlag V. Flore con, JD: Time Series Analysis, Prir T.: Econometric Modelling of Fina S.: Modelling Financial Time Se | he Econometrics of Fi Risiko. Aspekte der V ntz. nceton University Pre ancial Time Series, Ca | erteilung, Abhängigk ss. | eit und Varianz von finanzwirt- | | |
| Intend | ed learning outcomes | | | | | |
| cal ana grams dent h | Students have significant knowledge of the fundamentals, methods and concepts that are needed for the empiri- cal analysis of financial market data. They can autonomously perform statistical test decisions with statistic pro- grams such as R and critically analyze their economic importance. In addition, the students learn the indepen- dent handling of empirical capital market data and at the end of the course, they will have the ability to develop own functions and routines, for example for R. | | | | | |
| Course | es (type, number of weekly conta | ct hours, language – | - if other than Germa | n) | | |
| V (2) + | Ü (2) | | | | | |
| | d of assessment (type, scope, la Iformation on whether module ca | | | tion offered — if not every seme- | | |
| b) tern Langua | a) written examination (approx. 60 minutes) or b) term paper (approx. 15 pages) Language of assessment: German and/or English creditable for bonus | | | | | |
| | | | | | | |

Allocation of places

Additional information

Workload

150 h

Teaching cycle

Teaching cycle: summer semester

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

--

Module appears in

Master's degree (1 major) Economathematics (2016)

Master's degree (1 major) Business Management (2015)

Master's degree (1 major) China Business and Economics (2016)

Master's degree (1 major) International Economic Policy (2015)

Master's degree (1 major) China Language and Economy (2016)

| Module title | | | | | Abbreviation | | |
|---------------------|---|--------------------------------------|---------------------|-------------------------------------|----------------|--|--|
| Manag | gement | and Leadership in O | organizations | | 12-MFO-161-m01 | | |
| Modul | e coord | linator | | Module offered by | | | |
| Dean o mics | Dean of the Faculty of Business Management and Econo- mics | | | Faculty of Management and Economics | | | |
| ECTS | Meth | ethod of grading Only after succ. co | | npl. of module(s) | | | |
| 5 | nume | rical grade | | | | | |
| Duratio | Duration Module level Other prered | | Other prerequisites | 5 | | | |
| 1 semester graduate | | | | | | | |
| Conter | Contents | | | | | | |
| Dart I. | Dart I. | | | | | | |

Part I:

The complexity of the modern work environment and the constantly changing organisational structures of companies 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 becoming 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.

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

Intended learning 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.

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

V (2)

| Method of assessment (type, scope, language — if other than German, examination offered — if not every seme ster, information on whether module can be chosen to earn a bonus) |
|---|
| written examination (approx. 60 minutes) |
| Language of assessment: German and/or English |
| creditable for bonus |
| Allocation of places |
| |
| Additional information |
| |
| Workload |
| 150 h |
| Teaching cycle |
| Teaching cycle: no courses offered |
| Referred to in LPO I (examination regulations for teaching-degree programmes) |
| |
| Module appears in |
| Master's degree (1 major) Economathematics (2016) |
| Master's degree (1 major) Business Information Systems (2016) |
| Master's degree (1 major) Business Management (2015) |
| Master's degree (1 major) China Business and Economics (2016) |
| Master's degree (1 major) International Economic Policy (2015) |
| muster s'uegree (i major) mernarional Leonomie i oney (2013) |

| Module | e title | | | | Abbreviation | |
|--|--|--|--|-----------------------|---|--|
| Global | Logisti | cs & Supply Chain Mana | gement | | 12-M-GLSC-161-m01 | |
| Modul | a coord | inator | | Module offered by | | |
| Module coordinator | | | antitativo Mothodo | | ant and Economics | |
| holder of the Chair of Logistics and Quantitative MethodsFaculty of Management and EconomicECTSMethod of gradingOnly after succ. compl. of module(s) | | | | | | |
| 5 | | rical grade | | | | |
| Duratio | | Module level | Other prerequisites | | | |
| Diffetion Module level Other prerequisites 1 semester graduate | | | | | | |
| Conter | its | 0 | | | | |
| | ng of gl | | | | with advanced methods for the ese with the help of multiple case | |
| Intend | ed lear | ning outcomes | | | | |
| (i) anal (ii) dev | lyze and elop ar aluate t | ng this course students of d evaluate global product nd apply appropriate met he consequences of unco | tion networks; hods to plan product | | s and methods to plan uncertain | |
| Course | s (type | , number of weekly conta | ct hours, language – | - if other than Germa | in) | |
| V (2) + | Ü (2) | | | | | |
| | | essment (type, scope, la on on whether module c | | | tion offered — if not every seme- | |
| b) term Langua | n paper | mination (approx. 60 mir (approx. 15 to 20 pages) ssessment: German and, bonus | | | | |
| Allocat | ion of p | olaces | | | | |
| | | | | | | |
| Additio | onal inf | ormation | | | | |
| | | | | | | |
| Worklo | ad | | | | | |
| 150 h | | | | | | |
| Teachi | ng cycl | e | | | | |
| Teachi | ng cycle | e: winter semester | | | | |
| | | LPOI (examination regu | lations for teaching-o | legree programmes) | | |
| | | | | | | |
| Modul | e appea | nrs in | | | | |
| Master Master Master Master Master | ''s degru ''s degru ''s degru ''s degru | ee (1 major) Economathe ee (1 major) Business Infe ee (1 major) Business Ma ee (1 major) China Busine ee (1 major) International ee (1 major) China Langu | ormation Systems (20 nagement (2015) ess and Economics (2 Economic Policy (20 | e016) 15) | | |

| Module | | | | | Abbreviation | | |
|---|--|--|--|---|--|------------------------------|--|
| Global | Global Value Management 12-M-GVM-161-m01 | | | | | | |
| Module | e coord | linator | | Module offered by | | | |
| Dean o mics | f the Fa | aculty of Business Manag | gement and Econo- | Faculty of Managen | nent and Economics | | |
| ECTS | | od of grading | Only after succ. con | ompl. of module(s) | | | |
| 5 | nume | rical grade | | | | | |
| Duratio | on | Module level | Other prerequisites | i | | | |
| 1 seme | ster | graduate | | | | | |
| Contents | | | | | | | |
| In this course, students will explore selected issues of procurement, production and logistics management. | | | | | | | |
| Intende | ed lear | ning outcomes | | | | | |
| ciplina gement | ry and t at lea | the necessary expertise social competences are st partially independent itercultural) cooperation | taught, because these capabilities provide a | e from procurement, a not important succe | production and logi ess factor of a succe | stics mana- ssful (global | |
| Course | s (type | , number of weekly conta | act hours, language – | - if other than Germa | n) | | |
| V (2) + Course | | alternatively eLearning, S | s, WS | | | | |
| | | sessment (type, scope, la ion on whether module c | | | tion offered — if not | every seme- | |
| Langua | ge of a ment o ble for | | | offered and in the su | ıbsequent semester | | |
| | | | | | | | |
| Additio | nal inf | ormation | | | | | |
| | | | | | | | |
| Worklo | ad | | - | | | | |
| 150 h | | | | | | | |
| Teachi | ng cycl | Δ | | | | | |
| | | e: no courses offered | - | | | | |
| | <u> </u> | LPOI (examination regu | lations for teaching | degree programmee) | | | |
| Keleffe | | LIVI (examination regu | | | | | |
| Madul | | arc in | | | | | |
| Module | | | matics (2016) | | | | |
| Master's degree (1 major) Economathematics (2016) Master's degree (1 major) Business Management (2015) | | | | | | | |
| | Master's degree (1 major) Business Management (2015) Master's degree (1 major) China Business and Economics (2016) | | | | | | |
| Master's degree (1 major) China Business and Economics (2016) Master's degree (1 major) International Economic Policy (2015) | | | | | | | |
| | Master's degree (1 major) International Economic Foncy (2015) Master's degree (1 major) China Language and Economy (2016) | | | | | | |
| | Master's degree (1 major) Management (2018) | | | | | | |
| | Master's degree (1 major) International Economic Policy (2018) | | | | | | |
| | - | ee (1 major) China Busin | | - | | | |
| Master | 's degr | ee (1 major) China Langu | age and Economy (20 | 019) | | | |
| Master's wi | ith 1 majo | r Business Management (2015) | - | generated 18-Apr-2025 • exa (120 ECTS) Business Manage | - | page 132 / 287 | |

Master's degree (1 major) China Business and Economics (2021) Master's degree (1 major) China Language and Economy (2021) Master's degree (1 major) International Economic Policy (2022) Master's degree (1 major) Management (2022)

| Module | | | | | Abbreviation |
|---|------------------------------|---|--|--|--|
| Human | Resou | rce Management and Ind | lustrial Relations | | 12-M-HRM-161-m01 |
| Module | e coord | inator | | Module offered by | |
| | | Chair for Human Resource | e Management and | · · · | nent and Economics |
| Organisation | | | - | | |
| ECTS | | od of grading | Only after succ. compl. of module(s) | | |
| 5 | | rical grade | | | |
| Duration Module level Other prerequisites 1 semester graduate | | | | | |
| Conten | | giauuale | | | |
| technic | ques ar s the di | | the areas of human r | | advanced theories, estimation ent and institutional frameworks |
| - | | Human Resource Manage | ement & Industrial Re | elationships | |
| Chapte | er 1: The | e employment contract [fo | ormal model] | | |
| Chapte | er 2: Mo | tivation [formal model] | | | |
| Chapte | er 3: Em | ployee resistance agains | t reorganisations [en | npirical study] | |
| Chapte | er 4: The | e role of works councils [f | formal model] | | |
| Chapte | er 5: Wo | orks councils and the emp | oloyer wage structure | [empirical study] | |
| Chapte | er 6: The | e behaviour of labour uni | ons [formal model] | | |
| Chapte | er 7: Lea | arning process of employ | ers [formal model an | d empirical study] | |
| Chapte | er 8: De | mographic challenges of | HRM [formal model a | and empirical study] | |
| Intend | ed lear | ning outcomes | | | |
| | npirical | | | | l theories, estimation technique elations on the basis of scientific |
| Course | s (type | , number of weekly conta | ict hours, language – | - if other than Germa | in) |
| V (2) + | Ü (2) | | | | |
| | | sessment (type, scope, la ion on whether module ca | | | tion offered — if not every seme |
| a) written examination (approx. 60 minutes) or b) term paper (approx. 15 pages) Language of assessment: German and/or English | | | | | |
| Allocat | ion of _l | places | | | |
| mes Bu mation China B | usiness Syster Busines | Management, Internatio ns), Wirtschaftsmathema | nal Economic Policy Itik (Mathematics for l of 20 places will be | or Economics, Wirtso Economics) and Chi allocated to student | of the Master's degree program- chaftsinformatik (Business Infor- nese and Economics as well as s of other subjects; should the l be allocated by lot. |
| Additio | onal inf | ormation | | | |
| | | | | | |
| | | r Business Management (2015) | | generated 18-Apr-2025 • exa | |

Workload

150 h

Teaching cycle

Teaching cycle: summer semester

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

Module appears in

Master's degree (1 major) Economathematics (2016) Master's degree (1 major) Business Information Systems (2016) Master's degree (1 major) Business Management (2015) Master's degree (1 major) China Business and Economics (2016)

Master's degree (1 major) International Economic Policy (2015)

Master's degree (1 major) China Language and Economy (2016)

Master's degree (1 major) Applied Human Geography (2017)

Master's degree (1 major) Management (2018)

Master's degree (1 major) International Economic Policy (2018)

exchange program Business Management and Economics (2022)

| Module title | | | Abbreviation | | | |
|--|---|--|--|---|--|--|
| Interna | International Taxation 12-M-IB-161-mo1 | | | | | |
| Module | e coord | inator | | Module offered by | | |
| holder Taxatio | | Chair of Business Manage | ement and Business | Faculty of Managen | nent and Economics | |
| ECTS | Metho | od of grading | Only after succ. compl. of module(s) | | | |
| 5 | nume | rical grade | | | | |
| Duratio | n | Module level | Other prerequisites | | | |
| 1 seme | ster | graduate | | | | |
| Conten | ts | | | | | |
| Studen law, the on (mo: | 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 (nt developments of t 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 learı | ning outcomes | | | | |
| (i) to as (ii) to a (iii) sys The stu are able cross-b Course | ssess ta ssess t tematio dents l e to juc order b | | business activities a iles of international t aties. asics of international the relevant sources endently and to deve | ax law on its own; taxation and the Gen of law complex, cas lop design proposals | rman international tax law. They e studies on the taxation of s for the solution. | |
| S (2) | | | | | | |
| | | s essment (type, scope, la on on whether module ca | | | tion offered — if not every seme- | |
| b) term Langua Assess | a) written examination (approx. 60 minutes) or b) term paper (approx. 15 pages), presentation of term paper (approx. 20 minutes), weighted 3:2 Language of assessment: German and/or English Assessment offered: To be announced creditable for bonus | | | | | |
| Allocat | ion of p | olaces | | | | |
| by lot a numbe | 12 places. (1) Should the number of applications exceed the number of available places, places will be allocated by lot among all applicants irrespective of their subjects. (2) Places on all courses of the module with a restricted number of places will be allocated in the same procedure. (3) A waiting list will be maintained and places re-allocated by lot as they become available. | | | | | |
| Additio | nal inf | ormation | | | | |
| | | | | | | |
| Workload | | | | | | |
| 150 h | | | | | | |
| Teachir | ng cycl | e | | | | |
| | | e: summer semester | | | | |
| | | LPOI (examination regu | lations for teaching-o | legree programmes) | | |
| | | | | | | |
| Module | e appea | irs in | | | | |
| | | ee (1 major) Business Ma | nagement (2015) | | | |

| Master's degree (1 major) China Language and Economy (2016) Master's degree (1 major) Management (2018) Master's degree (1 major) China Business and Economics (2019) Master's degree (1 major) China Language and Economy (2019) Master's degree (1 major) China Business and Economics (2021) Master's degree (1 major) China Language and Economy (2021) Master's degree (1 major) Economathematics (2021) Master's degree (1 major) Management (2022) |
|--|
| Master's degree (1 major) China Business and Economics (2019) Master's degree (1 major) China Language and Economy (2019) Master's degree (1 major) China Business and Economics (2021) Master's degree (1 major) China Language and Economy (2021) Master's degree (1 major) Economathematics (2021) Master's degree (1 major) Management (2022) |
| Master's degree (1 major) China Language and Economy (2019) Master's degree (1 major) China Business and Economics (2021) Master's degree (1 major) China Language and Economy (2021) Master's degree (1 major) Economathematics (2021) Master's degree (1 major) Management (2022) |
| Master's degree (1 major) China Business and Economics (2021) Master's degree (1 major) China Language and Economy (2021) Master's degree (1 major) Economathematics (2021) Master's degree (1 major) Management (2022) |
| Master's degree (1 major) China Language and Economy (2021) Master's degree (1 major) Economathematics (2021) Master's degree (1 major) Management (2022) |
| Master's degree (1 major) Economathematics (2021) Master's degree (1 major) Management (2022) |
| Master's degree (1 major) Management (2022) |
| |
| |
| Master's degree (1 major) Economathematics (2022) |
| exchange program Business Management and Economics (2022) |

| | | | | Abbreviation | |
|---|---|---|---|--|----------------|
| E-Business S | trategies | | | 12-M-IBS-161-m01 | |
| Module coord | dinator | | Module offered by | | |
| | Chair of Information Syst | ems Engineering | | nent and Economics | |
| | od of grading | Only after succ. cor | · · · · · · | | |
| 5 nume | erical grade | | - | | |
| Duration | Module level | Other prerequisites | 5 | | |
| 1 semester | graduate | | | | |
| Contents | | | | | |
| industries an applied to dig | provides an overview of st d value networks. To this gital innovations and illus nown digital companies a | end, concepts and fi strated with numerou | rameworks from strat s examples. In the ac | egic technology mai ccompanying exercis | nagement are |
| Intended lear | rning outcomes | | | | |
| - Understand logies. | theoretical concepts of s | trategy development | and implementation | in the context of dig | gital techno- |
| - Apply different application. | ent frames of reference ar | nd understand their s | trengths and weakne | esses in the context | of practical |
| - Transfer the | concepts to real busines | s situations | | | |
| Courses (type | e, number of weekly conta | act hours, language - | – if other than Germa | n) | |
| V (2) + Ü (2) | | | | | |
| | sessment (type, scope, la tion on whether module c | | | tion offered — if not | every seme- |
| b) oral exami approx. 30 m | assessment: German and | ch: approx. 15 to 20 I | ninutes; groups of 2: | approx. 20 minutes | ; groups of 3: |
| Allocation of | places | | | | |
| follows: (1) M consideration | nould the number of appli laster's students of Wirtso n. (2) The remaining place ordance with (1) and (2) ar | chaftsinformatik (Bus s will be allocated to nd the number of app | siness Information Sy students of other su | stems) will be given bjects. (3) When pla | preferential |
| ces will be al | located by lot among app | licants from this grou | | | |
| | | licants from this grou | | | |
| ces will be al | | licants from this grou | | | |
| ces will be al | | licants from this grou | | | |
| ces will be al Additional in Workload 150 h | formation | licants from this grou | | | |
| ces will be al Additional in Workload | formation | licants from this grou | | | |
| ces will be al Additional in Workload 150 h Teaching cyc | formation le le: winter semester | | лр | | |
| ces will be al Additional in Workload 150 h Teaching cyc | formation | | лр | | |
| ces will be al Additional in Workload 150 h Teaching cyc | formation le le: winter semester | | лр | | |
| ces will be al Additional in Workload 150 h Teaching cyc Referred to in Module appe | formation le le: winter semester n LPO I (examination regu | llations for teaching- | лр | | |
| ces will be al Additional in Workload 150 h Teaching cyc Teaching cyc Referred to in Module appe Master's deg | formation le le: winter semester n LPO I (examination regu ears in ree (1 major) Economathe | Ilations for teaching- | up. degree programmes) | | |
| ces will be al Additional in Workload 150 h Teaching cyc Teaching cyc Referred to in Module appe Master's deg Master's deg | formation le le: winter semester n LPO I (examination regu | llations for teaching- matics (2016) formation Systems (2 | up. degree programmes) | | |



Master's degree (1 major) China Business and Economics (2016) Master's degree (1 major) International Economic Policy (2015) Master's degree (1 major) China Language and Economy (2016)

| Module | e title | | | | Abbreviation | |
|---|---|--|--|--|---|--|
| Interna | tional | Marketing | | | 12-M-IMM-161-m01 | |
| Module | e coord | inator | | Module offered by | | |
| holder ting | of the (| Chair of Business Admini | stration and Marke- | Faculty of Managem | nent and Economics | |
| ECTS | | | | | | |
| 5 numerical grade | | | | | | |
| Duratio | n | Module level | Other prerequisites | i | | |
| 1 seme | ster | graduate | | | | |
| Conten | ts | | | | | |
| (stage I nal con nalisati as a tim ket entr Outline 1. Inter • G • C 2. Inter • N • N • T • In 3. Theo • Fi • N | dule bi studie texts. T ion stra ning of ry and p of syll nationa lobalis ompet nationa Market o iming s nternat ries an oreign Multina | es). It provides a systema These are explained main Itegies, which require cou the countries market dev market development. abus: alisation of the economy | tic introduction to str ly by Porter's diamon untry analyses and de elopment. In addition and regional integrate dustries and compan cisions | rategic marketing dee nd and cluster model ecisions on the selec n, the module discus | gramme or the <i>Grundstudium</i> cisions in global and internatio- ls. Another focus is on internatio- ction of national markets as well asses different strategies for mar- | |
| Meffert on). Berndt, | Reading: Meffert, H. / Burmann C. / Becker, C.: Internationales Marketing-Management, Stuttgart etc. (most recent editi- on). Berndt, R. / Fantapié-Altobelli C. / Sander M.: Internationales Marketing-Management, Berlin etc. (most recent edition). | | | | | |
| Intende | ed leari | ning outcomes | | | | |
| the inte of inter | Students acquire in-depth skills in the field of strategic and operational management with particular attention to the international context. Students achieve particular expertise in the analysis, assessment and implementation of international business decisions and gain skills thus guiding the execution of marketing and management positions in globally-active companies. | | | | | |
| Course | s (type | , number of weekly conta | ct hours, language – | - if other than Germa | n) | |
| V (2) + | Ü (2) | | | | | |
| | | s essment (type, scope, la on on whether module ca | | | tion offered — if not every seme- | |
| | | nation (approx. 60 minut ssessment: German and, | | | | |
| Allocat | | | - | | | |
| | | | | | | |

| Additional information |
|--|
| |
| Workload |
| 150 h |
| Teaching cycle |
| Teaching cycle: after announcement |
| Referred to in LPO I (examination regulations for teaching-degree programmes) |
| |
| Module appears in |
| Master's degree (1 major) Economathematics (2016) |
| Master's degree (1 major) Business Information Systems (2016) |
| Master's degree (1 major) Business Management (2015) |
| Master's degree (1 major) China Business and Economics (2016) |
| Master's degree (1 major) International Economic Policy (2015) |
| Master's degree (1 major) China Language and Economy (2016) |
| Master's degree (1 major) Management (2018) |
| Master's degree (1 major) International Economic Policy (2018) |
| Master's degree (1 major) China Business and Economics (2019) |
| Master's degree (1 major) China Language and Economy (2019) |
| Master's degree (1 major) Information Systems (2019) |
| Master's degree (1 major) China Business and Economics (2021) |
| Master's degree (1 major) China Language and Economy (2021) |
| Master's degree (1 major) Economathematics (2021) |
| Master's degree (1 major) Information Systems (2022) |
| Master's degree (1 major) International Economic Policy (2022) |
| Master's degree (1 major) Management (2022) |
| Master's degree (1 major) Economathematics (2022) |
| exchange program Business Management and Economics (2022) |

| Module | e title | | | | Abbreviation | |
|--|--|--|--|--|--|--|
| Strateg | gic Man | agerial Accounting | | | 12-M-INST-161-m01 | |
| Module | e coord | inator | | Module offered by | <u> </u> | |
| | of the (| Chair of Business Manage | ement, Controlling | · · · · | nent and Economics | |
| ECTS | | od of grading | Only after succ. compl. of module(s) | | | |
| 5 | | imerical grade | | | | |
| Duratio | on | Module level | Other prerequisites | ites | | |
| 1 seme | semester graduate | | | | | |
| Conten | ts | | | | | |
| enterpr as the e Second technic | ises. Fi emerge I, the m ques, ir | rst, it addresses importa nce of cost and quality a nodule covers analytical a | nt drivers of strategic dvantages in compet and heuristic techniq ng, life cycle cost and | decisions from a mi ition as well as scale ues of planning and alysis, benchmarking | At of strategic management of icroeconomic perspective, such e and experience curve effects. control. In the context of these g and business wargaming are | |
| | | ning outcomes | | | | |
| control hs and | within weakn | enterprises is acquired. | What is more, the mo | odule conveys obtain | f decision-making and behavior ning knowledge about the strengt nstruments of strategic corporate | |
| Course | s (type | , number of weekly conta | ct hours, language – | - if other than Germa | n) | |
| V (2) + | Ü (2) | | | | | |
| | | essment (type, scope, la on on whether module ca | | | tion offered — if not every seme- | |
| | | nation (approx. 60 minut ssessment: German and, | | | | |
| Allocat | ion of j | olaces | | | | |
| | | | | | | |
| Additio | nal inf | ormation | | | | |
| | | | | | | |
| Worklo | ad | | | | | |
| 150 h | | | | | | |
| Teachiı | ng cycl | e | | | | |
| | | e: summer semester | | | | |
| Referre | d to in | LPOI (examination regu | lations for teaching- | degree programmes) | | |
| | | | | | | |
| Module | e appea | nrs in | | | | |
| Master Master Master | 's degr 's degr 's degr | ee (1 major) Economathe ee (1 major) Business Info ee (1 major) Business Ma ee (1 major) China Busino | ormation Systems (20 nagement (2015) ess and Economics (2 | 2016) | | |
| | | ee (1 major) International | | | | |
| Master | 's degr | ee (1 major) China Langu | age and Economy (20 | 016) | | |

| Module title | | | | | Abbreviation | | |
|--|---|--|--|---|-----------------------|----------------|--|
| Information systems research 12-M-ISR-161-m01 | | | | | | | |
| Module | e coord | inator | | Module offered by | | | |
| holder | | Chair of Information Sys | tems Engineering | Faculty of Managen | nent and Economics | | |
| ECTS | | od of grading | Only after succ. cor | npl. of module(s) | | | |
| 5 | nume | rical grade | | | | | |
| Duratio | | Module level | Other prerequisites | 5 | | | |
| 1 seme | ster | graduate | | | | | |
| Conten | ts | | | | | | |
| | The course provides an overview of theoretical scientific foundations, theories, research topics and methods of international research in business informatics. | | | | | | |
| Intend | ed learr | ning outcomes | | | | | |
| (i) Expl (ii) Get (iii) Red | oration ting to l cognitic | ovides students with k of classical themes of know the relevant parac on of the interfaces to o rience in finding and ev | WI / IS research; digms, theories and m ther areas of business | administration and | management practic | e; | |
| | | number of weekly con | tact hours, language – | - if other than Germa | n) | | |
| V (2) + | Ü (2) | | | | | | |
| | | essment (type, scope, on on whether module | | | tion offered — if not | every seme- | |
| b) oral approx Langua | examin . 30 mi | ssessment: German an | ach: approx. 15 to 20 r | ninutes; groups of 2: | approx. 20 minutes | ; groups of 3: | |
| Allocat | ion of p | olaces | | | | | |
| Should Master on. (2) cordan | 40 places. 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 considerati- on. (2) The remaining places will be allocated to students of other subjects. (3) When places are allocated in ac- cordance with (1) and (2) and the number of applications exceeds the number of available places, places will be allocated by lot among applicants from this group. | | | | | | |
| Additio | onal info | ormation | | | | | |
| | | | | | | | |
| Worklo | ad | | | | | | |
| 150 h | | | | | | | |
| Teachi | ng cycl | 9 | | | | | |
| | | e: each semester | | | | | |
| | | | ulations for teaching- | degree programmes) | | | |
| Referred to in LPO I (examination regulations for teaching-degree programmes) | | | | | | | |
| Module | e appea | rs in | | | | | |
| | | | ematics (2016) | | | | |
| Master's degree (1 major) Economathematics (2016) Master's degree (1 major) Business Information Systems (2016) | | | | | | | |
| | Master's degree (1 major) Business Minomation Systems (2010) Master's degree (1 major) Business Management (2015) | | | | | | |
| Master | 's degre | ee (1 major) China Busi | ness and Economics (a | | | | |
| | - | ee (1 major) Internation | • | - | | | |
| | | ee (1 major) China Lang | - , | | | | |
| Master's w | ith 1 major | Business Management (2015) | - | • generated 18-Apr-2025 • exa (120 ECTS) Business Manage | - | page 143 / 287 | |

| Module title | | | | | Abbreviation | |
|---|-------------|---|--------------------------------------|---|------------------|----------------|
| IT-Management | | | | | 12-M-ITM-161-m01 | |
| Module coordinator | | | | Module offered by | | |
| holder of the Chair of Information Syste | | ems Engineering Faculty of Management and Economics | | | | |
| ECTS | | od of grading | Only after succ. compl. of module(s) | | | |
| 5 | nume | rical grade | | | | |
| Duratio | | Module level | Other prerequisites | | | |
| 1 semester graduate | | | | | | |
| Contents | | | | | | |
| Content: This course provides students with an in-depth overview of aims, tasks and appropriate methods of IT manage- ment. | | | | | | |
| Outline of syllabus: 1. Organisation and distinction 2. IT strategy 3. IT organisation 4. Management of IT systems 5. Enterprise Architecture Management 6. IT project management 7. IT security 8. IT law 9. IT controlling Reading: • Hofmann/Schmidt: Masterkurs IT-Management, Wiesbaden. • Tiemeyer: Handbuch IT-Management, Munich. • Hanschke: Strategisches Management der IT-Landschaft, Munich. Intended learning outcomes After completing the course "IT Management", students will be able to 1. overview the different aspects to be considered regarding a purposeful IT management; 2. understand and apply appropriate methods and tools; 3. independently perform system search and selection in a team project (only after participation in the practice | | | | | | |
| lessons). | | | | | | |
| Courses (type, number of weekly contact hours, language — if other than German) | | | | | | |
| V (2) + \ddot{U} (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) | | | | | | |
| a) written examination (approx. 60 minutes) or b) oral examination (one candidate each: approx. 15 to 20 minutes; groups of 2: approx. 20 minutes; groups of 3: approx. 30 minutes) Language of assessment: German and/or English creditable for bonus | | | | | | |
| Allocation of places | | | | | | |
| | | | | | | |
| Additional information | | | | | | |
| | | | | | | |
| Workload | | | | | | |
| 150 h | | | | | | |
| | ith 1 major | Business Management (2015) | - | • generated 18-Apr-2025 • exa (120 ECTS) Business Manage | - | page 144 / 287 |

Teaching cycle

Teaching cycle: summer semester

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

| Master's degree (1 major) Economathematics (2016) |
|--|
| Master's degree (1 major) Business Information Systems (2016) |
| Master's degree (1 major) Business Management (2015) |
| Master's degree (1 major) China Business and Economics (2016) |
| Master's degree (1 major) International Economic Policy (2015) |
| Master's degree (1 major) China Language and Economy (2016) |
| Master's degree (1 major) Management (2018) |
| Master's degree (1 major) International Economic Policy (2018) |
| Master's degree (1 major) China Business and Economics (2019) |
| Master's degree (1 major) China Language and Economy (2019) |
| Master's degree (1 major) Information Systems (2019) |
| Master's degree (1 major) China Business and Economics (2021) |
| Master's degree (1 major) China Language and Economy (2021) |
| Master's degree (1 major) Economathematics (2021) |
| Master's degree (1 major) Information Systems (2022) |
| Master's degree (1 major) International Economic Policy (2022) |
| Master's degree (1 major) Management (2022) |
| Master's degree (1 major) Economathematics (2022) |
| exchange program Business Management and Economics (2022) |

| Module | e title | | | | Abbreviation | |
|-------------------|----------------------|---|---|--|--|--|
| Interna | ational | Trade and the Multination | onal Firm | | 12-M-ITMF-161-m01 | |
| Module | e coord | linator | | Module offered by | | |
| holder | of the | Chair of International Eco | onomics | Faculty of Management and Economics | | |
| ECTS | Meth | od of grading | Only after succ. con | | | |
| 5 | nume | rical grade | | | | |
| Duratio | on | Module level | Other prerequisites | | | |
| 1 seme | ster | graduate | | | | |
| Contents | | | | | | |
| <u>Conten</u> | <u>nt</u> | | | | | |
| scher-0 trade. | Ohlin) f The fina | ollowed by theories base | ed on monopolistic ar geneity and multinati | d oligopolistic comp | advantage (Ricardo and Heck- petition to explain intra-industry ermits the Armington model and | |
| <u>Outline</u> | <u>9</u> | | | | | |
| l Ricard | dian Tra | ade Theory | | | | |
| ll Heck | scher-(| Ohlin Trade Theory | | | | |
| III New | Trade | Theory: Intra-Industry Tra | de, Increasing Return | s to Scale, Imperfec | t Competition | |
| IV Firm | Hetero | geneity, Trade and FDI | | | | |
| V The N | Multina | tional Firm | | | | |
| <u>Literat</u> | ure: | | | | | |
| further | referei | | | | detailed list of references with lecture. Material from the followi- | |
| Helpm | an, E. (| 2011). Understanding Glo | bal Trade. Princeton | University Press. | | |
| Feenst Edition | | (2016). Advanced Intern | ational Trade. Theory | and Evidence. Princ | eton University Press, Second | |
| Caves, | R., R.V | /. Jones and J.A. Frankel (| 2007). World Trade a | nd Payments. Addiso | on Wesley | |
| Bhagw Press | ati, J., / | A. Panagariya and T. N. S | rinivasan (1998). Lect | ures on Internationa | ll Trade. Second Edition. MIT | |
| Gando | lfo, G. (| (1998). International Trac | le Theory and Policy. | Springer-Verlag, Berl | lin and New York | |
| Markus | sen, J.R | ., J.R. Melvin, W.H. Kaem | pfer, K. E. Maskus (19 | 95). International Tr | ade. McGrawHill | |
| Barba Press | Navare | tti, G. and A.J. Venables (| (2004). Multinational | Firms in the World E | conomy. Princeton University | |
| Intend | ed lear | ning outcomes | | | | |
| ments lopmer | of spea nts and | cialization patterns in the to apply the tools and m | e global economy. The nethods to evaluate co | ey learn to analyze, d ontroversies associa | of world trade and the develop- liscuss and defend these deve- ted with the ongoing deepening al economy on national econo- | |

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

Ü (2) + V (2)

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

a) written examination (approx. 60 to 90 minutes) or

b) term paper (approx. 15 pages)

Language of assessment: German and/or English

Allocation of places

Additional information

--

--

Workload

150 h

Teaching cycle

Teaching cycle: winter semester

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

Module appears in

Master's degree (1 major) Economathematics (2016) Master's degree (1 major) Business Management (2015) Master's degree (1 major) China Business and Economics (2016) Master's degree (1 major) International Economic Policy (2015) Master's degree (1 major) Media Communication (2016) Master's degree (1 major) China Language and Economy (2016) Master's degree (1 major) Media Communication (2018) Master's degree (1 major) Media Communication (2019)

| Modul | | | | | Abbreviation | |
|--|-----------------------------------|---|--|---|--|--|
| Coordi | nation, | Budgeting and Incentiv | ves in Companies | | 12-M-KOBO-161-m01 | |
| Modul | e coord | linator | | Module offered by | | |
| holder of the Chair of Business Management, Controlling and Accounting | | | gement, Controlling | Faculty of Manager | nent and Economics | |
| ECTS | Meth | od of grading | Only after succ. con | fter succ. compl. of module(s) | | |
| 5 | nume | rical grade | | | | |
| Durati | on | Module level | Other prerequisites | | | |
| 1 seme | ester | graduate | | | | |
| Conter | nts | | | | | |
| course as info lue-ori | e first di ormation ented r | scusses the role of acco | ounting in the context of the most common in | of decision-making a struments of behavi | ecentralized enterprises. The and behavioral controlling as well oral controlling (budgeting, va- and practice. | |
| quirem | nents o | • | oehavioral control are | | enterprises. Knowledge about re- betences for deployment, struc- | |
| Course | es (type | , number of weekly con | tact hours, language – | - if other than Germa | an) | |
| V (2) + | Ü (2) | | | | | |
| | | sessment (type, scope, ion on whether module | | | tion offered — if not every seme- | |
| | | nation (approx. 60 minu ssessment: German an | | | | |
| Alloca | tion of | places | | | | |
| | | | | | | |
| Additi | onal inf | ormation | | | | |
| | | | | | | |
| Worklo | oad | | | | | |
| 150 h | | | | | | |
| | ing cycl | e | | | | |
| | | e: winter semester | | | | |
| | | LPO I (examination reg | | degree programmes | | |
| | | | | | | |
| Modul | e appea | ars in | | | | |
| | | ree (1 major) Economath | ematics (2016) | | | |
| | - | ee (1 major) Economatin ee (1 major) Business Ir | | 016) | | |
| | - | ee (1 major) Business N | | | | |
| | - | ree (1 major) China Busi | | 2016) | | |
| | | ee (1 major) Internation | | | | |
| | r'e daar | ee (1 major) China Lang | uage and Economy (20 | o16) | | |

| Module title | | | | | Abbreviation | |
|--|---|---|---|--|--|---|
| Indust | rial Ma | nagement 2 | | | 12-M-LA-161-m01 | |
| Modul | e coord | linator | | Module offered by | <u> </u> | |
| | | Chair of Business Manag | ement and Industrial | | nent and Economics | |
| Manag | | chan of Busiliess manua | | racary of managen | | |
| 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 | | | | | |
| metho | ds and | analyses and classifies ap models of lot sizing and ames as well as the plann | scheduling. The focus | s is on the determina | | |
| Intend | ed lear | ning outcomes | | | | |
| the def sequer cies ar tative r le stud can als | termina nces. Tl re conve models lents ca so arrar | n essential concepts, prin ation of optimal production nen, based on this expert eyed, which allow the ima for the derivation and as an answer, analyze and st ange the planning areas in and control. | on and transport volu tise related knowledg aging of realistic situa sessment of alternat tructure questions of | mes as well as the p e broadening and de ttions and problems ive courses of action production planning | lanning of productio eepening, essential using mathematical . After completion of and control, goal-on | n and order competen- and quanti- f the modu- riented. They |
| Course | es (type | , number of weekly conta | act hours, language – | - if other than Germa | n) | |
| V (2) + | Ü (2) | | | | | |
| Course | e type: a | alternatively eLearning, S | <u>,</u> WS | | | |
| | | sessment (type, scope, la ion on whether module c | | | tion offered — if not | every seme- |
| b) pres c) term Langua | sentatio 1 paper | mination (approx. 40 to 6 on (approx. 20 minutes) a (approx. 30 to 40 pages) Issessment: German and bonus | ind written elaboratio | n (approx. 15 to 20 p | bages); weighted 1:1 | or |
| Allocat | tion of | places | | | | |
| by lot a numbe | among er of pla | Should the number of ap all applicants irrespective aces will be allocated in the s they become available. | e of their subjects. (2) he same procedure. (|) Places on all cours | es of the module wit | h a restricted |
| Additio | onal inf | ormation | | | | |
| | | | | | | |
| Worklo | bad | | | | | |
| 150 h | | | | | | |
| - | ng cycl | e | | | | |
| | | e: after announcement | | | | |
| | | LPOI (examination regu | lations for teaching. | legree programmes) | | |
| | | | | | | |
| Modul | e appea | are in | | | | |
| | | | matics (2016) | | | |
| | - | ee (1 major) Economathe ee (1 major) Business Inf | | 016) | | |
| Master's w | /ith 1 majo | r Business Management (2015) | - | generated 18-Apr-2025 • exa (120 ECTS) Business Manage | - | page 149 / 287 |

Master's degree (1 major) Business Management (2015) Master's degree (1 major) China Business and Economics (2016) Master's degree (1 major) International Economic Policy (2015) Master's degree (1 major) China Language and Economy (2016)

| Module title | | | | Abbreviation | |
|--|---|--|---|---|---|
| Seminar: Log | istics & Supply Chain Ma | nagement | | 12-M-LSCM-161-mc | 01 |
| Module coord | linator | | Module offered by | <u> </u> | |
| | Chair of Logistics and Qu | antitative Methods | | | |
| | od of grading | Only after succ. con | · · · · · · · · · · · · · · · · · · · | | |
| | rical grade | | 1 | | |
| Duration | Module level | Other prerequisites | | | |
| 1 semester | graduate | | | | |
| Contents | | | | | |
| They support founded and companies be of quantitativ nication syste blems have b access to nec | planning approaches are decision makers in taking relevant information. Mar ecause they considerably e planning methods has ems: Advanced tools are a een integrated in standar essary data has substant | g important strategic ny of these decisions influence today's as been strongly suppor available at low costs d software, the user | , tactical, and operat have significant imp well as tomorrow's o ted by the developm s, versatile methods friendliness has imp | tional decisions by p bact on the competit costs and revenues. Thent of information a to model and solve roved, and last but | roviding well- iveness of The adoption and commu- planning pro- |
| | ning outcomes | | | | |
| potential solu minar learn al | ective of this seminar is to itions. Planning procedur bout actual planning prob mpanies address these p | es are applied to solv plems in Logistics and | ve real problems in c | ompanies. Participa | nts in this se- |
| Courses (type | , number of weekly conta | ict hours, language – | - if other than Germa | an) | |
| S (2) | | | | | |
| ster, informat | sessment (type, scope, la ion on whether module c | an be chosen to earn | a bonus) | | every seme- |
| Language of a | pprox. 20 to 25 pages) ar ssessment: German and | | rox. 20 minutes), we | ighted 2:1 | |
| Allocation of | | | | | |
| as follows: (1) Quantitative <i>I</i> successfully of in mandatory ment) or Valu offered by the | ould the number of appli Students who already ha Methods will be given pre completed modules, plac courses of the focus Logi e Chain Management or a chair. (3) Among applica | ave successfully com ferential consideration es will be allocated a stik und Supply Chai another specialisatio | pleted courses offer on. (2) Among applic ccording to the total n Management (Log n the applicant has s | ed by the Chair of Lo ants with the same number of ECTS cre istics and Supply Ch selected which inclu | gistics and number of dits achieved ain Manage- des courses |
| Additional inf | ormation | | | | |
| | | | | | |
| Workload | | | | | |
| 300 h | | | | | |
| Teaching cycl | e | | | | |
| Teaching cycl | e: each semester | | | | |
| Referred to in | LPOI (examination regu | lations for teaching- | degree programmes) | | |
| | | | | | |
| Module appea | ars in | | | | |
| Master's degr | ee (1 major) Economathe ee (1 major) Business Inf ee (1 major) Business Ma | ormation Systems (2 | 016) | | |
| Master's with 1 majo | r Business Management (2015) | - | generated 18-Apr-2025 • ex (120 ECTS) Business Manage | - | page 151 / 287 |

| Master's degree (1 major) China Business and Economics (2016) |
|--|
| Master's degree (1 major) International Economic Policy (2015) |
| Master's degree (1 major) China Language and Economy (2016) |
| Master's degree (1 major) Management (2018) |
| Master's degree (1 major) International Economic Policy (2018) |
| Master's degree (1 major) China Business and Economics (2019) |
| Master's degree (1 major) China Language and Economy (2019) |
| Master's degree (1 major) China Business and Economics (2021) |
| Master's degree (1 major) China Language and Economy (2021) |
| Master's degree (1 major) Economathematics (2021) |
| exchange program Business Management and Economics (2022) |

| Module | e title | | | | Abbreviation | |
|---|------------------------------|---|---------------------------------|-----------------------|--|--|
| Manag | erial Ar | nalytics & Decision Maki | ng | | 12-M-MADM-161-m01 | |
| Module | a coord | inator | | Module offered by | | |
| | | | antitative Methods | | nent and Economics | |
| holder of the Chair of Logistics and Quantitative MethodsECTSMethod of gradingOnly after succ. com | | | | , , , | | |
| 5 | | rical grade | | | | |
| Duratio | L | Module level | Other prerequisites | | | |
| 1 seme | ĺ | graduate | | | | |
| Contents | | | | | | |
| a diver | se set c | | | | ethods to structure and solve dern methods with the help of | |
| Intende | ed learı | ning outcomes | | | | |
| (i) bette (ii) app sion ma | er unde ly impo aking; | ng this course students o erstand and structure pro ortant theoretical and em t advanced analytical me | blems; pirical frameworks to | | that evaluate good and bad deci- risk. | |
| Course | s (type | , number of weekly conta | ct hours, language — | - if other than Germa | n) | |
| V (2) + | Ü (2) | | | | | |
| | | essment (type, scope, la on on whether module ca | | | tion offered — if not every seme- | |
| b) term | paper ige of a | nination (approx. 60 min (approx. 15 to 20 pages) ssessment: German and, bonus | | | | |
| Allocat | ion of p | olaces | | | | |
| | | | | | | |
| Additio | nal inf | ormation | | | | |
| | | | | | | |
| Worklo | ad | | | | | |
| 150 h | | | | | | |
| Teachi | ng cvcl | e | | | | |
| | | e: winter semester | | | | |
| | | LPOI (examination regu | lations for teaching- | degree programmes) | | |
| | | | | <u> </u> | | |
| Module | e appea | irs in | | | | |
| Master's degree (1 major) Economathematics (2016) Master's degree (1 major) Business Information Systems (2016) Master's degree (1 major) Business Management (2015) Master's degree (1 major) China Business and Economics (2016) Master's degree (1 major) International Economic Policy (2015) | | | | | | |
| | - | ee (1 major) China Langu | • | - | | |

| Semina | e title | | | Abbreviation | |
|---|---|---|--|---|-----------------|
| | ar: Macroeconomics and Quanti | tative Economic Rese | earch | 12-M-MEW-161-mo: | 1 |
| Module | e coordinator | | Module offered by | <u> </u> | |
| | f the Work Group of Empirical Ec | conomics | · · · | nent and Economics | : |
| ECTS | Method of grading | Only after succ. con | | | , |
| 10 | numerical grade | | | | |
| - | · · · · · · · · · · · · · · · · · · · | | | | |
| Duratio | | Other prerequisites | | | |
| 1 seme | | | | | |
| Conten | | | | | |
| | urse will provide students with a antitative economic research. A psite. | | | | |
| Intende | ed learning outcomes | | | | |
| (i) cons (ii) crea (iii) dea | ne seminar, students can solidate acquired knowledge an ate, present and defend a scient al with the working papers of oth pare beter for the processing of | ific paper; ner participants; | additional technique | es of scientific work; | |
| Course | s (type, number of weekly conta | act hours, language – | - if other than Germa | an) | |
| S (2) | | | | | |
| term pa Langua | formation on whether module ca aper (approx. 20 to 25 pages) ar age of assessment: German and | nd presentation (app | | ighted 2:1 | |
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| 10 plac by lot a numbe cated b Additio Worklo 300 h Teachin Teachin Teachin Referre Master Master Master Master Master Master Master Master Master Master | e appears in 's degree (1 major) Economathe 's degree (1 major) Dusiness Ma 's degree (1 major) China Langu 's degree (1 major) International | e of their subjects. (2 he same procedure. (lations for teaching- matics (2016) magement (2015) ess and Economics (2 l Economic Policy (20 age and Economy (20 t (2018) l Economic Policy (20 ess and Economics (2 |) Places on all cours (3) A waiting list will degree programmes) 2016) 115) 1016) 118) 2019) | es of the module wit be maintained and p | th a restricted |

Master's degree (1 major) China Business and Economics (2021) Master's degree (1 major) China Language and Economy (2021) Master's degree (1 major) Economathematics (2021) Master's degree (1 major) International Economic Policy (2022) Master's degree (1 major) Management (2022) Master's degree (1 major) Economathematics (2022) exchange program Business Management and Economics (2022)

| Module title Abbreviation | | | | | | |
|---|---------------------------------|---|--|---|--|----------------------------|
| Advano | ced Ma | croeconomics | | | 12-M-MFF-161-m01 | |
| Module | e coord | inator | | Module offered by | <u> </u> | |
| holder | of the (| Chair of International Eco | nomics | Faculty of Managen | nent and Economics | |
| ECTS | Metho | od of grading | Only after succ. con | npl. of module(s) | | |
| 5 | nume | rical grade | | | | |
| Duratio | | Module level | Other prerequisites | | | |
| 1 seme | | graduate | | | | |
| Conten | | | | | | |
| <u>Conten</u> | <u>it</u> | | | | | |
| and a r mans r ny. App | eview o nodel, o plicatio | vers long-run aspects of a of the Solow-growth mode on endogenous growth th ns of this framework invo e permitting. | el. The lecture then fo neory and it puts the | ocuses on the infinite roles of human capit | e-horizon Ramsey-Ca al and institutions u | ass-Koop- Inder scruti- |
| <u>Outline</u> | | | | | | |
| | | e Solow Growth Model | | | | |
| | | zon Ramsey-Cass-Koopm | ans model | | | |
| | - | s Growth | | | | |
| | | ital, Social Infrastructure | | | | |
| V Appli | ications | G (Urban and regional gro | wth; Growth, resourc | es and the environm | ient) | |
| <u>Literatı</u> | ure: | | | | | |
| The co | urse dra | aws strongly on the textb | ook: | | | |
| David I | Romer, | Advanced Macroeconom | ics, 4 th edition, McGr | aw-Hill Irwin. | | |
| | | urnal articles and researc | ch papers at several p | parts of the lecture. | | |
| | | ning outcomes | <u></u> | 1 1 1 . 1 | <u> </u> | |
| This en of inco | ables t mes, to | tire a working knowledge hem to identify the key for make informed policy and as well as to conduct th | orces that determine nalysis and statemen | the determinants of | income levels and g | rowth rates |
| Course | s (type | , number of weekly conta | ct hours, language – | - if other than Germa | ın) | |
| V (2) + | Ü (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) term paper (approx. 15 pages) Language of assessment: German and/or English | | | | | | |
| Allocat | ion of p | olaces | | | | |
| | | | | | | |
| Additio | onal inf | ormation | | | | |
| | | | | | | |
| Master's w | ith 1 majoi | Business Management (2015) | - | generated 18-Apr-2025 • exa (120 ECTS) Business Manage | - | page 156 / 287 |

Workload

150 h

Teaching cycle

Teaching cycle: winter semester

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

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Module appears in

Master's degree (1 major) Economathematics (2016)

Master's degree (1 major) Business Management (2015)

Master's degree (1 major) China Business and Economics (2016)

Master's degree (1 major) International Economic Policy (2015)

| Micreeconometrics Interface Interfac | Module | e title | | | | Abbreviation |
|--|-------------------------------|------------------------------------|--|-------------------------|---------------------------------------|-----------------------------------|
| holder of the Chair of Econometrics Faculty of Management and Economics ECTS Method of grading Only after succ. compl. of module(s) 5 numerical grade | | | | | | 12-M-MIK-161-m01 |
| ECTS Method of grading Only after succ. compl. of module(s) 5 numerical grade 1 semester graduate Contents Contents The course teaches basics, methods and concepts for the analysis of individual data. The scaling of observed data is adequately addressed. The maximum likelihood method, which is important for this type of data, is explained in detail. Outline 1. What is microeconometrics? 2. Models for qualitatively dependent variables 3. Models for qualitatively dependent variables 4. Time-dependent models References 1. Greene, W. H.: Econometric Analysis, Philip Alan. 2. Ronning, G. Si Microedonatics, Springer Verlag. 1. Hended learning outcomes Students have significant knowledge of the maximum likelihood method and the most important models for qualitatively and limited dependent variables. They can autonomously perform estimations with statistic programs such as H and interpret the results meaningfully. Students have significant knowledge of the maximum likelihood method and the most important models for qualitatively and limited | Module | e coord | inator | | Module offered by | |
| 5 numerical grade Duration Module level Other prerequisites 1 semester graduate Contents The course teaches basics, methods and concepts for the analysis of individual data. The scaling of observed data is adequately addressed. The maximum likelihood method, which is important for this type of data, is explained in detail. Outline 1. What is microeconometrics? 2. Models for qualitatively dependent variables 3. Models for limited dependent variables 4. Time-dependent models References 1. Greene, W. H.: Econometric, Springer Verlag, 3. Verbeek, M.: Modern Econometrics, Wiley. 4. Winkelmann, R., Boes, S.: Analysis of Microdata, Springer Verlag. Intended learning outcomes Students have significant knowledge of the maximum likelihood method and the most important models for qualitatively and limited dependent variables. They can autonomously perform estimations with statistic programs such as R and interpret the results meaningfully. Courses (type, number of weekly contact hours, language - if other than German) 0 0 (2) + 0 (2) | holder | | | | · · · · · · · · · · · · · · · · · · · | nent and Economics |
| Duration Module level Other prerequisites 1 semester graduate | | | | Only after succ. com | pl. of module(s) | |
| 1 semester graduate Concerts Concerts The course teaches basics, methods and concepts for the analysis of individual data. The scaling of observed data is adequately addressed. The maximum likelihood method, which is important for this type of data, is explained in detail. Outline | | <u> </u> | | | | |
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| 1. Greene, W. H.: Econometric Analysis, Philip Alan. 2. Ronning, G.: Microeconometrics, Springer Verlag. 3. Verbeek, M.: Modern Econometrics, Wiley. 4. Winkelmann, R., Boes, S.: Analysis of Microdata, Springer Verlag. Intended learning outcomes Students have significant knowledge of the maximum likelihood method and the most important models for qualitatively and limited dependent variables. They can autonomously perform estimations with statistic programs such as R and interpret the results meaningfully. Courses (type, number of weekly contact hours, language — if other than German) 10 (2) + 10 (2) Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus) a) written examination (approx. 60 minutes) or b) term paper (approx. 15 pages) Language of assessment: German and/or English creditable for bonus Allocation of places Morkload 150 h Teaching cycle Teaching cycle: after announcement Referred to in LPO1 (examination regulations for teaching-degree programmes) Module appears in | 1. What 2. Mod 3. Mod | t is mic els for c els for l | qualitatively dependent v imited dependent variab | | | |
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| b) term paper (approx. 15 pages) Language of assessment: German and/or English creditable for bonus Allocation of places Additional information Workload 150 h Teaching cycle Teaching cycle: after announcement Referred to in LPO I (examination regulations for teaching-degree programmes) Module appears in | | | | | | , |
| Additional information Workload 150 h Teaching cycle Teaching cycle: after announcement Referred to in LPO I (examination regulations for teaching-degree programmes) Module appears in | b) term Langua | paper ge of a | (approx. 15 pages) ssessment: German and, | | | |
| Workload 150 h Teaching cycle Teaching cycle: after announcement Referred to in LPO I (examination regulations for teaching-degree programmes) Module appears in | Allocat | ion of p | olaces | | | |
| Workload 150 h Teaching cycle Teaching cycle: after announcement Referred to in LPO I (examination regulations for teaching-degree programmes) Module appears in | | | | | | |
| 150 h Teaching cycle Teaching cycle: after announcement Referred to in LPO I (examination regulations for teaching-degree programmes) Module appears in | Additio | nal info | ormation | | | |
| 150 h Teaching cycle Teaching cycle: after announcement Referred to in LPO I (examination regulations for teaching-degree programmes) Module appears in | | | | | | |
| Teaching cycle Teaching cycle: after announcement Referred to in LPO I (examination regulations for teaching-degree programmes) Module appears in | Worklo | ad | | | | |
| Teaching cycle Teaching cycle: after announcement Referred to in LPO I (examination regulations for teaching-degree programmes) Module appears in | 150 h | | | | | |
| Teaching cycle: after announcement Referred to in LPO I (examination regulations for teaching-degree programmes) Module appears in | - | ng cycl | 9 | | | |
| Referred to in LPO I (examination regulations for teaching-degree programmes) Module appears in | | | | | | |
| Module appears in | | | | lations for teaching- | legree programmes) | |
| | | | | | - 0· p· - 3· «······00) | |
| | Module | e appea | irs in | | | |
| | | | | matics (2016) | | |

Master's with 1 major Business Management (2015)

Master's degree (1 major) Business Management (2015) Master's degree (1 major) China Business and Economics (2016) Master's degree (1 major) International Economic Policy (2015) Master's degree (1 major) China Language and Economy (2016)

| Module | title | | | | Abbreviation | |
|--|--|--|--|--|--|--------------------------------|
| Brand N | Aanage | ment & Market Researc | h | | 12-M-MM-161-m01 | |
| Module | coordi | nator | | Module offered by | <u> </u> | |
| | | culty of Business Manag | ement and Econo- | · · · · | nent and Economics | |
| mics | | | | | | |
| ECTS | | d of grading | Only after succ. compl. of module(s) | | | |
| 5 | r | ical grade | | | | |
| Duratio | | Module level | Other prerequisites | | | |
| 1 semes | | graduate | | | | |
| Content Descrip | | | | | | |
| At the b ment ap organis quireme Outline 1. Branc | eginnin oproach ation o ents reg of sylla d leade | rship and brand assessn | d to be seen as the en badly speaking - for s tainable positioning nent | ntrepreneurial task o ociety on the other h of the brand as well | f creating "shared va and. This idea leads as brand manageme | alue" for the s to high re- |
| 3. Brand 4. Cons 5. Mark | d strate umer b et resea | rship, identity and releva gies ehaviour arch methods and the de arch methods | - | | h | |
| Intende | d learn | ing outcomes | | | | |
| which w search t | vill be d tools, it | heories of Meffert and A leepened by many pracit t's the defined goal of th d management. | al implications and | examples. Provided l | by cases studies and | l market re- |
| Courses | s (type, | number of weekly conta | ct hours, language – | - if other than Germa | ın) | |
| V (2) + Ü | | | | | | |
| | | essment (type, scope, la on on whether module ca | | | tion offered — if not | every seme- |
| | | ation (approx. 60 minut ssessment: German and, | | | | |
| Allocati | ion of p | laces | | | | |
| | | | | | | |
| Additio | nal info | ormation | | | | |
| | | | | | | |
| Worklo | ad | | | | | |
| 150 h | | | | | | |
| Teachin | ıg cycle | | | | | |
| Teachin | ig cycle | : no courses offered | | | | |
| Referre | d to in | LPOI (examination regu | lations for teaching- | degree programmes) | | |
| | | | | | | |
| Module | appea | rs in | | | | |
| Master' | s degre | ee (1 major) Economathe ee (1 major) Business Info ee (1 major) Business Ma | ormation Systems (2 | 016) | | |
| Master's wit | th 1 major | Business Management (2015) | | generated 18-Apr-2025 • exa (120 ECTS) Business Manage | - | page 160 / 287 |

Master's degree (1 major) China Business and Economics (2016) Master's degree (1 major) International Economic Policy (2015) Master's degree (1 major) China Language and Economy (2016) Master's degree (1 major) Management (2018) Master's degree (1 major) China Business and Economics (2019) Master's degree (1 major) China Language and Economy (2019) Master's degree (1 major) Information Systems (2019) Master's degree (1 major) China Business and Economics (2021) Master's degree (1 major) China Business and Economics (2021) Master's degree (1 major) China Language and Economy (2021) Master's degree (1 major) China Language and Economy (2021)

| Strateg | e title | | | | Abbreviation | |
|--|--|--|---|--|--|--|
| | Strategic Networks in Industry | | | | 12-M-MS-161-m01 | |
| Module coordinator | | | | Module offered by | | |
| | | | acmont and Econo | , | nont and Economics | |
| Dean of the Faculty of Business Management and Econo- mics | | | gement and Econo- | raculty of Manager | nent and Economics | |
| ECTS | | | | | | |
| 5 | | rical grade | | • • • • | | |
| Duratio | on | Module level | Other prerequisites | 5 | | |
| 1 seme | ster | graduate | | | | |
| Conten | ts | | | | | |
| non of fication The foc ble inne Outline 1. Strat 2. Trans pliers 3. Mana 4. Clust 5. Sust Intende By the for more st Course V (2) + | cluster of the sus is o ovation of syll regic no saction s ageme ter and ainable ed lear end of tudent: s (type Ü (2) d of as: | ing in the industrial indu- theoretical contents. n marketing in industria ns - as well as the differe abus: etworks and clusters in in types of Williamson as nt of business types, in p entrepreneurship activi is innovation strategies ning outcomes the course, students gai s will aquire sectoral kno , number of weekly cont | istry. The example of l companies and also ent strategy types of s ndustrial industries s well as strategic coop particular the busines ties n a profound underst owledge of the autom act hours, language - | the international aut on CSR - CSR is consultation ustainable innovatio uch as the automotiv peration between aut as of suppliers in the canding above the ba otive industry as wel – if other than German | re industry omobile manufacturers and sup automotive industry sics of network research. Furthe l as detailed cluster skills. | |
| | | | | i a bonus) | | |
| written | exami | nation (approx. 60 minu ssessment: German and | tes) | i a bonus) | | |
| written | exami ige of a | nation (approx. 60 minu Issessment: German and | tes) | i a bonus) | | |
| written Langua | exami ige of a | nation (approx. 60 minu Issessment: German and | tes) | i a bonus) | | |
| written Langua Allocat | exami ige of a ion of | nation (approx. 60 minu Issessment: German and | tes) | i a bonus) | | |
| written Langua Allocat Additio | exami ige of a ion of p onal inf | nation (approx. 60 minu Issessment: German and places | tes) | i a bonus) | | |
| written Langua Allocat | exami ige of a ion of p onal inf | nation (approx. 60 minu Issessment: German and places | tes) | i a bonus) | | |
| written Langua Allocat Additio | exami ige of a ion of p onal inf | nation (approx. 60 minu Issessment: German and places | tes) | i a bonus) | | |
| written Langua Allocat Additio Worklo | exami ige of a ion of p nal inf | nation (approx. 60 minu issessment: German and places formation | tes) | n a bonus) | | |
| written Langua Allocat Additio Worklo 150 h Teachin | exami age of a ion of p onal inf pad | nation (approx. 60 minu issessment: German and places formation | tes) | n a bonus) | | |
| written Langua Allocat Additio Worklo 150 h Teachir Teachir | exami ige of a ion of p onal inf pad | nation (approx. 60 minu issessment: German and places formation | tes) l/or English | | | |
| written Langua Allocat Additio Worklo 150 h Teachir Teachir | exami ige of a ion of p onal inf pad | nation (approx. 60 minu issessment: German and places formation e e: no courses offered | tes) l/or English | | | |
| written Langua Allocat Additio Worklo 150 h Teachir Teachir | exami age of a ion of p onal inf pad ng cycl ad to in | nation (approx. 60 minu issessment: German and places formation e e: no courses offered LPO I (examination reg | tes) l/or English | | | |
| written Langua Allocat Additio Worklo 150 h Teachin Teachin Referre Module Master | exami ige of a ion of p onal inf pad ng cycl ed to in e appea 's degr | nation (approx. 60 minu issessment: German and places formation e: no courses offered LPOI (examination reginants ars in ee (1 major) Economathe | tes) l/or English ulations for teaching- ematics (2016) | degree programmes) | | |
| written Langua Allocat Worklo 150 h Teachin Teachin Referre Module Master Master | exami age of a ion of p onal inf onal info onal info info onal info info onal info info info info info info info info | nation (approx. 60 minu issessment: German and places formation e e: no courses offered LPO I (examination reg ars in ee (1 major) Economathe ee (1 major) Business In | tes) l/or English ulations for teaching- ematics (2016) formation Systems (2 | degree programmes) | | |
| written Langua Allocat Additio Yorklo 150 h Teachin Teachin Referre Module Master Master Master | exami age of a ion of onal inf onal info onal info info onal info info onal info info info onal info info info info info info info info | nation (approx. 60 minu assessment: German and places formation e e: no courses offered LPO I (examination regulars ars in ee (1 major) Economathe ee (1 major) Business In ee (1 major) Business In | tes) l/or English ulations for teaching- ematics (2016) formation Systems (2 anagement (2015) | degree programmes) 016) | | |
| written Langua Allocat Additio Yorklo 150 h Teachin Teachin Referre Module Master Master Master Master | exami age of a ion of p onal inf bad ng cycl ed to in e appea 's degr 's degr 's degr | nation (approx. 60 minu assessment: German and places formation e e: no courses offered LPO I (examination regr ars in ee (1 major) Economathe ee (1 major) Business In ee (1 major) Business Ma ee (1 major) China Busin | tes) l/or English ulations for teaching- ematics (2016) formation Systems (2 anagement (2015) iess and Economics (2 | degree programmes) 016) 2016) | | |
| written Langua Allocat Additio Worklo 150 h Teachin Teachin Teachin Referre Master Master Master Master Master | exami ige of a ige of a ige of a ind of [onal inf ad ad ad ad ad ad ad ad ad backet is degr 's degr 's degr 's degr 's degr | nation (approx. 60 minu assessment: German and places formation e e: no courses offered LPO I (examination regulars ars in ee (1 major) Economathe ee (1 major) Business In ee (1 major) Business In | tes) l/or English ulations for teaching- ematics (2016) formation Systems (2 anagement (2015) less and Economics (2 al Economic Policy (20 | degree programmes) 016) 2016) 2015) | | |

Master's degree (1 major) Management (2018) Master's degree (1 major) China Business and Economics (2019) Master's degree (1 major) China Language and Economy (2019) Master's degree (1 major) Information Systems (2019) Master's degree (1 major) China Business and Economics (2021) Master's degree (1 major) China Language and Economy (2021) Master's degree (1 major) Economathematics (2021)

| Module | | | | | Abbreviation | | | | | |
|--|--|--|---|---|----------------------|----------------|--|--|--|--|
| Advanc | ed Sen | ninar: Marketing Strateg | у | | 12-M-MSS-161-m01 | | | | | |
| Module | coord | inator | | Module offered by | | | | | | |
| | | Chair of Business Admini | stration and Marke- | | nent and Economics | | | | | |
| ting | or the c | | | | | | | | | |
| ECTS | Metho | od of grading | of grading Only after succ. compl. of module(s) | | | | | | | |
| 10 | | rical grade | | | | | | | | |
| Duratio | Duration Module level Other prerequisites | | | | | | | | | |
| 1 seme | 1 semester graduate | | | | | | | | | |
| Conten | ts | | I | | | | | | | |
| tured p keting a Reading | aper ar and stra g: | students will acquire im nd to present the results ategic management. ding to topic | | | | | | | | |
| | | ning outcomes | | | | | | | | |
| 1. unde 2. integ | erstand grate ela | ng the course "Marketing the fundamentals of sci aborated content in a sci entations independently. | entific literature revie entific thesis; | | | | | | | |
| Course | s (type | , number of weekly conta | ict hours, language – | - if other than Germa | in) | | | | | |
| S (2) | | | | | | | | | | |
| ster, in | formati | eessment (type, scope, la on on whether module c oprox. 20 to 25 pages) ar | an be chosen to earn | a bonus) | | every seme- | | | | |
| | | ssessment: German and | | 0x. 20 minutes), we | | | | | | |
| Allocat | ion of p | olaces | | | | | | | | |
| by lot a numbe | mong a r of pla | Should the number of ap all applicants irrespective ces will be allocated in the they become available. | e of their subjects. (2) |) Places on all cours | es of the module wit | h a restrictec | | | | |
| Additio | nal info | ormation | | | | | | | | |
| | | | | | | | | | | |
| Worklo | ad | | | | | | | | | |
| 300 h | | | | | | | | | | |
| Teachi | ng cycl | 9 | | | | | | | | |
| | | e: each semester | | | | | | | | |
| | <u> </u> | | lations for toaching | lagrae programmes) | | | | | | |
| Referred to in LPO I (examination regulations for teaching-degree programmes) | | | | | | | | | | |
| | | | | | | | | | | |
| Module | | | | | | | | | | |
| | - | ee (1 major) Economathe | | | | | | | | |
| Master's degree (1 major) Business Management (2015) | | | | | | | | | | |
| Mactor | Master's degree (1 major) China Business and Economics (2016) | | | | | | | | | |
| | Master's degree (1 major) International Economic Policy (2015) | | | | | | | | | |
| Master | - | - | | Master's degree (1 major) China Language and Economy (2016) | | | | | | |
| Master Master | 's degre | - | age and Economy (20 | - | | | | | | |
| Master Master Master Master | 's degre 's degre 's degre | ee (1 major) China Langu | age and Economy (20 t (2018) ess and Economics (2 | 016) | | | | | | |

Master's degree (1 major) China Language and Economy (2019) Master's degree (1 major) China Business and Economics (2021) Master's degree (1 major) China Language and Economy (2021) Master's degree (1 major) Economathematics (2021) Master's degree (1 major) Management (2022) Master's degree (1 major) Economathematics (2022) exchange program Business Management and Economics (2022)

| Mobile | e title | | | Abbreviation | |
|--|---|---|-------------------------------|---------------------------------|--|
| Mobile and Ubiquitous Systems | | | | 12-M-MUS-161-m01 | |
| Module | e coordinator | | Module offered by | | |
| | | ome Engineering | | ant and Economics | |
| | | ir of Information Systems Engineering Faculty of Management and Economics f grading Only after succ. compl. of module(s) | | | |
| ECTS | Method of grading | Only after succ. cor | npl. of module(s) | | |
| 5 | numerical grade | | | | |
| Duratio | | Other prerequisites | 5 | | |
| 1 semester graduate | | | | | |
| Conten | | | | | |
| Concep | odule provides an overview of te ots and applications are illustra of Things. In the accompanying | ted using numerous | examples from mobil | e telecommunications to the l | |
| Intend | ed learning outcomes | | | · | |
| | rstand the technological basics | of mobile & ubiquito | us computing | | |
| onucl | | | as computing. | | |
| - Analy | sing business applications in p | rocesses, products/s | services and business | s models | |
| | the concepts learned to real-lif | • | | | |
| Course | es (type, number of weekly conta | act hours, language - | – if other than Germa | n) | |
| Ü (2) + | V (2) | | | | |
| | d of assessment (type, scope, la formation on whether module c | | | tion offered — if not every sem | |
| | ten examination (approx. 60 mir | | | | |
| | examination (one candidate ea | ch: approx. 15 to 20 I | minutes; groups of 2: | approx. 20 minutes; groups o | |
| | k. 30 minutes) | | | | |
| | age of assessment: German and Ible for bonus | /or English | | | |
| | tion of places | | | | |
| Allocal | | | | | |
| | | | | | |
| Additio | onal information | | | | |
| | | | | | |
| Maylel - | bad | | | | |
| Worklo | | | | | |
| worкlo 150 h | | | | | |
| 150 h | ng cycle | | | | |
| 150 h Teachi i | | | | | |
| 150 h Teachi i Teachii | ng cycle: summer semester | ulations for teaching- | degree programmes) | | |
| 150 h Teachi i Teachii | | lations for teaching- | degree programmes) | | |
| 150 h Teachi n Teachin Referre | ng cycle: summer semester | lations for teaching- | degree programmes) | | |
| 150 h Teachin Teachin Referre Module | ng cycle: summer semester ed to in LPO I (examination regu | | degree programmes) | | |
| 150 h Teachin Teachin Referre Module Master | ng cycle: summer semester ed to in LPO I (examination regu e appears in | ematics (2016) | | | |
| 150 h Teachin Referre Module Master Master Master | ng cycle: summer semester ed to in LPO I (examination regu e appears in r's degree (1 major) Economathe r's degree (1 major) Business Inf r's degree (1 major) Business Ma | ematics (2016) Formation Systems (2 anagement (2015) | 016) | | |
| 150 h Teachin Teachin Referre Module Master Master Master Master | ng cycle: summer semester ed to in LPO I (examination regu e appears in r's degree (1 major) Economathe r's degree (1 major) Business Inf r's degree (1 major) Business Ma r's degree (1 major) China Busin | ematics (2016) formation Systems (2 anagement (2015) ess and Economics (2 | 016) 2016) | | |
| 150 h Teachin Teachin Referre Module Master Master Master Master Master | ng cycle: summer semester ed to in LPO I (examination regu e appears in r's degree (1 major) Economathe r's degree (1 major) Business Inf r's degree (1 major) Business Ma r's degree (1 major) China Busin r's degree (1 major) Internationa | ematics (2016) Formation Systems (2 anagement (2015) ess and Economics (2 l Economic Policy (20 | 016) 2016) | | |
| 150 h Teachin Teachin Referre Module Master Master Master Master Master Master | ng cycle: summer semester ed to in LPO I (examination regu e appears in r's degree (1 major) Economather r's degree (1 major) Business Inf r's degree (1 major) Business Ma r's degree (1 major) China Busin r's degree (1 major) Internationa r's degree (1 major) Media Comm | ematics (2016) Formation Systems (2 anagement (2015) ess and Economics (2 l Economic Policy (20 nunication (2016) | 016) 2016) 215) | | |
| 150 h Teachin Teachin Referre Module Master Master Master Master Master Master Master | ng cycle: summer semester ed to in LPO I (examination regu e appears in r's degree (1 major) Economather r's degree (1 major) Business Inf r's degree (1 major) Business Ma r's degree (1 major) China Busin r's degree (1 major) Internationa r's degree (1 major) Media Comm r's degree (1 major) China Langu | ematics (2016) Formation Systems (2 anagement (2015) ess and Economics (2 l Economic Policy (20 nunication (2016) age and Economy (20 | 016) 2016) 215) | | |
| 150 h Teachin Teachin Referre Master Master Master Master Master Master Master Master | ng cycle: summer semester ed to in LPO I (examination regu e appears in f's degree (1 major) Economather f's degree (1 major) Business Inf f's degree (1 major) Business Ma f's degree (1 major) China Busin f's degree (1 major) Internationa f's degree (1 major) Media Comm f's degree (1 major) China Langu f's degree (1 major) Media Comm | ematics (2016) formation Systems (2 anagement (2015) ess and Economics (2 l Economic Policy (20 nunication (2016) age and Economy (20 nunication (2018) | 016) 2016) 215) | | |
| 150 h Teachin Teachin Referre Master Master Master Master Master Master Master Master Master | ng cycle: summer semester ed to in LPO I (examination regu- e appears in r's degree (1 major) Economather r's degree (1 major) Business Inf r's degree (1 major) Business Ma r's degree (1 major) China Busin r's degree (1 major) Internationa r's degree (1 major) Media Comm r's degree (1 major) China Langu r's degree (1 major) Media Comm r's degree (1 major) Media Comm | ematics (2016) formation Systems (2 anagement (2015) ess and Economics (2 l Economic Policy (20 nunication (2016) age and Economy (20 nunication (2018) t (2018) | 016) 2016) 015) 016) | | |
| 150 h Teachin Teachin Referre Module Master Master Master Master Master Master Master Master Master Master | ng cycle: summer semester ed to in LPO I (examination regu e appears in f's degree (1 major) Economather f's degree (1 major) Business Inf f's degree (1 major) Business Ma f's degree (1 major) China Busin f's degree (1 major) Internationa f's degree (1 major) Media Comm f's degree (1 major) China Langu f's degree (1 major) Media Comm | ematics (2016) formation Systems (2 anagement (2015) ess and Economics (2 l Economic Policy (20 nunication (2016) age and Economy (20 nunication (2018) t (2018) ess and Economics (20 | 016) 2016) 015) 016) | | |

Master's degree (1 major) China Language and Economy (2019) Master's degree (1 major) Media Communication (2019) Master's degree (1 major) Information Systems (2019) Master's degree (1 major) China Business and Economics (2021) Master's degree (1 major) China Language and Economy (2021)

| Module title | | | Abbreviation | | | |
|--|---|---|---|---|---------------------------------|----------------|
| Compu | Computational Economics - Advanced Level | | | | | |
| Modul | e coord | inator | | Module offered by | | |
| | Ider of the Chair of Public Finance | | | nent and Economics | | |
| ECTS | | od of grading | Only after succ. con | npl. of module(s) | | |
| 5 | | rical grade | | | | |
| Duration 1 seme | | Module level graduate | Other prerequisites | | | |
| Conter | | Sidduite | | | | |
| This co ty etc.) field a tribute kets a Outline 1. Prog 2. Solu | 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. Outline of syllabus: 1. Programming with FORTRAN and application of numerical methods 2. Solution techniques for dynamic programming problems 3. Policy analysis with stochastic growth and life cycle models | | | | | |
| Readir Lectur | - | will be provided. | | | | |
| Intend | ed learı | ning outcomes | | | | |
| (i) edit (ii) imp (iii) sir | and so plement nulate t | ng the course "Advanced lve stochastic economic small scale economic m ax and social security po | problems using adva odels on the comput licy reforms and inte | nced numerical tech er; rpret the quantitative | niques; e results in economi | c term. |
| | | , number of weekly conta | act hours, language – | - if other than Germa | in) | |
| V (2) + | | . / | · · · · · · · · · · · · · · · · · · · | | | |
| ster, ir | ıformati | essment (type, scope, la on on whether module c | an be chosen to earn | | ition offered — if not | every seme- |
| b) tern | n paper | nination (approx. 60 miı (approx. 15 pages) ssessment: German and | | | | |
| Alloca | tion of p | olaces | | | | |
| | | | | | | |
| Additi | onal inf | ormation | | | | |
| | | | _ | | | |
| Worklo | bad | | | | | |
| 150 h | | | | | | |
| Teaching cycle | | | | | | |
| Teachi | ng cycle | e: winter semester | | | | |
| | | LPOI (examination regu | lations for teaching- | degree programmes) | | |
| | | | | | | |
| Modul | e appea | nrs in | | | | |
| | - | ee (1 major) Economathe ee (1 major) Business Ma | | | | |
| · | | Business Management (2015) | JMU Würzburg • | generated 18-Apr-2025 • exa (120 ECTS) Business Manage | - | page 168 / 287 |



Master's degree (1 major) China Business and Economics (2016) Master's degree (1 major) International Economic Policy (2015) Master's degree (1 major) China Language and Economy (2016)

| Module | | | | | Abbreviation | |
|---|--|---|--|--|----------------------|----------------|
| Sustair | nability | in logistics and informa | ation processing | | 12-M-NLI-161-m01 | |
| Module | e coord | inator | | Module offered by | | |
| | | culty of Business Manag | gement and Econo- | Faculty of Managen | nent and Economics | 5 |
| mics | | , | . <u></u> | , , , | | |
| ECTS | | od of grading | Only after succ. con | npl. of module(s) | | |
| 5 | nume | rical grade | | | | |
| | Duration Module level Other prerequisites | | | | | |
| 1 seme | | graduate | | | | |
| Conten | ts | | | | | |
| private cuss re | housel levant i | cial and ethical factors p nolds and enterprises bu issues from both points | ut also for the national of view. | l economy as a who | - | • |
| Fund Mark State Exam Exam Alter Part B: Intra Fund Typic | amenta e econo pple of pple of native of and ini- lamenta cal char orate e | tal protection and enviro al principles of environm nomy instruments application: promotion of application: ecological t economic growth Logistics and Green IT ter-corporate division of al principles of ecologica nges in a globalised work nvironmental informatio asures | ental economics of innovation ax and financial refor labour ally and economically ld concerning the env | oriented production | | |
| | | onal logistics for econor hing outcomes | nising | | | |
| Goals F • C • E • P Part B: • C • E | Part A: E reation xplana resenta Green I reation xplana | Environmental economic of environmental- and e tion of economical conn ation of different instrum ogistics and Green IT of logistical and inform tion of economic connec ation of different ways of | energy-political rudim ections based on eco tents of implementati ation-technological ru ctions based on econo | ents nomical questions on along with practio udiments omical questions | | |
| Course | s (type, | number of weekly conta | act hours, language – | - if other than Germa | in) | |
| V (2) | | | | | | |
| | | essment (type, scope, la on on whether module c | | | tion offered — if no | t every seme- |
| | ige of a | nation (approx. 60 minut ssessment: German and bonus | | | | |
| Allocat | ion of p | olaces | | | | |
| | | | | | | |
| Additio | nal info | ormation | | | | |
| | | | | | | |
| | | | | | | |
| ⁄laster's wi | ith 1 major | Business Management (2015) | JMU Würzburg | • generated 18-Apr-2025 • exa | am. reg. da- | page 170 / 287 |

Workload

150 h

Teaching cycle

Teaching cycle: no courses offered

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

Module appears in

Master's degree (1 major) Business Information Systems (2016)

Master's degree (1 major) Business Management (2015)

Master's degree (1 major) China Business and Economics (2016)

| Module title | | | Abbreviation | | |
|--|---|-----------------------|---|-----------------------|----------------|
| Econometric | 51 | | | 12-M-OE1-161-m01 | |
| Module coor | dinator | | Module offered by | | |
| holder of the | older of the Chair of Econometrics Faculty of Man | | | gement 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 | | | | | |
| del. In partic dule examin ces tests to v | Description: This module deals with the basic concept and methodology of the ordinary least squares (OLS) regression mo- del. In particular, model assumptions and properties are discussed and formally motivated. In addition, the mo- dule examines linear restrictions on the model's explanatory variables as well as dummy variables and introdu- ces tests to verify simple and multiple linear restrictions. | | | | |
| Outline of sy 1. Random v. 2. Important 3. Point estin 4. Simple lin 5. Model ass 6. Model pro 7. Simple hy 8. Multiple li 9. Linear res 10. Dummy v 11. Multiple l | Linear algebra is used as formal aid. Outline of syllabus: 1. Random variables 2. Important distributions 3. Point estimates 4. Simple linear regression model 5. Model assumptions 6. Model properties 7. Simple hypothesis tests 8. Multiple linear regression model 9. Linear restrictions 10. Dummy variables 2. Multiple set to the | | | | |
| Intended lea | rning outcomes | | | | |
| The students acquire knowledge of the basics, concepts and methods used in the classical linear regression mo- del and understand the role of econometrics in science and data analysis. In particular, they learn how to analy- tically derive, calculate and interpret the coefficients, standard errors and p-values of a classic regression output of the multiple regression model. Furthermore, they are able to formally state and motivate the assumptions and properties of OLS and know how to deal with transformed and dummy variables. Additionally, students will be able to test multiple linear restrictions on the parameters and will be able to apply these tests to real economic, business and social science questions. The competences acquired in this course serve as a prerequisite for "Econometrics II", "Econometrics III", "Micro- econometrics" und "Financial Econometrics". | | | | | |
| Courses (typ | e, number of weekly conta | act hours, language – | - if other than Germa | n) | |
| V (2) + Ü (2) | | | | | |
| | ssessment (type, scope, la ation 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 and/or English creditable for bonus | | | | | |
| Allocation of | fplaces | | | | |
| | | | | | |
| Additional ir | nformation | | | | |
| | | | | | |
| Master's with 1 ma | jor Business Management (2015) | | generated 18-Apr-2025 • exa (120 ECTS) Business Manage | | page 172 / 287 |

Workload

150 h

Teaching cycle

Teaching cycle: each semester

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

Module appears in

Master's degree (1 major) Economathematics (2016)

Master's degree (1 major) Business Information Systems (2016)

Master's degree (1 major) Business Management (2015)

Master's degree (1 major) China Business and Economics (2016)

Master's degree (1 major) International Economic Policy (2015)

| Module title | | | | | Abbreviation |
|--|---|---|---|---|--|
| Econometrics 2 | | | | | 12-M-OE2-161-m01 |
| Module | coordina | itor | | Module offered by | |
| holder of the Chair of Econometrics | | | | Faculty of Managem | nent and Economics |
| ECTS Method of grading | | | Only after succ. com | pl. of module(s) | |
| - | numerica | - | | | |
| Duration | | odule level | Other prerequisites | | |
| 1 semest | 1.0 | aduate | | | |
| Contents Description: | | | | | |
| This moo Partly as well as v I")) are d tion. Linear al Syllabus 1. Specif 2. Multic | dule dea s a motiv violation discussed lgebra is s: fication a collinear | ation for the GLS mode s of model assumption d. This includes multice used as formal aid. analysis ity | l and partly for its ov s of the OLS estimate | vn right, different sp or (as introduced in | ast squares (GLS) framework. ecification and data problems as "Ökonometrie I" ("Econometrics eteroskedastiticy and autocorrela- |
| 4. Autoc | | titicy I disruptive terms ast squares (GLS) | | | |
| | | goutcomes | | | |
| zed linea data pro gnize, to to critica plement above-m | ar regres oblems a o assess ally asses tation of nentione | sion model (GLS) and on nd violations of the ass and therefore adequat and the use of the estimate empirical analyzes and | can apply and interpr sumptions of the class ely deal with these p ation methods in scie I to answer selected he competences acq | ret it. They are sensit ssical linear model ((roblems in theory ar entific work, to work (economic) scientific uired in this course | epts for estimating the generali- tized for specification problems, OLS) in order to be able to reco- nd practice. This enables them independently on adequate im- c issues if available data with the serve as a prerequisite for "Eco- |
| Courses | (type, n | umber of weekly conta | ct hours, language — | · if other than Germa | n) |
| V (2) + Ü | j (2) | | | | |
| | | sment (type, scope, la on whether module ca | | | tion offered — if not every seme- |
| b) term p Languag | a) written examination (approx. 60 minutes) or b) term paper (approx. 15 pages) Language of assessment: German and/or English creditable for bonus | | | | |
| Allocatio | on of pla | ces | | | |
| | | | | | |
| Addition | nal inforr | nation | | | |
| | | | | | |
| Workloa | ad | | | | |
| 150 h | | | | | |
| Teaching | g cycle | | | | |
| Teaching | g cycle: s | summer semester | | | |

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

Module appears in

Master's degree (1 major) Economathematics (2016) Master's degree (1 major) Business Management (2015) Master's degree (1 major) China Business and Economics (2016) Master's degree (1 major) International Economic Policy (2015) Master's degree (1 major) China Language and Economy (2016)

| Module title | | | Abbreviation | |
|--|-----------------------|-----------------------|-----------------------------------|--|
| Econometrics 3 12-M-OE3-161-m01 | | | | |
| Module coordinator | | Module offered by | | |
| holder of the Chair of Econometrics | | Faculty of Managen | nent and Economics | |
| ECTS Method of grading | Only after succ. cor | npl. of module(s) | | |
| 5 numerical grade | | | | |
| Duration Module level | Other prerequisites | 5 | | |
| 1 semester graduate | | | | |
| Contents | | | | |
| Description: This module deals with advanced econometric methods and concepts based on the classical and the generali- zed least squares estimator discussed in Ökonometrie I and II (Econometrics I and II). In particular, this includes the instrumental variable (IV) estimator, the generalized method of moments (GMM) estimator, distributed lag models as well as basic methods and concepts used in uni- and multivariate econometric time series analysis, including (non)stationarity, integration and cointegration. Linear algebra is used as formal aid. Syllabus: 1. Error-in-variables 2. IV estimation 3. Generalized least squares estimation 4. Distributed lag models 5. Stationary uni- and multivariate processes 6. Deterministic and stochastic trends | | | | |
| 7. Integrated and cointegrated proces | | | | |
| Intended learning outcomes The students acquire thorough understanding of advanced methods and concepts in econometrics. They get fa- miliarized with diverse error-in-variables issues and will be capable of handling them appropriately. After the course, students understand the generalized method of moments (GMM) and the instrumental variable (IV) esti- mator to the extent that they can discuss their pros and cons, apply these to selected questions in quantitative economics and understand scientific papers using these methods. Furthermore, they become acquainted with selected time series issues, such as distributed lag models, non-stationarity, spurious correlation and cointegra- ted processes, enabling them to conduct a comprehensive time series analysis. In brief, the course enables stu- dents to apply the above mentioned methods and concepts to real life questions, assess their appropriateness and address their theoretical and practical benefits and shortcomings. | | | | |
| Courses (type, number of weekly con | act hours, language – | – if other than Germa | ın) | |
| V (2) + Ü (2) | | | | |
| Method of assessment (type, scope, ster, information on whether module | | | tion offered — if not every seme- | |
| a) written examination (approx. 60 minutes) or b) term paper (approx. 15 pages) Language of assessment: German and/or English creditable for bonus | | | | |
| Allocation of places | | | | |
| | | | | |
| Additional information | | | | |
| | | | | |
| Workload | | | | |
| 150 h | | | | |
| | 1 | | | |

Teaching cycle

Teaching cycle: after announcement

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

Module appears in

Master's degree (1 major) Economathematics (2016)

Master's degree (1 major) Business Management (2015)

Master's degree (1 major) China Business and Economics (2016)

Master's degree (1 major) International Economic Policy (2015)

| | | Abb | reviation | |
|---|---|---|--|--|
| Labor Market | t Economics | | 12-1 | 1-0EA-161-m01 |
| Module coor | dinator | | Module offered by | |
| holder of the Junior Professorship of Microeconomics, esp Economics of Digitization | | | Faculty of Management | and Economics |
| | od of grading | Only after succ. con | pl. of module(s) | |
| 5 nume | erical grade | | | |
| Duration | Module level | Other prerequisites | | |
| 1 semester | graduate | | | |
| Contents | | | | |
| 4. Compensa 5. Discrimina The course w reading of so scientific arti cussion of th bor economic The main refe setts Institute | and bital formation ting wage differentials tion ill consist of frontal tea me of the key scientific cles in advance and wi e articles will help illus cs and giving students erence for the lecture is e of Technology. In add | c articles related to the o Il be asked to discuss th trating how established an understanding of hig Cahuc and Zylberberg. | utlined topics. Students em in small groups durin scholars approach the co h quality empirical resea (2004): "Labor Economic | g class. In addition, a dis- pre questions in modern la |
| topics discus Intended lea | sed in class. | | | |
| encourage th dents with bo | e development of research | arch interest in this field | . As such, the course's ol | in labor economics and to ojective is to familiarize sto conometric methods used |
| | - <u>-</u> | ntact hours, language – | if other than German) | |
| Ü (2) + V (2) | , | | , | |
| Method of as | | , language — if other th e can be chosen to earn | | offered — if not every seme |
| b) term pape | amination (approx. 60 r r (approx. 15 pages) assessment: German a | | | |
| Allocation of | places | | | |
| | | | | |
| Additional in | formation | | | |
| | | | | |
| | | | | |
| Workload | | | | |
| | | | | |
| Workload 150 h Teaching cyc | le | | | |
| 150 h Teaching cyc | | | | |
| 150 h Teaching cyc Teaching cyc | le: no courses offered | egulations for teaching- | legree programmes) | |

Module appears in

Master's degree (1 major) Economathematics (2016) Master's degree (1 major) Business Management (2015) Master's degree (1 major) China Business and Economics (2016) Master's degree (1 major) International Economic Policy (2015) Master's degree (1 major) Media Communication (2016) Master's degree (1 major) China Language and Economy (2016) Master's degree (1 major) Media Communication (2018) Master's degree (1 major) Media Communication (2019)

| Module title | | | Abbreviation | | | |
|---|--|------------------------|------------------------|-----------------------|-----------------------------------|--|
| Princip | oles of E | uropean Regulation | | | 12-M-PRE-161-m01 | |
| Modul | e coord | inator | | Module offered by | | |
| holder of the Chair of Industrial Economics | | nics | Faculty of Managem | nent and Economics | | |
| ECTS | Metho | od of grading | Only after succ. con | npl. of module(s) | | |
| 5 | numer | rical grade | | | | |
| Duratio | on | Module level | Other prerequisites | | | |
| 1 seme | ester | graduate | | | | |
| Conter | Contents | | | | | |
| ons) in | odule e Europe | theory and practice | f traditional network | industries (railroads | , electricity, telecommunicati- | |
| 1. Over 2. Over 3. Over 4. Polit 5. Natu 6. Price 7. Proc | Outline of syllabus: 1. Overview of the regulation of railroads in Gemany and Europe in practice 2. Overview of the regulation of the electricity industry in Gemany and Europe in practice 3. Overview of the regulation of the telecommunications industry in Gemany and Europe in practice 4. Political economy of regulation 5. Natural monopoly and price regulation under ideal conditions 6. Price regulation under realistic circumstances 7. Procurement: advantages and disadvantages 8. Network access regulation | | | | | |
| | | ning outcomes | | | | |
| After succesfully completing this module, students wiil be able to (i) describe central problems in regulation of the traditional network industries; (ii) identify and apply the appropriate results from Industrial Organization; (iii) assess the advantages and disadvantages of existing regulatory mechanisms by using results from the indu- strial organization theory. | | | | | | |
| | s (type, | number of weekly conta | ci nouis, language – | | 1) | |
| | | | | | 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 to 20 pages) Language of assessment: German and/or English Assessment offered: In the semester in which the course is offered creditable for bonus | | | | | | |
| Allocat | tion of p | olaces | | | | |
| | | | | | | |
| Additio | onal info | ormation | | | | |
| | | | | | | |
| Worklo | ad | | | | | |
| 150 h | | | | | | |
| | ng cycle | 9 | | | | |
| | | e: no courses offered | | | | |
| | | LPOI (examination regu | lations for teaching-o | degree programmes) | | |
| | | | | | | |

Module appears in

Master's degree (1 major) Economathematics (2016) Master's degree (1 major) Business Information Systems (2016) Master's degree (1 major) Business Management (2015) Master's degree (1 major) China Business and Economics (2016) Master's degree (1 major) International Economic Policy (2015) Master's degree (1 major) China Language and Economy (2016)

| Module title | | | Abbreviation | |
|---|---|---|--|---|
| Project Mana | gement and Control | | | 12-M-PROM-161-m01 |
| Module coord | linator | | Module offered by | |
| holder of the Chair of Business Management, Controlling and Accounting | | | Faculty of Manager | nent and Economics |
| | od of grading | Only after succ. con | npl. of module(s) | |
| | rical grade | | • • • • | |
| Duration Module level Other prerequisites | | | | |
| 1 semester | graduate | | | |
| Contents | | | | |
| of project man ment are cons methods and | nagement and control wi sidered. It covers charact | thin enterprises. Both eristic features and s nd management of pr | n classic and agile ap tructures of projects ojects in various pro | and methods used in the context oproaches to project manage- , their possible success factors, ject phases. The theoretical basi |
| · · · · · | ning outcomes | | | |
| trol is acquire fields of appli | d. What is more, the mod cation and limits of com guration and developmen | dule conveys knowled monly used instrume | lge about strengths and methods of p | f project management and con- and weaknesses and therewith practitioners. Competences wi- as well as skills within the practi |
| Courses (type | , number of weekly conta | act hours, language – | - if other than Germa | in) |
| V (2) + Ü (2) | | | | |
| | sessment (type, scope, la ion on whether module c | | | tion offered — if not every seme- |
| | nation (approx. 60 minut ssessment: German and | | | |
| Allocation of | places | | | |
| | | | | |
| Additional inf | ormation | | | |
| | | | | |
| Workload | | | | |
| 150 h | | | | |
| Teaching cycl | e | | | |
| | e: winter semester | | | |
| | LPOI (examination regu | llations for teaching- | degree programmes) | |
| | | | | |
| Module appe | ars in | | | |
| Module appears in Master's degree (1 major) Economathematics (2016) Master's degree (1 major) Business Management (2015) Master's degree (1 major) China Business and Economics (2016) Master's degree (1 major) International Economic Policy (2015) | | | | |
| Master's degr | ee (1 major) China Langu | age and Economy (20 | 016) | |

| Module title | | | | | Abbreviation | |
|--|---|---|---|---|--|--|
| Accounting and Capital Markets | | | | | 12-M-REKA-161-m01 | |
| Module coordinator | | | | Module offered by | <u> </u> | |
| holder | of the | Chair of Business Manag | ement, Controlling | • | nent and Economics | |
| | counti | | | , 01 | | |
| ECTS | | od of grading | Only after succ. con | npl. of module(s) | | |
| 5 | | rical grade | | | | |
| Duratio | | Module level | Other prerequisites | 5 | | |
| 1 seme | ester | graduate | | | | |
| Conter | nts | | | | | |
| as thei text, ar ters. Ba sheet t | r impao n econo ased or theories | ct on internal and externa omic perspective has prio n the theoretical foundati s, typical issues concerni | Il recipients under co rity over detailed leg ons of information ec | 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 Il as financial accounting and pu | |
| | | cussed. | | | | |
| | - | ning outcomes | | | ment and financial accounting | |
| nomic ge abo valuati market | impact out poss on star ts are c | s of the configuration of i sible impacts of changes ndards, publicity rules or onsidered. | management and fina in institutional gener regulations about the | ancial accounting. W ral frameworks is cov e distribution of prof | ns the understanding of the eco- hat is more, extensive knowled- rered. For example, changes in its in enterprises and on capital | |
| Course | es (type | , number of weekly conta | ect hours, language – | - if other than Germa | ın) | |
| V (2) + | Ü (2) | | | | | |
| | | sessment (type, scope, la ion on whether module c | | | tion offered — if not every seme- | |
| | | nation (approx. 60 minut assessment: German and | | | | |
| Allocat | tion of | places | | | | |
| | | | | | | |
| Additio | onal inf | ormation | | | | |
| | | | | | | |
| Worklo | bad | | | | | |
| 150 h | | | | | | |
| Teachi | ng cycl | e | | | | |
| | | e: summer semester | | | | |
| | | LPOI (examination regu | llations for teaching- | degree programmes) | | |
| | | | | | | |
| Modul | e appea | ars in | | | | |
| | | ee (1 major) Economathe | matics (2016) | | | |
| | | ee (1 major) Business Inf | | 016) | | |
| | - | ee (1 major) Business Ma | • | - | | |
| | | ee (1 major) China Busin | | | | |
| | - | ee (1 major) Internationa | - | - | | |
| Master | r's degr | ee (1 major) China Langu | age and Economy (20 | 016) | | |

| Module | title | | | | Abbreviation | | |
|--|----------------------------|---|---|---|--|------------------------------|--|
| Tax-Optimized Business Organization | | | | 12-M-RFW-161-m01 | | | |
| Module coordinator Module | | | Module offered by | <u> </u> | | | |
| holder of the Chair of Business Management and Business Faculty of Management and Economics | | | | | | | |
| Taxation | | | | | | | |
| ECTS | Metho | od of grading | Only after succ. con | pl. of module(s) | | | |
| 5 | nume | rical grade | | | | | |
| Duratio | | Module level | Other prerequisites | | | | |
| 1 seme | 1 semester graduate | | | | | | |
| Conten | ts | | | | | | |
| mic mo odic me | dels ar easures | eals with tax aspects of the e used to calculate the e s like divestments, merge nany investing in incorpo | ffective tax burden freers, or changes of the | om ongoing busines legal form. Our pers | s activities but also pective is that of an | from a-peri- investor re- | |
| Intende | ed learı | ning outcomes | | | | | |
| (i) analy ve; (ii) calc | yze and ulate tl | ables students to d evaluate the tax effects he tax burden from ongoi he tax burden from a-per | ng business activitie | s in Germany and ab | proad; | | |
| | s (type | , number of weekly conta | ct hours, language – | · if other than Germa | n) | | |
| S (2) | | | | | | | |
| | | essment (type, scope, la on on whether module ca | | | tion offered — if not | every seme- | |
| b) term Langua | paper ge of a ment o | nination (approx. 60 mir (approx. 15 pages), prese ssessment: German and ffered: To be announced bonus | entation of term pape | er (approx. 20 minute | es), weighted 3:2 | | |
| Allocat | ion of p | olaces | | | | | |
| Allocation of places 12 places. (1) Should the number of applications exceed the number of available places, places will be allocated by lot among all applicants irrespective of their subjects. (2) Places on all courses of the module with a restricted number of places will be allocated in the same procedure. (3) A waiting list will be maintained and places re-allo- cated by lot as they become available. | | | | | | | |
| Additio | nal inf | ormation | | | | | |
| | | | | | | | |
| Worklo | ad | | | | | | |
| 150 h | | | | | | | |
| Teachir | ıg cycl | e | | | | | |
| Teachir | ng cycle | e: winter semester | | | | | |
| Referre | d to in | LPOI (examination regu | lations for teaching-o | legree programmes) | | | |
| | | | | | | | |
| Module | | | | | | | |
| Master' Master' | 's degr 's degr | ee (1 major) Business Ma ee (1 major) China Busine ee (1 major) China Langu ee (1 major) Managemen | ess and Economics (2 age and Economy (20 | | | | |
| | _ | Business Management (2015) | JMU Würzburg • | generated 18-Apr-2025 • exa (120 ECTS) Business Manage | - | page 184 / 287 | |

Master's degree (1 major) China Business and Economics (2019) Master's degree (1 major) China Language and Economy (2019) Master's degree (1 major) China Business and Economics (2021) Master's degree (1 major) China Language and Economy (2021)

| Legal F | e title | | Abbreviation | | | | | | | | |
|---|---|--|--|---|--|--|--|--|--|--|--|
| Legal Foundations of Risk Management and Compliance | | | nt and Compliance | | 12-M-RM1-161-m01 | | | | | | |
| Module coordinator | | | | Module offered by | J | | | | | | |
| | | | gement and Econo- | 1 | ment and Economics | | | | | | |
| Dean of the Faculty of Business Management and Economics | | | - | _ | | | | | | | |
| ECTS | | od of grading | Only after succ. co | mpl. of module(s) | | | | | | | |
| 2 | | rical grade | | | | | | | | | |
| Duratio | | Module level | Other prerequisites | S | | | | | | | |
| 1 seme | ester | graduate | | | | | | | | | |
| Conten | nts | | | | | | | | | | |
| terim ro Outline | eports, e of syll | in conjunction with sele | cted value-based ma | | nancial reports, i. e. annual or in- tability 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; | | | | | | | | | | | |
| Readin | ng list to | be provided in class. | | | 8. Risk management monitoring by audit committees and auditors. Reading list to be provided in class. | | | | | | |
| Intended learning outcomes | | | | | | | | | | | |
| | | | | | | | | | | | |
| After co 1. to pr 2. to ar risk 3. to id 4. to ev | omplet resent t nalyze a in finar lentify t valuate | ing the course, the stude the relation between risk and solve independently ncial reports based on na the relation between risk: | management and fir complex problems w itional and internatio s and value-based m | vith respect to the pr onal standards; anagement; | esentation of opportunities and g and desing own research- or | | | | | | |
| After co 1. to pr 2. to ar risk 3. to id 4. to ev prac | omplet resent t nalyze a in finar lentify t valuate ctice-ori | ing the course, the stude the relation between risk and solve independently ncial reports based on na the relation between risk independently selected | management and fir complex problems v itional and internatio s and value-based m research results con | with respect to the pronal standards; anagement; cerning risk reporting | g and desing own research- or | | | | | | |
| After co 1. to pr 2. to ar risk 3. to id 4. to ev prac | omplet resent t nalyze a in finar lentify t valuate ctice-ori | ing the course, the stude the relation between risk and solve independently ncial reports based on na the relation between risk independently selected fented projects. | management and fir complex problems v itional and internatio s and value-based m research results con | with respect to the pronal standards; anagement; cerning risk reporting | g and desing own research- or | | | | | | |
| After co 1. to pr 2. to ar risk 3. to id 4. to ev prac Course V (2) Method | omplet resent t nalyze a in finar lentify t valuate ttice-ori es (type d of ass | ing the course, the stude the relation between risk and solve independently ncial reports based on na the relation between risk independently selected tented projects. | management and fir complex problems w itional and internatio s and value-based m research results con act hours, language - anguage — if other th | with respect to the pronal standards; aanagement; cerning risk reporting — if other than German nan German, examina | g and desing own research- or an) | | | | | | |
| After co 1. to pr 2. to ar risk 3. to id 4. to ev prac Course V (2) Metho ster, in a) writt b) term Langua | omplet resent t nalyze a in finar lentify t valuate tvaluate ttice-ori es (type d of ass format ten exa n paper | ing the course, the stude the relation between risk and solve independently ncial reports based on na the relation between risk independently selected ented projects. e, number of weekly conta sessment (type, scope, la ion on whether module co mination (approx. 60 min (approx. 15 pages) assessment: German and | management and fir complex problems w itional and internatio s and value-based m research results con act hours, language - anguage — if other th can be chosen to earr nutes) or | with respect to the pronal standards; aanagement; cerning risk reporting — if other than German nan German, examina | g and desing own research- or an) | | | | | | |
| After co 1. to pr 2. to ar risk 3. to id 4. to ev prac Course V (2) Metho ster, in a) writt b) term Langua | omplet resent t nalyze a in finar lentify t valuate tice-ori es (type d of as offormat ten exa n paper age of a able for | ing the course, the stude the relation between risk and solve independently ncial reports based on na the relation between risk independently selected ented projects. , number of weekly conta sessment (type, scope, la ion on whether module comination (approx. 60 min (approx. 15 pages) assessment: German and bonus | management and fir complex problems w itional and internatio s and value-based m research results con act hours, language - anguage — if other th can be chosen to earr nutes) or | with respect to the pronal standards; aanagement; cerning risk reporting — if other than German nan German, examina | g and desing own research- or an) | | | | | | |
| After co 1. to pr 2. to ar risk 3. to id 4. to ev prac Course V (2) Methor ster, in a) writt b) term Langua credita Allocat 30 plac by lot a numbe | omplet resent t nalyze a in finar lentify t valuate tice-ori es (type d of as: format ten exa n paper age of a able for tion of ces. (1) among er of pla | ing the course, the stude the relation between risk and solve independently ncial reports based on na the relation between risk independently selected ented projects. , number of weekly conta sessment (type, scope, la ion on whether module comination (approx. 60 min (approx. 15 pages) assessment: German and bonus places Should the number of ap all applicants irrespectiv | management and fir complex problems w itional and internatio s and value-based m research results con act hours, language - anguage — if other th can be chosen to earr nutes) or I/or English oplications exceed th re of their subjects. (a he same procedure. | vith respect to the provinal standards; nanagement; cerning risk reporting — if other than German nan German, examina n a bonus) ne number of availab 2) Places on all cours | g and desing own research- or | | | | | | |
| After co 1. to pr 2. to ar risk 1 3. to id 4. to ev prac Course V (2) Metho ster, in a) writt b) term Langua credita Allocat 30 plac by lot a numbe cated b | omplet resent t nalyze a in finar lentify t valuate tice-ori es (type d of ass format ten exa paper age of a able for tion of ces. (1) among er of pla by lot a | ing the course, the stude the relation between risk and solve independently ncial reports based on na the relation between risk independently selected tented projects. , number of weekly conta sessment (type, scope, la ion on whether module comination (approx. 60 min (approx. 15 pages) assessment: German and bonus places Should the number of ap all applicants irrespectiv aces will be allocated in t | management and fir complex problems w itional and internatio s and value-based m research results con act hours, language - anguage — if other th can be chosen to earr nutes) or I/or English oplications exceed th re of their subjects. (a he same procedure. | vith respect to the provinal standards; nanagement; cerning risk reporting — if other than German nan German, examina n a bonus) ne number of availab 2) Places on all cours | g and desing own research- or an) ation offered — if not every seme- le places, places will be allocated ses of the module with a restricted | | | | | | |
| After co 1. to pr 2. to ar risk 1 3. to id 4. to ev prac Course V (2) Metho ster, in a) writt b) term Langua credita Allocat 30 plac by lot a numbe cated b | omplet resent t nalyze a in finar lentify t valuate tice-ori es (type d of ass format ten exa paper age of a able for tion of ces. (1) among er of pla by lot a | ing the course, the stude the relation between risk and solve independently ncial reports based on na the relation between risk independently selected ented projects. , number of weekly conta sessment (type, scope, la ion on whether module comination (approx. 60 min (approx. 15 pages) assessment: German and bonus places Should the number of ap all applicants irrespectiv aces will be allocated in t s they become available. | management and fir complex problems w itional and internatio s and value-based m research results con act hours, language - anguage — if other th can be chosen to earr nutes) or I/or English oplications exceed th re of their subjects. (a he same procedure. | vith respect to the provinal standards; nanagement; cerning risk reporting — if other than German nan German, examina n a bonus) ne number of availab 2) Places on all cours | g and desing own research- or an) ation offered — if not every seme- le places, places will be allocated ses of the module with a restricted | | | | | | |
| After co 1. to pr 2. to ar risk 1 3. to id 4. to ev prac Course V (2) Metho ster, in a) writt b) term Langua credita Allocat 30 plac by lot a numbe cated b | omplet resent t nalyze a in finar lentify t valuate tice-ori es (type d of ass format ten exa n paper age of a able for tion of ces. (1) among er of pla by lot a onal inf | ing the course, the stude the relation between risk and solve independently ncial reports based on na the relation between risk independently selected ented projects. , number of weekly conta sessment (type, scope, la ion on whether module comination (approx. 60 min (approx. 15 pages) assessment: German and bonus places Should the number of ap all applicants irrespectiv aces will be allocated in t s they become available. | management and fir complex problems w itional and internatio s and value-based m research results con act hours, language - anguage — if other th can be chosen to earr nutes) or I/or English oplications exceed th re of their subjects. (a he same procedure. | vith respect to the provinal standards; nanagement; cerning risk reporting — if other than German nan German, examina n a bonus) ne number of availab 2) Places on all cours | g and desing own research- or an) ation offered — if not every seme- le places, places will be allocated ses of the module with a restricted | | | | | | |

Teaching cycle

Teaching cycle: no courses offered

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

Module appears in

Master's degree (1 major) Business Information Systems (2016)

Master's degree (1 major) Business Management (2015)

Master's degree (1 major) Management (2018)

Master's degree (1 major) China Business and Economics (2019)

Master's degree (1 major) China Language and Economy (2019)

Master's degree (1 major) Information Systems (2019)

Master's degree (1 major) China Business and Economics (2021)

Master's degree (1 major) China Language and Economy (2021)

Master's degree (1 major) Economathematics (2021)

| Module | e title | | | | Abbreviation | | | |
|--------------------------------------|---|--|--|-----------------------|------------------------|----------------|--|--|
| Financi | ial Rep | orting and Risk Manage | ement | | 12-M-RM2-161-m01 | | | |
| Module coordinator Module offered by | | | | | | | | |
| | Dean of the Faculty of Business Management and Econo- Faculty of Management and Economics | | | | | | | |
| mics | | | | | | | | |
| ECTS | Meth | od of grading | Only after succ. con | npl. of module(s) | | | | |
| 3 | | rical grade | | | | | | |
| Duratio | Duration Module level Other prerequisites | | | | | | | |
| 1 seme | semester graduate | | | | | | | |
| Conten | Its | | | | | | | |
| ding co | ompani in con | nalyzes the presentatio es, e.g. in annual and c junction with selected a nt | onsolidated financial | statements, interim r | eports and ad hoc a | nnounce- | | |
| Intend | ed lear | ning outcomes | | | | | | |
| ding co | ompani in con | nalyzes the presentatio es, e.g. in annual and c junction with selected a nt. | onsolidated financial s | statements, interim r | eports and ad hoc a | nnounce- | | |
| Course | s (type | , number of weekly con | tact hours, language – | - if other than Germa | ın) | | | |
| V (2) | | | | | | | | |
| | | sessment (type, scope, ion on whether module | | | ition offered — if not | every seme- | | |
| b) term | n paper age of a | mination (approx. 60 to (approx. 15 pages) ssessment: German an bonus | - | | | | | |
| Allocat | ion of _l | places | | | | | | |
| by lot a numbe | among r of pla | Should the number of a all applicants irrespecti ces will be allocated in s they become available | ve of their subjects. (2 the same procedure. (|) Places on all cours | es of the module wit | h a restricted | | |
| Additio | onal inf | ormation | | | | | | |
| | | | | | | | | |
| Worklo | ad | | | | | | | |
| 90 h | | | | | | | | |
| Teachi | ng cvcl | e | | | | | | |
| | | e: no courses offered | | | | | | |
| | | LPO I (examination reg | ulations for toaching | degree programmes | | | | |
| Referre | | | | acgree programmes) | | | | |
| Madul | | | | | | | | |
| Module | | | lanagoment (cara) | | | | | |
| | - | ee (1 major) Business N ee (1 major) Manageme | | | | | | |
| | - | ee (1 major) Manageme ee (1 major) China Busi | | 2019) | | | | |
| | - | ee (1 major) China Lang | | • | | | | |
| | - | | - , | - | | | | |
| | - | | Master's degree (1 major) China Business and Economics (2021) Master's degree (1 major) China Language and Economy (2021) | | | | | |
| | Master's degree (1 major) China Language and Economy (2021) | | | | | | | |
| Master | | ee (1 major) Economath | | | | | | |

| Advanced Seminar: Entrepreneurship and Management 12-M-SAS-16 Module cordinator Module offered by holder of the Chair of Entrepreneurship and Strategy Faculty of Management and Econ ECTS Method of grading Only after succ. compl. of module(s) 10 numerical grade Duration Module level Other prerequisites 1 semester graduate Contents Students develop seminar papers on varying topics in the domain of entrepreneurship, strate and present the key insights from their work. Intended learning outcomes Educational aims - Enable students to position their research Enable students to critically review a substantial body of literature in short time - Enable students to create a research paper fully meeting academic standards Learning outcomes | nomics | | | | | |
|---|-----------------------|--|--|--|--|--|
| holder of the Chair of Entrepreneurship and Strategy Faculty of Management and Econ ECTS Method of grading Only after succ. compl. of module(s) 10 numerical grade Duration Module level Other prerequisites 1 semester graduate Contents Contents Students develop seminar papers on varying topics in the domain of entrepreneurship, strate and present the key insights from their work. Intended learning outcomes Educational aims • Educational aims • Enable students to position their research • • Enable students to critically review a substantial body of literature in short time • Enable students to create a research paper fully meeting academic standards Learning outcomes On successful completion of this module students will be able to: • Differentiate their research from previous work • • Adopt theoretical perspectives to understand complex phenomena • Engage in comprehensive academic reasoning • • Adopt theoretical perspectives to understand complex phenomena • • Engage in comprehensive academic reasoning • | | | | | | |
| ECTS Method of grading Only after succ. compl. of module(s) 10 numerical grade Duration Module level Other prerequisites 1 semester graduate Contents Students develop seminar papers on varying topics in the domain of entrepreneurship, strate and present the key insights from their work. Intended learning outcomes Educational aims • Enable students to position their research • Enable students to critically review a substantial body of literature in short time • Enable students to create a research paper fully meeting academic standards Learning outcomes On successful completion of this module students will be able to: • Differentiate their research from previous work • Adopt theoretical perspectives to understand complex phenomena • Engage in comprehensive academic reasoning • Articulate abstract and complex phenomena and relationships in written and oral form Courses (type, number of weekly contact hours, language — if other than German) S (2) S(2) | | | | | | |
| ECTS Method of grading Only after succ. compl. of module(s) 10 numerical grade Duration Module level Other prerequisites 1 semester graduate Contents Contents Students develop seminar papers on varying topics in the domain of entrepreneurship, strate and present the key insights from their work. Intended learning outcomes Educational aims Enable students to position their research Enable students to critically review a substantial body of literature in short time Enable students to create a research paper fully meeting academic standards Learning outcomes On successful completion of this module students will be able to: Differentiate their research from previous work Adopt theoretical perspectives to understand complex phenomena Engage in comprehensive academic reasoning Articulate abstract and complex phenomena and relationships in written and oral form Courses (type, number of weekly contact hours, language — if other than German) S (2) | | | | | | |
| Duration Module level Other prerequisites 1 semester graduate Contents Students develop seminar papers on varying topics in the domain of entrepreneurship, strate and present the key insights from their work. Intended learning outcomes Educational aims • Enable students to position their research • Enable students to critically review a substantial body of literature in short time • Enable students to critically review a substantial body of literature in short time • Enable students to create a research paper fully meeting academic standards Learning outcomes On successful completion of this module students will be able to: • Differentiate their research from previous work • Adopt theoretical perspectives to understand complex phenomena • Engage in comprehensive academic reasoning • Articulate abstract and complex phenomena and relationships in written and oral form Courses (type, number of weekly contact hours, language | gy, and innovation | | | | | |
| 1 semester graduate Contents Students develop seminar papers on varying topics in the domain of entrepreneurship, strate and present the key insights from their work. Intended learning outcomes Educational aims • Enable students to position their research • Enable students to critically review a substantial body of literature in short time • Enable students to develop a sound theoretical framework • Enable students to create a research paper fully meeting academic standards Learning outcomes On successful completion of this module students will be able to: • Differentiate their research from previous work • Adopt theoretical perspectives to understand complex phenomena • Engage in comprehensive academic reasoning • Articulate abstract and complex phenomena and relationships in written and oral form Courses (type, number of weekly contact hours, language — if other than German) S (2) S (2) | gy, and innovation | | | | | |
| Contents Students develop seminar papers on varying topics in the domain of entrepreneurship, strate and present the key insights from their work. Intended learning outcomes Educational aims • Enable students to position their research • Enable students to critically review a substantial body of literature in short time • Enable students to develop a sound theoretical framework • Enable students to create a research paper fully meeting academic standards Learning outcomes On successful completion of this module students will be able to: • Differentiate their research from previous work • Adopt theoretical perspectives to understand complex phenomena • Engage in comprehensive academic reasoning • Articulate abstract and complex phenomena and relationships in written and oral form Courses (type, number of weekly contact hours, language — if other than German) S (2) | gy, and innovation | | | | | |
| Students develop seminar papers on varying topics in the domain of entrepreneurship, strate and present the key insights from their work. Intended learning outcomes Educational aims Enable students to position their research Enable students to critically review a substantial body of literature in short time Enable students to develop a sound theoretical framework Enable students to create a research paper fully meeting academic standards Learning outcomes On successful completion of this module students will be able to: Differentiate their research from previous work Adopt theoretical perspectives to understand complex phenomena Engage in comprehensive academic reasoning Articulate abstract and complex phenomena and relationships in written and oral form Courses (type, number of weekly contact hours, language — if other than German) S (2) | gy, and innovation | | | | | |
| and present the key insights from their work. Intended learning outcomes Educational aims Enable students to position their research Enable students to critically review a substantial body of literature in short time Enable students to develop a sound theoretical framework Enable students to create a research paper fully meeting academic standards Learning outcomes On successful completion of this module students will be able to: Differentiate their research from previous work Adopt theoretical perspectives to understand complex phenomena Engage in comprehensive academic reasoning Articulate abstract and complex phenomena and relationships in written and oral form Courses (type, number of weekly contact hours, language — if other than German) S (2) | gy, and innovation | | | | | |
| Educational aims Enable students to position their research Enable students to critically review a substantial body of literature in short time Enable students to develop a sound theoretical framework Enable students to create a research paper fully meeting academic standards Learning outcomes On successful completion of this module students will be able to: Differentiate their research from previous work Adopt theoretical perspectives to understand complex phenomena Engage in comprehensive academic reasoning Articulate abstract and complex phenomena and relationships in written and oral form Courses (type, number of weekly contact hours, language — if other than German) S (2) | | | | | | |
| Enable students to position their research Enable students to critically review a substantial body of literature in short time Enable students to develop a sound theoretical framework Enable students to create a research paper fully meeting academic standards Learning outcomes On successful completion of this module students will be able to: Differentiate their research from previous work Adopt theoretical perspectives to understand complex phenomena Engage in comprehensive academic reasoning Articulate abstract and complex phenomena and relationships in written and oral form Courses (type, number of weekly contact hours, language — if other than German) S (2) | | | | | | |
| Method of assessment (type, scope, language — if other than German, examination offered – ster, information on whether module can be chosen to earn a bonus) term paper (approx. 20 pages) and presentation (approx. 15 to 30 minutes), weighted 2:1 Language of assessment: German and/or English | - if not every seme- | | | | | |
| Assessment offered: Once a year, winter semester | | | | | | |
| Allocation of places 20 places. (1) Should the number of applications exceed the number of available places, plac by lot among all applicants irrespective of their subjects. (2) Places on all courses of the mode number of places will be allocated in the same procedure. (3) A waiting list will be maintained cated by lot as they become available. | ule with a restricted | | | | | |
| Additional information | | | | | | |
| | | | | | | |
| | Workload | | | | | |
| 300 h | | | | | | |
| Teaching cycle | | | | | | |
| Teaching cycle: each semester | | | | | | |
| | | | | | | |
| Referred to in LPO I (examination regulations for teaching-degree programmes) | | | | | | |
| Referred to in LPO I (examination regulations for teaching-degree programmes) | | | | | | |
| Referred to in LPO I (examination regulations for teaching-degree programmes) Module appears in | | | | | | |
| Module appears in Master's degree (1 major) Economathematics (2016) | | | | | | |
| Module appears in | page 189 / 287 | | | | | |

Master's degree (1 major) Business Management (2015) Master's degree (1 major) China Business and Economics (2016) Master's degree (1 major) International Economic Policy (2015) Master's degree (1 major) China Language and Economy (2016)

| Module title | | | | Abbreviation |
|--|--|--|------------------------|---|
| Advanced Sem | ninar: Banking | | | 12-M-SBL-161-m01 |
| Module coord | inator | | Module offered by | |
| | | | | ant and Economics |
| holder of the Chair of Business Management and Corporate Faculty of Management and Economics | | | | |
| | od of grading | Only after succ. com | pl. of module(s) | |
| 10 numer | numerical grade | | | |
| Duration | Module level | Other prerequisites | | |
| 1 semester | graduate | | | |
| Contents | | | | |
| lyze a selected | l topic and to write a sem ne seminar may be largel | inar thesis. Moreove | r, they are required t | required to independently ana- to present, discuss and defend based on independent work with |
| Intended learn | ning outcomes | | | |
| | gain in-depth knowledge knowledge in a written s | | | t and finance. They are able to d it in a final talk. |
| Courses (type, | number of weekly conta | ct hours, language — | if other than Germa | n) |
| S (2) | | | | |
| ster, informati term paper (ap | essment (type, scope, la on on whether module ca oprox. 20 to 25 pages) an ssessment: German and, | an be chosen to earn d presentation (appr | a bonus) | tion offered — if not every seme- |
| Allocation of p | | U | | |
| by lot among a number of place | all applicants irrespective | e of their subjects. (2) | Places on all course | e places, places will be allocated es of the module with a restricted be maintained and places re-allo- |
| Additional info | ormation | | | |
| | | | | |
| Workload | | | | |
| 300 h | | | | |
| Teaching cycle | 9 | | | |
| | e: each semester | | | |
| | LPOI (examination regu | lations for teaching-c | legree programmes) | |
| | <u> </u> | | | |
| Module appea | rs in | | | |
| | ee (1 major) Economathe | matics (2016) | | |
| - | ee (1 major) Business Ma | | | |
| • | ee (1 major) China Busine | | | |
| - | ee (1 major) International | | - | |
| Master's degre | ee (1 major) China Langu | age and Economy (20 | 16) | |

| Module | title | | | | Abbreviation | | |
|--|--------------------------------|--|--|--|--|-----------------------------|--|
| Industrial Management 1 | | | | 12-M-SBM-161-m01 | | | |
| Module | coord | inator | | Module offered by | | | |
| holder of the Chair of Business Management and Industrial Faculty of Management and Economics Management | | | | | | | |
| ECTS | | od of grading | Only after succ. com | pl. of module(s) | | | |
| 5 | | rical grade | | | | | |
| Duratio | n | Module level | Other prerequisites | | | | |
| 1 seme | semester graduate | | | | | | |
| Conten | ts | | | | | | |
| (purcha | asing, n | dresses central issues of naterials management, p leveloped that are releva | rocurement logistics) | | | | |
| Intende | ed learr | ning outcomes | | | | | |
| re struc based o and dis ply. | tured, on key cuss th | tively sensitive potential to goal-oriented analyze instruments. Students ar neir strategic importance | and to respond to pe e able to accurately o and dominate essen | rformance-oriented lassify the tasks of t tial methods and pro | ssues of strategic p he procurement and ocedures used in thi | rocurement I to describe | |
| | | , number of weekly conta | ct hours, language – | · if other than Germa | n) | | |
| V (2) + Course | • • | lternatively eLearning, S | , WS | | | | |
| | | e ssment (type, scope, la on on whether module ca | | | tion offered — if not | every seme- | |
| b) preso c) term | entatio paper ge of a | nination (approx. 40 to 6 n (approx. 20 minutes) a (approx. 30 to 40 pages) ssessment: German and, bonus | nd term paper (appro | ox. 15 to 20 pages); (| weighted 1:1) or | | |
| Allocat | ion of p | olaces | | | | | |
| by lot a number cated b | mong a r of pla y lot as | Should the number of ap all applicants irrespective ces will be allocated in th s they become available. | e of their subjects. (2) |) Places on all course | es of the module wit | h a restricted | |
| Additio | nal inf | ormation | | | | | |
| | | | | | | | |
| Worklo | ad | | | | | | |
| 150 h | | | | | | | |
| Teachir | ıg cycl | e | | | | | |
| Teachir | ng cycle | e: after announcement | | | | | |
| Referre | d to in | LPOI (examination regu | lations for teaching-o | legree programmes) | | | |
| | | | | | | | |
| Module | e appea | in in | | | | | |
| Master' Master' | 's degre 's degre | ee (1 major) Economathe ee (1 major) Business Info ee (1 major) Business Ma ee (1 major) China Busino | ormation Systems (20 nagement (2015) | | | | |
| | | Business Management (2015) | | generated 18-Apr-2025 • exa | ım. reg. da- | page 192 / 287 | |



Master's degree (1 major) International Economic Policy (2015) Master's degree (1 major) China Language and Economy (2016)

| Module | e title | | | | Abbreviation | |
|---|--|--|---|---|--|---|
| Semina | ar: Sup | oly Chain Competition | | | 12-M-SCC-161-m01 | |
| Module | e coord | inator | | Module offered by | | |
| | | | antitative Methods | · · · | ent and Economics | |
| holder of the Chair of Logistics and Quantitative MethodsFaculty of Management and EconomicsECTSMethod of gradingOnly after succ. compl. of module(s) | | | | | | |
| 5 | | rical grade | | | | |
| Duratio | L | Module level | Other prerequisites | | | |
| 1 seme | | graduate | | | | |
| Conten | | Siduate | <u> </u> | | | |
| | | · "Supply Chain Competit | ion" students partic | inate in an online mi | ulti-round simulation | and apply |
| | | perations and supply cha | | | | r and apply |
| | | ning outcomes | | | | |
| | | ng this seminar students | | | | |
| Alter to | Jiipteti | ng this seminal students | | | | |
| i. selec | ted and | d applied quantitative mo | odels for procuremen | t, production, sales | and supply chain ma | anagement, |
| ii. face | d the pi | ractical problems when u | sing real data to feed | d models, | | - |
| iii. and | unders | tand the challenges to re | each a coordinated d | ecision in a company | /. | |
| Course | s (type | , number of weekly conta | ct hours, language – | - if other than Germa | n) | |
| S (2) | | | | | | |
| | | e ssment (type, scope, la on on whether module c | | | tion offered — if not | every seme- |
| | | oprox. 15 to 20 pages) an | | | phted 2.1 | |
| Langua | age of a | ssessment: German and | /or English | ox. 10 minutes), weig | | |
| | | ffered: Once a year, wint | ersemester | | | |
| Allocat | | | | | | |
| as follo Quanti succes in man ment) o | ows: (1) tative M sfully c datory or Value | build the number of applie Students who already ha Methods will be given pre completed modules, place courses of the focus Logi Chain Management or a Chair. (3) Among applica | ave successfully com ferential consideration es will be allocated a stik und Supply Chai another specialisation | pleted courses offere on. (2) Among applic ccording to the total n Management (Logi n the applicant has s | ed by the Chair of Lo ants with the same u number of ECTS cre- stics and Supply Ch elected which inclu | gistics and number of dits achieved ain Manage- des courses |
| Additio | onal info | ormation | | | | |
| | | | | | | |
| Worklo | ad | | | | | |
| 150 h | | | | | | |
| - | ng cycl | 9 | | | | |
| | | e: each semester | | | | |
| | | LPOI (examination regu | lations for teaching | legree programmee) | | |
| | | | | | | |
| Modula | e appea | urs in | | | | |
| | | ee (1 major) Economathe | matics (2016) | | | |
| | - | ee (1 major) Economatile ee (1 major) Business Ma | | | | |
| | - | ee (1 major) China Busine | | 2016) | | |
| | - | ee (1 major) International | | | | |
| | - | ee (1 major) China Langu | | - | | |
| | - | ee (1 major) Managemen | | -7 | | |
| | - | ee (1 major) International | | 18) | | |
| | | Business Management (2015) | JMU Würzburg • | generated 18-Apr-2025 • exa | | page 194 / 287 |
| | | | ta record Master | (120 ECTS) Business Manage | ment - 2015 | |

Master's degree (1 major) China Business and Economics (2019) Master's degree (1 major) China Language and Economy (2019) Master's degree (1 major) China Business and Economics (2021) Master's degree (1 major) China Language and Economy (2021) Master's degree (1 major) Economathematics (2021) Master's degree (1 major) International Economic Policy (2022) Master's degree (1 major) Management (2022) Master's degree (1 major) Economathematics (2022) exchange program Business Management and Economics (2022)

| Supply | Module title | | | Abbreviation | | |
|---|--|--|--|--|---|---|
| | Supply Network Information Management | | | 12-M-SCIM-161-mo: | 1 | |
| Modul | e coord | inator | | Module offered by | <u> </u> | |
| Dean of the Faculty of Business Management and Econo- mics | | | | | | |
| ECTS | Meth | od of grading | Only after succ. con | npl. of module(s) | | |
| 5 | | rical grade | | | | |
| Duratio | | | | | | |
| 1 seme | ester | graduate | | | | |
| Conten | nts | | | | | |
| rement sible a lt has b ply cha works (of all s cular, h look at used to system Intendo Studen ducts a spectiv gards. | t proces nd the become ain and (supply upplier how the t how w b accele as of ind ed lear hts will and the ve of the These | roduction on the assemb as in the 19th century, the demand of customers for e possible to adopt a mu the planning of the sam onetworks) that also take s. This module will discu- e managing of procure ell ERP systems can sup erate the currently time- dividual firms can be inter- ning outcomes earn an overall understa ir dependencies for a va e parties involved into the relations will be of crucia f these relationships wil | e usage of informatio r individualised produ- ch more differentiated e so that the challeng e into account the del uss these conceptual f ent activities can be s port these activities, l consuming procureme egrated into a network nding of the complex riety of products. Stud- ne production process al importance for all p | n processing has ma ucts has made more d and sophisticated we are facing toda ivery sequence for a fundamentals of sup upported by informa how new hardware a ent processes and ho of supply managen structure of supply r dent will also be train opportunities and roduction-oriented n | ade more flexible operations r approach to the elec y is designing procu Il deterministically p oply management an- tion processing. The nd software technolo w formerly isolated nent. relationships for indi ned to recognize (fro to make decisions in nanagers because or | erations pos- necessary. tronic sup- rement net- rocured part d, in parti- module will ogies can be information vidual pro- m the per- these re- |
| | | , number of weekly cont | | • | | |
| V (2) + | | , | | | | |
| Metho | d of as | sessment (type, scope, l ion on whether module o | | | ition offered — if not | every seme- |
| writton | | nation (approx. 60 minu | tes) | | | |
| Langua | ible for | ssessment: German and | | | | |
| Langua credita | - | ssessment: German and bonus | | | | |
| Langua credita | ble for | ssessment: German and bonus | | | | |
| Langua credita Allocat | ible for t ion of J | ssessment: German and bonus | | | | |
| Langua credita Allocat | ible for t ion of J | ssessment: German and bonus places | | | | |
| Langua credita Allocat | ible for tion of p | ssessment: German and bonus places | | | | |
| Langua credita Allocat Additic | ible for tion of p | ssessment: German and bonus places | | | | |
| Langua credita Allocat Additio Worklo 150 h | ible for tion of p | ssessment: German and bonus places ormation | | | | |
| Langua credita Allocat Additic Worklo 150 h Teachin | ible for tion of p onal inf pad | ssessment: German and bonus places ormation | | | | |
| Langua credita Allocat Additic Worklo 150 h Teachin Teachin | ble for tion of p onal inf oad ng cycl | ssessment: German and bonus places ormation | I/or English | degree programmes) | | |
| Langua credita Allocat Additic Worklo 150 h Teachin Teachin | ble for tion of p onal inf oad ng cycl | ssessment: German and bonus places ormation e e: no courses offered | I/or English | degree programmes) | | |
| Langua credita Allocat Morklo 150 h Teachin Teachin Referre | ble for tion of p onal inf oad ng cycl | ssessment: German and bonus places ormation e e: no courses offered LPO I (examination reg | I/or English | degree programmes) | | |
| Langua credita Allocat Additic Worklo 150 h Teachin Teachin Referre Modulo Master Master | ble for tion of p onal inf oad ng cycle ed to in e appea c's degr | ssessment: German and bonus places ormation e e: no courses offered LPO I (examination reg | l/or English ulations for teaching- ematics (2016) formation Systems (20 | | | |



Master's degree (1 major) China Business and Economics (2016) Master's degree (1 major) International Economic Policy (2015) Master's degree (1 major) China Language and Economy (2016)

| Module title | | | | | Abbreviation |
|--|---|---|--|--|---|
| Semina | ar: App | lied Decision Theory | | | 12-M-SCT-161-m01 |
| Module coordinator | | | | Module offered by | |
| holder of the Chair for Economics, Contract Theory and In formation Economics | | | tract Theory and In- | Faculty of Managen | nent and Economics |
| ECTS | | od of grading | Only after succ. con | npl. of module(s) | |
| 5 | | rical grade | | • • • • | |
| Duratio | Duration Module level Other prerequisites | | | | |
| 1 seme | ster | graduate | | | |
| Conten | ts | | | | |
| theory, helpful | contra , the co | ct theory or behavioral eq | conomics. As a solid cular for advanced st | understanding of the udents who complet | ally with a focus on decision e corresponding basics will be ed the classes "Ökonomische nformationsökonomik". |
| Intende | ed lear | ning outcomes | | | |
| or expe ting the | eriment e result | al research articles, (ii) c | ritically analyzing and ticles to each other, (| d discussing the resu | g and understanding theoretical ults of research articles, (iii) rela- nsights both verbally and in wri- |
| Course | s (type | , number of weekly conta | ct hours, language – | - if other than Germa | in) |
| S (2) | | | | | |
| | | sessment (type, scope, la ion on whether module ca | | | tion offered — if not every seme- |
| Langua | ige of a | pprox. 20 to 25 pages) ar ssessment: German and ffered: Once a year, wint | /or English | rox. 20 minutes), we | ighted 2:1 |
| Allocat | ion of _l | olaces | | | |
| by lot a numbe | imong a r of pla | all applicants irrespective | e of their subjects. (2 |) Places on all cours | e places, places will be allocated es of the module with a restricted be maintained and places re-allo- |
| Additio | nal inf | ormation | | | |
| | - | | | | |
| Worklo | ad | | | | |
| 150 h | | | | | |
| Teachi | ng cycl | e | - | | |
| Teachi | ng cycle | e: no courses offered | | | |
| Referre | d to in | LPOI (examination regu | lations for teaching- | degree programmes) | |
| | | | | | |
| Module | e appea | ars in | | | |
| Master Master | Master's degree (1 major) Economathematics (2016) Master's degree (1 major) Business Management (2015) Master's degree (1 major) China Business and Economics (2016) Master's degree (1 major) International Economic Policy (2015) Master's degree (1 major) China Language and Economy (2016) | | | | |

| Modul | Module title | | | Abbreviation | | |
|---|---|----------------------------|--------------------------|------------------------|--|--|
| Strate | Strategic Decisions and Competition | | | | 12-M-SDC-161-m01 | |
| Modul | e coord | inator | | Module offered by | Module offered by | |
| holder | nolder of the Chair of Industrial Economics Faculty of Management and Economics | | nent and Economics | | | |
| ECTS Method of grading Only after succ. compl. of module(s) | | | | | | |
| 5 | nume | rical grade | | • | | |
| Durati | on | Module level | Other prerequisites | | | |
| 1 seme | ester | graduate | | | | |
| Conter | nts | 1 | | | | |
| 1. Strat | tegic si | tuations and decision ma | king | | | |
| 2. Ana | lyzing s | trategic situations with g | ame theory | | | |
| 1. Non | cooper | ative simultaneous move | games | | | |
| | h equili | | | | | |
| 3. Mod | lels of c | oligopoly markets | | | | |
| 3. Dyna | amic Ga | ames | | | | |
| 1. Two | (-multi) | stage games and subgar | ne perfect equilibriu | n | | |
| | | mitment in dynamic situa | | | | |
| - | | dvertising | | | | |
| 4. Wag | e barga | aining and unions | | | | |
| 4. Rep | eated G | iames | | | | |
| 1. Eme | rgence | of coordination in long in | iteractions | | | |
| 2. Coll | usion b | etween competing firms | | | | |
| 3. Time | e consis | stent monetary policy | | | | |
| 5. Stat | ic game | es of incomplete Informat | ion | | | |
| 1. Baye | | ash equilibrium | | | | |
| | | | | | | |
| | | ames of incomplete inforr | nation | | | |
| | | rd and nonlinear pricing | | | | |
| | | esian equilibrium | | | | |
| | ialling g market | signalling | | | | |
| | | nvestment and capital str | ructure | | | |
| | | ning outcomes | | | | |
| | - | | s, the students sho | Ild be familiar with e | conomic models that can be | |
| | | - | | | ations. Especially, by making use | |
| | | | | | n a wide variety of strategic situa- | |
| | | | | | onomic mechanisms which emer- | |
| | | | | | ations arising in industrial eco- | |
| | | | | | cquire skills which enable them | |
| | | | | | al models. By means of comple- | |
| | | | | | ns to an appropriate economic trategies and derive the corre- | |
| | | nagerial implications. | Juel, liley will be dbli | e to devise optimal S | lialegies and derive the cone- | |
| | - | | | | | |
| The co | urse wi | ll be taught in English. | | | | |

Master's with 1 major Business Management (2015)

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

V (2) + Ü (2)

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

a) written examination (approx. 60 to 120 minutes) or

b) term paper (approx. 15 to 20 pages)

Language of assessment: German and/or English

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

creditable for bonus

Allocation of places

Additional information

Workload

150 h

Teaching cycle

Teaching cycle: winter semester

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

Module appears in

Master's degree (1 major) Economathematics (2016) Master's degree (1 major) Business Information Systems (2016) Master's degree (1 major) Business Management (2015) Master's degree (1 major) China Business and Economics (2016) Master's degree (1 major) International Economic Policy (2015) Master's degree (1 major) China Language and Economy (2016)

| Module | e title | | | Abbreviation | |
|--|--|---|--|--|-----------------|
| Semina | ar: E-Business Strategies | | | 12-M-SEBS-161-mo | 1 |
| Madula | e coordinator | | Modulo offered by | | |
| | | | Module offered by | | |
| | of the Chair of Information Syst | | | nent and Economics | |
| ECTS | Method of grading | Only after succ. cor | npl. of module(s) | | |
| 10 | | | | | |
| Duratio | | Other prerequisites | 6 | | |
| | 13 | <u> </u> | | | |
| Conten | | | | | |
| | course, students will acquire im erm paper and to present the re | | | | |
| | atforms (electronic markets, We | | | | |
| | ed learning outcomes | ` | <u> </u> | | |
| - Acade | emic literature review | | | | |
| Intore | ration of doubland require in ca | iontific nonorc | | | |
| - megr | ration of developed results in sc | lientine papers | | | |
| - Creati | ing presentations and talks | | | | |
| Course | s (type, number of weekly conta | act hours, language - | – if other than Germa | n) | |
| S (2) | ¬ | | | | |
| | d of assessment (type, scope, la formation on whether module c | | | tion offered — if not | every seme- |
| | | | | | |
| torm na | aper (approx 20 to 25 pages) a | | rov 20 minutes) wei | ighted 2.1 | |
| | aper (approx. 20 to 25 pages) an age of assessment: German and | nd presentation (app | rox. 20 minutes), wei | ighted 2:1 | |
| Langua | aper (approx. 20 to 25 pages) an age of assessment: German and ment offered: Once a year, wint | nd presentation (app I/or English | rox. 20 minutes), wei | ighted 2:1 | |
| Langua Assess | age of assessment: German and | nd presentation (app I/or English | rox. 20 minutes), wei | ghted 2:1 | |
| Langua Assess Allocat | age of assessment: German and ment offered: Once a year, wint | nd presentation (app I/or English ter semester | | - | l be allocated |
| Langua Assess Allocat 20 plac by lot a | age of assessment: German and ment offered: Once a year, wint tion of places ces. (1) Should the number of ap among all applicants irrespectiv | nd presentation (app l/or English ter semester pplications exceed th e of their subjects. (2 | e number of availabl 2) Places on all course | e places, places wil es of the module wit | th a restricted |
| Langua Assess Allocat 20 plac by lot a numbe | age of assessment: German and ment offered: Once a year, wint ion of places ces. (1) Should the number of ag among all applicants irrespective or of places will be allocated in t | nd presentation (app l/or English ter semester oplications exceed th re of their subjects. (2 he same procedure. | e number of availabl 2) Places on all course | e places, places wil es of the module wit | th a restricted |
| Langua Assess Allocat 20 plac by lot a numbe cated b | age of assessment: German and ment offered: Once a year, wint ion of places ces. (1) Should the number of ag among all applicants irrespectiv or of places will be allocated in t by lot as they become available. | nd presentation (app l/or English ter semester oplications exceed th re of their subjects. (2 he same procedure. | e number of availabl 2) Places on all course | e places, places wil es of the module wit | th a restricted |
| Langua Assess Allocat 20 plac by lot a numbe cated b | age of assessment: German and ment offered: Once a year, wint ion of places ces. (1) Should the number of ag among all applicants irrespective or of places will be allocated in t | nd presentation (app l/or English ter semester oplications exceed th re of their subjects. (2 he same procedure. | e number of availabl 2) Places on all course | e places, places wil es of the module wit | th a restricted |
| Langua Assess Allocat 20 plac by lot a numbe cated b Additio | age of assessment: German and ment offered: Once a year, wint ion of places ces. (1) Should the number of ap among all applicants irrespective of places will be allocated in t by lot as they become available. | nd presentation (app l/or English ter semester oplications exceed th re of their subjects. (2 he same procedure. | e number of availabl 2) Places on all course | e places, places wil es of the module wit | th a restricted |
| Langua Assess Allocat 20 plac by lot a numbe cated b Additio | age of assessment: German and ment offered: Once a year, wint ion of places ces. (1) Should the number of ap among all applicants irrespective of places will be allocated in t by lot as they become available. | nd presentation (app l/or English ter semester oplications exceed th re of their subjects. (2 he same procedure. | e number of availabl 2) Places on all course | e places, places wil es of the module wit | th a restricted |
| Langua Assess Allocat 20 plac by lot a numbe cated b Additio | age of assessment: German and ment offered: Once a year, wint ion of places ces. (1) Should the number of ap among all applicants irrespective of places will be allocated in t by lot as they become available. | nd presentation (app l/or English ter semester oplications exceed th re of their subjects. (2 he same procedure. | e number of availabl 2) Places on all course | e places, places wil es of the module wit | th a restricted |
| Langua Assess Allocat 20 plac by lot a numbe cated b Additio Worklo 300 h | age of assessment: German and ment offered: Once a year, wint ion of places ces. (1) Should the number of ap among all applicants irrespective of places will be allocated in t by lot as they become available. | nd presentation (app l/or English ter semester oplications exceed th re of their subjects. (2 he same procedure. | e number of availabl 2) Places on all course | e places, places wil es of the module wit | th a restricted |
| Langua Assess Allocat 20 plac by lot a numbe cated b Additio Worklo 300 h Teachir | age of assessment: German and iment offered: Once a year, wint ion of places ces. (1) Should the number of ag among all applicants irrespective or of places will be allocated in t by lot as they become available. | nd presentation (app l/or English ter semester oplications exceed th re of their subjects. (2 he same procedure. | e number of availabl 2) Places on all course | e places, places wil es of the module wit | th a restricted |
| Langua Assessi Allocat 20 plac by lot a numbe cated b Additio Worklo 300 h Teachir Teachir | age of assessment: German and ment offered: Once a year, wint ion of places ces. (1) Should the number of ag among all applicants irrespectiv or of places will be allocated in t by lot as they become available. onal information | nd presentation (app l/or English ter semester oplications exceed th re of their subjects. (2 he same procedure. | e number of availabl) Places on all course (3) A waiting list will | e places, places wil es of the module wit be maintained and p | th a restricted |
| Langua Assessi Allocat 20 plac by lot a numbe cated b Additio Worklo 300 h Teachir Teachir | age of assessment: German and iment offered: Once a year, wint ion of places ces. (1) Should the number of ag among all applicants irrespective or of places will be allocated in t by lot as they become available. onal information onal information ad | nd presentation (app l/or English ter semester oplications exceed th re of their subjects. (2 he same procedure. | e number of availabl) Places on all course (3) A waiting list will | e places, places wil es of the module wit be maintained and p | th a restricted |
| Langua Assess Allocat 20 plac by lot a numbe cated b Additio Worklo 300 h Teachir Teachir Referre | age of assessment: German and iment offered: Once a year, wint ion of places ces. (1) Should the number of ag among all applicants irrespective or of places will be allocated in t by lot as they become available. onal information onal information ad | nd presentation (app l/or English ter semester oplications exceed th re of their subjects. (2 he same procedure. | e number of availabl) Places on all course (3) A waiting list will | e places, places wil es of the module wit be maintained and p | th a restricted |
| Langua Assess Allocat 20 plac by lot a numbe cated b Additio Worklo 300 h Teachir Teachir Referre Module | age of assessment: German and iment offered: Once a year, wint ion of places ces. (1) Should the number of ag among all applicants irrespective or of places will be allocated in t by lot as they become available. onal information onal information onad ng cycle ng cycle: each semester ed to in LPO I (examination regu | nd presentation (app l/or English ter semester oplications exceed th e of their subjects. (2 he same procedure. | e number of availabl) Places on all course (3) A waiting list will | e places, places wil es of the module wit be maintained and p | th a restricted |
| Langua Assessi Allocati 20 plac by lot a numbe cated b Additio Worklo 300 h Teachir Teachir Referre Module | age of assessment: German and iment offered: Once a year, wint ion of places ces. (1) Should the number of ag among all applicants irrespectiv er of places will be allocated in t by lot as they become available. onal information bad ng cycle ed to in LPO I (examination regulated e appears in | nd presentation (app l/or English ter semester oplications exceed th e of their subjects. (2 he same procedure. (2 | e number of availabl) Places on all course (3) A waiting list will degree programmes) | e places, places wil es of the module wit be maintained and p | th a restricted |
| Langua Assessi Allocat 20 plac by lot a numbe cated b Additio Worklo 300 h Teachir Teachir Referre Master Master Master | age of assessment: German and iment offered: Once a year, wint ion of places ces. (1) Should the number of ag among all applicants irrespective or of places will be allocated in t by lot as they become available. onal information oad ng cycle ng cycle: each semester ed to in LPO I (examination regu e appears in "'s degree (1 major) Economather "'s degree (1 major) Business Inf | nd presentation (app l/or English ter semester oplications exceed th re of their subjects. (2 the same procedure. | e number of availabl Places on all course (3) A waiting list will degree programmes) 016) | e places, places wil es of the module wit be maintained and p | th a restricted |
| Langua Assessi Allocat 20 plac by lot a numbe cated b Additio Worklo 300 h Teachir Teachir Referre Module Master Master Master | age of assessment: German and iment offered: Once a year, wint ion of places ces. (1) Should the number of ag among all applicants irrespectiv er of places will be allocated in t by lot as they become available. onal information bad mg cycle each semester ed to in LPO I (examination regu e appears in "s degree (1 major) Economather "s degree (1 major) Business Inf "s degree (1 major) Business Ma | nd presentation (app l/or English ter semester oplications exceed th e of their subjects. (2 he same procedure. (2 he same procedure | e number of availabl Places on all course (3) A waiting list will l degree programmes) 016) 2016) | e places, places wil es of the module wit be maintained and p | th a restricted |
| Langua Assessi Allocati 20 plac by lot a number cated b Additio Worklo 300 h Teachir Teachir Referre Module Master Master Master Master | age of assessment: German and iment offered: Once a year, wint ion of places ces. (1) Should the number of ag among all applicants irrespective or of places will be allocated in t by lot as they become available. onal information onal information onal information onal information e appears in d's degree (1 major) Economather d's degree (1 major) Business Ma d's degree (1 major) Business Ma d's degree (1 major) China Busin d's degree (1 major) Internationa | nd presentation (app l/or English ter semester oplications exceed th e of their subjects. (2 he same procedure. (2 he same procedure | e number of availabl Places on all course (3) A waiting list will l degree programmes) 016) 2016) 2016) | e places, places wil es of the module wit be maintained and p | th a restricted |
| Langua Assessi Allocat 20 plac by lot a number cated b Additio Worklo 300 h Teachir Teachir Referre Module Master Master Master Master Master | age of assessment: German and iment offered: Once a year, wint ion of places ces. (1) Should the number of ag among all applicants irrespective of places will be allocated in t by lot as they become available. onal information oad ng cycle each semester ed to in LPO I (examination regu e appears in "s degree (1 major) Economather "s degree (1 major) Business Inf "s degree (1 major) Business Mat "s degree (1 major) Dusiness Mat "s degree (1 major) Internationa "s degree (1 major) China Busin "s degree (1 major) China Langu | nd presentation (app l/or English ter semester oplications exceed th re of their subjects. (2 he same procedure.) ulations for teaching- ematics (2016) formation Systems (2 anagement (2015) ess and Economics (2 lage and Economy (20 | e number of availabl Places on all course (3) A waiting list will l degree programmes) 016) 2016) 2016) | e places, places wil es of the module wit be maintained and p | th a restricted |
| Langua Assessi Allocat 20 plac by lot a number cated b Additio Worklo 300 h Teachir Teachir Referre Master Master Master Master Master Master Master | age of assessment: German and iment offered: Once a year, wint ion of places ces. (1) Should the number of ag among all applicants irrespective of places will be allocated in t by lot as they become available. onal information ad mg cycle eappears in "s degree (1 major) Economather 's degree (1 major) Business Inf 's degree (1 major) Business Mat 's degree (1 major) China Busin 's degree (1 major) China Busin 's degree (1 major) China Langu 's degree (1 major) Managemen | nd presentation (app l/or English ter semester oplications exceed th re of their subjects. (2 the same procedure. | e number of availabl Places on all course (3) A waiting list will l degree programmes) 016) 2016) 2016) | e places, places wil es of the module wit be maintained and p | th a restricted |
| Langua Assessi Allocat 20 plac by lot a numbe cated b Additio Worklo 300 h Teachir Teachir Referre Module Master Master Master Master Master Master Master Master | age of assessment: German and iment offered: Once a year, wint ion of places ces. (1) Should the number of ag among all applicants irrespective of places will be allocated in t by lot as they become available. onal information bad mg cycle ed to in LPO I (examination regu e appears in "s degree (1 major) Economather "s degree (1 major) Business Inf "s degree (1 major) Business Inf "s degree (1 major) China Busin "s degree (1 major) Internationa "s degree (1 major) China Langu "s degree (1 major) Information | nd presentation (app l/or English ter semester oplications exceed th e of their subjects. (2 he same procedure. (2 he same procedure | e number of availabl Places on all course (3) A waiting list will l degree programmes) 016) 2016) 015) 016) | e places, places wil es of the module wit be maintained and p | th a restricted |
| Langua Assessi Allocat 20 plac by lot a number cated b Additio Worklo 300 h Teachir Teachir Teachir Referre Master' Master' Master' Master' Master' Master' Master' Master' Master' Master' Master' Master' Master' Master' | age of assessment: German and iment offered: Once a year, wint ion of places ces. (1) Should the number of ag among all applicants irrespective of places will be allocated in t by lot as they become available. onal information ad mg cycle eappears in "s degree (1 major) Economather 's degree (1 major) Business Inf 's degree (1 major) Business Mat 's degree (1 major) China Busin 's degree (1 major) China Busin 's degree (1 major) China Langu 's degree (1 major) Managemen | nd presentation (app l/or English ter semester oplications exceed th e of their subjects. (2 he same procedure. (2 he same procedure | e number of availabl Places on all course (3) A waiting list will l degree programmes) 016) 2016) 015) 016) | e places, places will es of the module wit be maintained and p | th a restricted |

Master's degree (1 major) China Language and Economy (2021) Master's degree (1 major) Economathematics (2021) Master's degree (1 major) Information Systems (2022) Master's degree (1 major) Management (2022) Master's degree (1 major) Economathematics (2022) exchange program Business Management and Economics (2022)

| Selecte | Module title | | | | | |
|--|---|---|--|---|---|-----------------|
| Selected Topics of European Integration | | | | | 12-M-SEI-161-m01 | |
| Modul | e coord | inator | | Module offered by | | |
| | | Chair of Monetary Econor | mics and Internatio- | | nent and Economics | ; |
| | | Markets | | | |) |
| ECTS | Meth | od of grading | Only after succ. con | cc. compl. of module(s) | | |
| 5 | | rical grade | | • • • • | | |
| Duratio | on | Module level | Other prerequisites | 5 | | |
| 1 seme | ester | graduate | | | | |
| Conten | nts | | | | | |
| | - | rovides students with a r | nore in-depth unders | tanding of specific p | roblems of macroec | onomics and |
| | | mic policy. | | and ing of speenie p | | |
| Intend | ed lear | ning outcomes | | | | |
| | - | nar, students can | | | | |
| | | e acquired knowledge an | d if necessary apply a | additional technique | s of scientific work; | |
| (ii) crea | ate, pre | sent and defend a scien | tific paper; | | | |
| | | the working papers of ot | | | | |
| | - | eter for the processing of | | | | |
| | es (type | , number of weekly conta | act hours, language – | – if other than Germa | n) | |
| S (2) | _ | | | | | |
| | | sessment (type, scope, la | | | tion offered — if not | t every seme- |
| - | | ion on whether module c | | - | | |
| term n | aper (a | pprox. 15 pages) and pre | contation (annrox 10 | • • • • • • • | | |
| | | | | minutes), weighted | 2:1 | |
| Langua | age of a | ssessment: German and | /or English | , minutes), weighted | 2:1 | |
| Langua Assess | age of a sment o | ssessment: German and ffered: Once a year, sum | /or English | , minutes), weighted | 2:1 | |
| Langua Assess Allocat | age of a sment o t ion of [| ssessment: German and ffered: Once a year, sum blaces | /or English mer semester | | | |
| Langua Assess Allocat 15 plac | age of a sment o tion of ces. (1) | ssessment: German and ffered: Once a year, sum blaces Should the number of ap | /or English mer semester plications exceed the | e number of available | e places, places will | |
| Langua Assess Allocat 15 plac by lot a | tion of a tion of a tes. (1) among | ssessment: German and ffered: Once a year, sum places Should the number of ap all applicants irrespectiv | /or English mer semester plications exceed the e of their subjects. (2 | e number of available) Places on all course | e places, places will es of the module wit | th a restricted |
| Langua Assess Allocat 15 plac by lot a numbe | tion of a ces. (1) among er of pla | ssessment: German and ffered: Once a year, sum blaces Should the number of ap | /or English mer semester plications exceed the e of their subjects. (2 he same procedure. (| e number of available) Places on all course | e places, places will es of the module wit | th a restricted |
| Langua Assess Allocat 15 plac by lot a numbe cated b | tion of a tion of p tes. (1) among er of pla | ssessment: German and ffered: Once a year, sum blaces Should the number of ap all applicants irrespectiv ces will be allocated in t | /or English mer semester plications exceed the e of their subjects. (2 he same procedure. (| e number of available) Places on all course | e places, places will es of the module wit | th a restricted |
| Langua Assess Allocat 15 plac by lot a numbe cated b | tion of a tion of p tes. (1) among er of pla | ssessment: German and ffered: Once a year, sum places Should the number of ap all applicants irrespectiv ces will be allocated in t s they become available. | /or English mer semester plications exceed the e of their subjects. (2 he same procedure. (| e number of available) Places on all course | e places, places will es of the module wit | th a restricted |
| Langua Assess Allocat 15 plac by lot a numbe cated b Additic | age of a sment of tion of p ces. (1) among er of pla by lot a bnal inf | ssessment: German and ffered: Once a year, sum places Should the number of ap all applicants irrespectiv ces will be allocated in t s they become available. | /or English mer semester plications exceed the e of their subjects. (2 he same procedure. (| e number of available) Places on all course | e places, places will es of the module wit | th a restricted |
| Langua Assess Allocat 15 plac by lot a numbe cated k Additic Worklo | age of a sment of tion of p ces. (1) among er of pla by lot a bnal inf | ssessment: German and ffered: Once a year, sum places Should the number of ap all applicants irrespectiv ces will be allocated in t s they become available. | /or English mer semester plications exceed the e of their subjects. (2 he same procedure. (| e number of available) Places on all course | e places, places will es of the module wit | th a restricted |
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| Langua Assess Allocat 15 plac by lot a numbe cated b Additic Worklo 150 h Teachin | age of a sment of tion of ces. (1) among er of pla by lot a bonal inf bad | ssessment: German and ffered: Once a year, sum blaces Should the number of ap all applicants irrespectiv ces will be allocated in t s they become available. ormation | /or English mer semester plications exceed the e of their subjects. (2 he same procedure. (| e number of available) Places on all course | e places, places will es of the module wit | th a restricted |
| Langua Assess Allocat 15 plac by lot a numbe cated b Additic Worklo 150 h Teachin Teachin | age of a sment of tion of p ces. (1) among er of pla op lot a onal inf oad ng cycl | ssessment: German and ffered: Once a year, sum blaces Should the number of ap all applicants irrespectiv ces will be allocated in t s they become available. ormation e e: after announcement | /or English mer semester plications exceed the e of their subjects. (2 he same procedure. (| e number of available) Places on all course (3) A waiting list will | e places, places will es of the module wi be maintained and p | th a restricted |
| Langua Assess Allocat 15 plac by lot a numbe cated b Additic Worklo 150 h Teachin Teachin | age of a sment of tion of p ces. (1) among er of pla op lot a onal inf oad ng cycl | ssessment: German and ffered: Once a year, sum blaces Should the number of ap all applicants irrespectiv ces will be allocated in t s they become available. ormation | /or English mer semester plications exceed the e of their subjects. (2 he same procedure. (| e number of available) Places on all course (3) A waiting list will | e places, places will es of the module wi be maintained and p | th a restricted |
| Langua Assess Allocat 15 plac by lot a numbe cated b Additic Worklo 150 h Teachin Teachin Referre | age of a sment of tion of p ces. (1) among er of pla by lot a by l | ssessment: German and ffered: Once a year, sum blaces Should the number of ap all applicants irrespectiv ces will be allocated in t s they become available. ormation e e: after announcement LPOI (examination regu | /or English mer semester plications exceed the e of their subjects. (2 he same procedure. (| e number of available) Places on all course (3) A waiting list will | e places, places will es of the module wi be maintained and p | th a restricted |
| Langua Assess Allocat 15 plac by lot a numbe cated b Additic Worklo 150 h Teachin Teachin Referre Modulo | age of a sment of tion of pla ces. (1) among er of pla by lot a onal inf bad ng cycl ed to in e appea | ssessment: German and ffered: Once a year, sum blaces Should the number of ap all applicants irrespectiv ces will be allocated in t s they become available. ormation e e: after announcement LPO I (examination regu | /or English mer semester plications exceed the e of their subjects. (2 he same procedure. (| e number of available) Places on all course (3) A waiting list will | e places, places will es of the module wi be maintained and p | th a restricted |
| Langua Assess Allocat 15 plac by lot a numbe cated b Additio Worklo 150 h Teachin Teachin Referre Modula | age of a sment of tion of p ces. (1) among er of pla oy lot a opal inf oad ng cycl ed to in e appea | ssessment: German and ffered: Once a year, sum places Should the number of ap all applicants irrespectiv ces will be allocated in t s they become available. ormation e: after announcement LPO I (examination regu ars in ee (1 major) Economathe | /or English mer semester plications exceed the e of their subjects. (2 he same procedure. (ulations for teaching- ematics (2016) | e number of available) Places on all course (3) A waiting list will | e places, places will es of the module wi be maintained and p | th a restricted |
| Langua Assess Allocat 15 plac by lot a numbe cated b Additic Worklo 150 h Teachin Teachin Referre Module Master Master | age of a sment of tion of p res. (1) among er of pla by lot a by l | ssessment: German and ffered: Once a year, sum blaces Should the number of ap all applicants irrespectiv ces will be allocated in t s they become available. ormation ee : after announcement LPO I (examination regu ars in ee (1 major) Economathe ee (1 major) Business Ma | /or English mer semester plications exceed the e of their subjects. (2 he same procedure. (ulations for teaching- ematics (2016) anagement (2015) | e number of available) Places on all course (3) A waiting list will degree programmes) | e places, places will es of the module wi be maintained and p | th a restricted |
| Langua Assess Allocat 15 plac by lot a numbe cated b Additic Worklo 150 h Teachin Teachin Teachin Referre Modula Master Master Master | age of a sment of ion of pla or of pla oy lot a onal inf oad ng cycl ed to in e appea f's degr f's degr | ssessment: German and ffered: Once a year, sum blaces Should the number of ap all applicants irrespectiv ces will be allocated in t s they become available. ormation ee after announcement LPO I (examination regu ars in ee (1 major) Economathe ee (1 major) Business Ma ee (1 major) China Busin | /or English mer semester plications exceed the e of their subjects. (2 he same procedure. (ulations for teaching- ematics (2016) anagement (2015) ess and Economics (2 | e number of available) Places on all course (3) A waiting list will degree programmes) 2016) | e places, places will es of the module wi be maintained and p | th a restricted |
| Langua Assess Allocat 15 plac by lot a numbe cated b Additic Worklo 150 h Teachin Teachin Referre Module Master Master Master Master | age of a sment of tion of pla ces. (1) among er of pla cy lot a onal inf onal inf onal inf onal of ad ng cycl ed to in e appea c's degr c's degr | ssessment: German and ffered: Once a year, sum blaces Should the number of ap all applicants irrespectiv ces will be allocated in t is they become available. ormation e after announcement LPO I (examination regu ars in ee (1 major) Economathe ee (1 major) Business Ma ee (1 major) Internationa | /or English mer semester plications exceed the e of their subjects. (2 he same procedure. (ulations for teaching- ematics (2016) anagement (2015) ess and Economics (2 l Economic Policy (20 | e number of available Places on all course (3) A waiting list will degree programmes) 2016) 015) | e places, places will es of the module wi be maintained and p | th a restricte |
| Langua Assess Allocat 15 plac by lot a numbe cated b Additic Worklo 150 h Teachin Teachin Referre Module Master Master Master Master | age of a sment of tion of p ces. (1) among er of pla op lot a onal inf oad ng cycl ed to in e appea r's degr r's degr r's degr | ssessment: German and ffered: Once a year, sum places Should the number of ap all applicants irrespectiv ces will be allocated in t s they become available. ormation e after announcement LPO I (examination regu ars in ee (1 major) Economathe ee (1 major) Business Ma ee (1 major) Dusiness Ma ee (1 major) Internationa ee (1 major) China Busin ee (1 major) China Langu | /or English mer semester plications exceed the e of their subjects. (2 he same procedure. (ulations for teaching- ematics (2016) anagement (2015) ess and Economics (2 l Economic Policy (20 age and Economy (20 | e number of available Places on all course (3) A waiting list will degree programmes) 2016) 015) | e places, places will es of the module wi be maintained and p | th a restricte |
| Langua Assess Allocat 15 plac by lot a numbe cated b Additic Worklo 150 h Teachin Teachin Referre Module Master Master Master Master Master Master | age of a sment of tion of pla ces. (1) among er of pla oy lot a onal inf oad ng cycle ed to in e appea c's degr c's degr c's degr c's degr | ssessment: German and ffered: Once a year, sum blaces Should the number of ap all applicants irrespectiv ces will be allocated in t s they become available. ormation e after announcement LPO I (examination regu ars in ee (1 major) Economathe ee (1 major) Business Ma ee (1 major) Dusiness Ma ee (1 major) Internationa ee (1 major) China Busin ee (1 major) China Langu ee (1 major) Managemen | /or English mer semester plications exceed the e of their subjects. (2 he same procedure. (ulations for teaching- ematics (2016) anagement (2015) ess and Economics (2 l Economic Policy (20 age and Economy (20 t (2018) | e number of available) Places on all course (3) A waiting list will degree programmes) 2016) | e places, places will es of the module wi be maintained and p | th a restricte |
| Langua Assess Allocat 15 plac by lot a numbe cated b Additic Worklo 150 h Teachin Teachin Teachin Referre Master Master Master Master Master Master Master Master Master | age of a sment of tion of pla ces. (1) among er of pla oy lot a onal inf oad ng cycl ed to in e appea f's degr f's degr f's degr f's degr f's degr | ssessment: German and ffered: Once a year, sum places Should the number of ap all applicants irrespectiv ces will be allocated in t s they become available. ormation e after announcement LPO I (examination regu ars in ee (1 major) Economathe ee (1 major) Business Ma ee (1 major) Dusiness Ma ee (1 major) Internationa ee (1 major) China Busin ee (1 major) China Langu | /or English mer semester plications exceed the e of their subjects. (2 he same procedure. (ulations for teaching- ematics (2016) anagement (2015) ess and Economics (2 l Economic Policy (20 age and Economy (20 t (2018) l Economic Policy (20 | e number of available) Places on all course (3) A waiting list will b degree programmes) 2016) 015) 016) 018) | e places, places will es of the module wi be maintained and p | th a restricte |
| Langua Assess Allocat 15 plac by lot a numbe cated b Additic Worklo 150 h Teachin Teachin Teachin Referre Modula Master Master Master Master Master Master Master Master | age of a sment of tion of pla ces. (1) among er of pla oy lot a onal inf oad ng cycl ed to in e appea f's degr f's degr f's degr f's degr f's degr | ssessment: German and ffered: Once a year, sum blaces Should the number of ap all applicants irrespectiv ces will be allocated in t s they become available. ormation ee (a major) economathe ee (1 major) Economathe ee (1 major) Business Ma ee (1 major) China Busin ee (1 major) Internationa ee (1 major) China Langu ee (1 major) Internationa ee (1 major) Internationa | /or English mer semester plications exceed the e of their subjects. (2 he same procedure. (ulations for teaching- ematics (2016) anagement (2015) ess and Economics (2 l Economic Policy (20 age and Economy (20 t (2018) l Economic Policy (20 | e number of available) Places on all course (3) A waiting list will b degree programmes) 2016) 015) 016) 018) | e places, places will es of the module wi be maintained and p | th a restricte |

Master's degree (1 major) China Language and Economy (2019) Master's degree (1 major) China Business and Economics (2021) Master's degree (1 major) China Language and Economy (2021) Master's degree (1 major) Economathematics (2021)

| Module | title | | | | Abbreviation | |
|---|--|---|--|-------------------------------------|-----------------------|----------------|
| Advanced Seminar: Financial Accounting and Auditing | | | | | 12-M-SER-161-m01 | |
| Madula | | | | Madula offered by | | |
| Module | | | | Module offered by | | |
| holder ting | of the (| Chair of Business Manage | ement and Accoun- | Faculty of Managen | nent and Economics | |
| 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 | | | | | |
| | | rovides students with mo using scientific primary | | | s of external accoun | ting and au- |
| | · · · · · · | ning outcomes | U | | | |
| (i) cons (ii) crea (iii) con | olidate ited an iducted ability | on of the module, partici ed the learned issues and d defended a qualifying l d a scientific examination to present and develop s cts. | l possibly applied ad evel relevant scientif of the work results c | ic work; If other seminar part | icipants; | ing commu- |
| Course | s (type | , number of weekly conta | ct hours, language – | - if other than Germa | n) | |
| S (2) + 5 | | | | | | |
| ster, inf term pa Langua | formati aper (ap ge of a | con on whether module ca oprox. 20 to 25 pages) an ssessment: German and, ffered: Once a year, winte | an be chosen to earn Id presentation (appr /or English | a bonus) | | every seme- |
| Allocat | | | | | | |
| | | Should the number of ap | plications exceed the | e number of availabl | e places, places will | be allocated |
| by lot a number | mong a r of pla | all applicants irrespective ces will be allocated in the they become available. | e of their subjects. (2) |) Places on all course | es of the module wit | h a restricted |
| Additio | nal inf | ormation | | | | |
| | | | | | | |
| Worklo | ad | | | | | |
| 300 h | | | | | | |
| - | | 0 | | | | |
| Teachir | | | | | | |
| | | e: each semester | | | | |
| Referre | d to in | LPO I (examination regu | lations for teaching-o | legree programmes) | | |
| Module | e appea | ars in | | | | |
| Master' | 's degr | ee (1 major) Economathe | matics (2016) | | | |
| | | ee (1 major) Business Ma | | | | |
| | - | ee (1 major) China Busine | | | | |
| | - | ee (1 major) International | - | - | | |
| | - | ee (1 major) China Langu | - , , | 016) | | |
| | - | ee (1 major) Management | | ` | | |
| | - | ee (1 major) China Busine | | • | | |
| | - | ee (1 major) China Langua r Business Management (2015) | | 919) generated 18-Apr-2025 • exa | am reg da- | page 205 / 287 |
| | | 20011005 management (2015) | | (120 ECTS) Business Manage | | puse 205 / 20/ |

Master's degree (1 major) China Business and Economics (2021) Master's degree (1 major) China Language and Economy (2021) Master's degree (1 major) Economathematics (2021) exchange program Business Management and Economics (2022)

| Module | title | | | | Abbreviation | |
|---|----------------|--|-----------------------|---|---------------------------------------|----------------|
| Advanced Seminar: Industrial Management | | | | 12-M-SI-161-m01 | | |
| Module | coord | inator | | Module offered by | | |
| | | | | | · · · · · · · · · · · · · · · · · · · | |
| Manage | | Chair of Business Manage | ement and industrial | Faculty of Manager | nent and Economics | |
| ECTS | | od of grading | Only after succ. con | nl. of module(s) | | |
| 10 | | rical grade | | | | |
| Duratio | | Module level | Other prerequisites | | | |
| 1 seme | | graduate | | | | |
| Conten | ts | 0 | <u> </u> | | | |
| | | r, students will write sem | inar naners on select | ed tonics in the field | d of industrial manage | romont Tho |
| | | and findings of these pa | | | | sement. me |
| Intende | ed lear | ning outcomes | | | | |
| The stu | dents l | have acquired in-depth k | nowledge in key app | lication areas of indu | ustrial management | and lear- |
| ned by | taking | care of the seminar to de | epen their knowledg | e for making scientif | fic work, to research | literature ne- |
| | | er, to evaluate, tu critical | | | | |
| | | ion of own scientifically b on to the topic of Industri | | | | |
| | | ecture, students learn to p | | | | |
| | | me frame and to defend t | | | | |
| Course | s (type | , number of weekly conta | ct hours, language – | if other than Germa | ın) | |
| S (2) | | | | | | |
| | d of ass | sessment (type, scope, la | nguage — if other tha | an German. examina | tion offered — if not | everv seme- |
| | | ion on whether module ca | | | | , |
| a) term | paper | (approx. 20 to 25 pages) | and presentation (ap | prox. 20 minutes); (| weighted 2:1) or | |
| | | (approx. 15 to 20 pages) | | prox. 45 minutes); (| weighted 1:1) | |
| | - | ssessment: German and, | or English | | | |
| Allocat | | | | | | |
| | | Should the number of ap | | | | |
| | - | all applicants irrespective ces will be allocated in th | | | | |
| | | s they become available. | le same procedure. (| 3) A waiting list will i | be manitameu anu p | |
| | <u> </u> | ormation | | | | |
| | | | | | | |
| Worklo | ad | | , | | | |
| 300 h | | | | | | |
| Teachir | ıg cycl | e | | | | |
| | | e: each semester | | | | |
| | | LPOI (examination regu | lations for teaching- | legree programmes) | | |
| | | | | | | |
| Module | | ars in | | | | |
| | | ee (1 major) Economathe | matics (2016) | | | |
| | - | ee (1 major) Business Ma | | | | |
| | - | ee (1 major) China Busine | • | .016) | | |
| | - | ee (1 major) International | | | | |
| | - | ee (1 major) China Langua | - , , | 016) | | |
| | - | ee (1 major) Management | | | | |
| | - | ee (1 major) International | - | | | |
| Master's wi | th 1 majo | r Business Management (2015) | | generated 18-Apr-2025 • exa (120 ECTS) Business Manage | | page 207 / 287 |

Master's degree (1 major) China Business and Economics (2019) Master's degree (1 major) China Language and Economy (2019) Master's degree (1 major) China Business and Economics (2021) Master's degree (1 major) China Language and Economy (2021) Master's degree (1 major) Economathematics (2021) Master's degree (1 major) International Economic Policy (2022) Master's degree (1 major) Management (2022) Master's degree (1 major) Economathematics (2022) exchange program Business Management and Economics (2022)

| Module | e title | | | | Abbreviation | |
|------------------------------|----------------------------------|--|---|---|---|-----------------|
| | Seminar: International Economics | | | | | |
| | | - | | | 12-M-SIÖ-161-m01 | |
| | Module coordinator | | | Module offered by | | |
| Dean o mics | f the Fa | iculty of Business Manag | ement and Econo- | Faculty of Managen | nent and Economics | 5 |
| ECTS | Metho | od of grading | Only after succ. cor | npl. of module(s) | | |
| 10 | | rical grade | | | | |
| Duratio | on | Module level | Other prerequisites | ; | | |
| 1 seme | ster | graduate | | | | |
| Conten | ts | | | | | |
| de, and | topics Cities | in international econom ; Outsourcing, Offshoring ization and the Environm | g and Multinational F | irms; Competition of | Locations, Jurisdict | ions and Sy- |
| Literatu Peer-re | | articles and/or monogra | iphs. | | | |
| Intende | ed lear | ning outcomes | | | | |
| learn a papers work of | nd app and re f their p | | e seminar style of the d in oral form. Stude | course teaches ther nts are enabled to cr | n to present their ov itically analyze and | vn seminar |
| Course | s (type | , number of weekly conta | ict hours, language – | – if other than Germa | n) | |
| S (2) | | | | | | |
| ster, in | formati | sessment (type, scope, la on on whether module c | an be chosen to earn | a bonus) | | - |
| | | oprox. 20 pages) and pre ssessment: German and | | o minutes) with posi | tion paper (1 page), | weighted 3:1 |
| Allocat | ion of p | olaces | | | | |
| by lot a numbe | imong a r of pla | Should the number of ap all applicants irrespective ces will be allocated in the they become available. | e of their subjects. (2 |) Places on all cours | es of the module wit | th a restricted |
| Additio | nal inf | ormation | | | | |
| | | | | | | |
| Worklo | ad | | | | | |
| 300 h | | | | | | |
| Teachi | ng cycl | e | | | | |
| | | e: each semester | | | | |
| | | LPOI (examination regu | lations for teaching- | degree programmes) | | |
| | | | | 0.11 1.20.4.100) | | |
| Module | e appea | urs in | | | | |
| | | ee (1 major) Economathe | matics (2016) | | | |
| | - | ee (1 major) Business Ma | | | | |
| | - | ee (1 major) China Busine | | | | |
| | - | ee (1 major) International | | - | | |
| | - | ee (1 major) China Langu | | 016) | | |
| | - | ee (1 major) Managemen | | | | |
| Master's wi | ith 1 majo | r Business Management (2015) | - | generated 18-Apr-2025 exa r (120 ECTS) Business Manage | - | page 209 / 287 |

Master's degree (1 major) International Economic Policy (2018) Master's degree (1 major) China Business and Economics (2019) Master's degree (1 major) China Language and Economy (2019) Master's degree (1 major) China Business and Economics (2021) Master's degree (1 major) China Language and Economy (2021) Master's degree (1 major) Economathematics (2021)

| Module title | | Abbreviation | | | | |
|---|---|--|---|-----------------------|----------------|--|
| Advanced Seminar: Industrial Organization | | | | 12-M-SIO-161-m01 | | |
| Modulo coor | dinator | | Module offered by | | | |
| Module coordinator | | | | | | |
| | Chair of Industrial Econor | r | , , | nent and Economics | | |
| · · · · · · · · · · · · · · · · · · · | hod of grading | Only after succ. con | ipl. of module(s) | | | |
| L | erical grade | | | | | |
| Duration | Module level | Other prerequisites | | | | |
| 1 semester | graduate | | | | | |
| Contents | | | | | | |
| their advisor | covers selected advanced r, will choose a topic and fo paper on this research que audience. | ormulate a research c | uestion. Then they a | are expected to cond | luct research | |
| Intended lea | rning outcomes | | | | | |
| perform a critically a describe t suggest fu present th | ting the course "Seminar: survey of the scientific lite ssess the economic mode he economic mechanisms ture research directions; eir findings to an audience | erature on a given top Is and their findings i underlying importan e. | ic; n the literature; t economic observat | ions; | | |
| Courses (typ | e, number of weekly conta | ect hours, language – | · if other than Germa | n) | | |
| S (2) | | | | | | |
| | ssessment (type, scope, la ition on whether module c | | | tion offered — if not | every seme- | |
| | approx. 20 pages) and pre assessment: German and | | o minutes), weighted | 2:1 | | |
| Allocation of | fplaces | | | | | |
| by lot among number of p |) Should the number of ap g all applicants irrespective laces will be allocated in tl as they become available. | e of their subjects. (2) |) Places on all cours | es of the module wit | h a restricted | |
| Additional in | · · · · | _ | | | | |
| | | | | | | |
| Workload | | | | | | |
| | | | | | | |
| 300 h | | - | | | | |
| Teaching cy | | | | | | |
| | ele: each semester | | | | | |
| Referred to in LPO I (examination regulations for teaching-degree programmes) | | | | | | |
| | | | | | | |
| Module appears in | | | | | | |
| Master's degree (1 major) Economathematics (2016) | | | | | | |
| Master's degree (1 major) Business Management (2015) | | | | | | |
| Master's degree (1 major) China Business and Economics (2016) | | | | | | |
| - | Master's degree (1 major) International Economic Policy (2015) | | | | | |
| - | Master's degree (1 major) China Language and Economy (2016) | | | | | |
| - | Master's degree (1 major) Management (2018) | | | | | |
| - | Master's degree (1 major) International Economic Policy (2018) | | | | | |
| | gree (1 major) China Busing jor Business Management (2015) | | - | m roa da | page are / a0- | |
| master s with 1 ma | JUI DUSITIESS MATTAGETTIENT (2015) | | generated 18-Apr-2025 • exa (120 ECTS) Business Manage | | page 211 / 287 | |

Master's degree (1 major) China Language and Economy (2019) Master's degree (1 major) China Business and Economics (2021) Master's degree (1 major) China Language and Economy (2021) Master's degree (1 major) Economathematics (2021) Master's degree (1 major) International Economic Policy (2022) Master's degree (1 major) Management (2022) Master's degree (1 major) Economathematics (2022) exchange program Business Management and Economics (2022)

| Module title | | | | Abbreviation | | | |
|--|-------------|---|-------------------------|-------------------------------|--|----------------|--|
| Strategic Marketing | | | | | 12-M-SM-161-m01 | | |
| Modul | e coord | linator | | Module offered by | | | |
| | | Chair of Business Admin | istration and Marke- | - | nent and Economics | | |
| ting | orthe | | | | | | |
| ECTS | Meth | od of grading | Only after succ. con | npl. of module(s) | | | |
| 5 | 1 | rical grade | | • • • • | | | |
| Duratio | on | Module level | Other prerequisites | 5 | | | |
| 1 seme | ster | graduate | | | | | |
| Conter | nts | | | | | | |
| Descri | - | | | | | | |
| | | aises awareness in stude | ents of the relevance a | and necessity of stra | tegic management i | n a competiti- | |
| | | nical competitive process | | | | | |
| | | | | | | | |
| Conter | | | | | | | |
| | | marketing strategies as | | | | | |
| | | roots of the concept of s rodule is on thinking in c | | | | | |
| 100030 | | | | cs, which is directly i | clated to responsib | te teadership. | |
| Outline | e of syl | abus: | | | | | |
| | | e dynamics requires strat | tegy and leadership | | | | |
| | | strategies, stakeholder n | | | | | |
| | | and tasks of corporate g | | | | | |
| | | e forces, strategies and b | | Michael Porter | | | |
| | | tegies and marketing my | | silition | | | |
| | | nologies, new businesse principles of responsible | | Junes | | | |
| 7. Natu | | principies of responsible | emanagement | | | | |
| Readin | ig: | | | | | | |
| | | 938): The Functions of th | | | | | |
| | | R.; Eschenbach, S.; Kune | | egische Konzepte: M | anagement-Ansätze | von Ansoff | |
| | | ed., Schäffer-Poeschel | - | Anna a cha Cambrida | - University During | | |
| | | 2010): Strategic Manage Vippa, M. (2006): Strateg | | | | ung von Un | |
| | | rategien, 5th ed., Pearso | | Analyse, Entwicklur | | | |
| | | H. H. (2011): Strategische | | ng I. Strategisches | Denken, 8th ed., Er | ich Schmidt | |
| Verlag, | | | | 5 5 | | | |
| - | - | H. (2012): Strategisches | Management in Unter | rnehmen: Ziele Pro | zesse Verfahren, ; | 7th ed., | |
| Gabler | | | | | | | |
| | | Scholes, K.; Whittington, | R. (2009): Fundamen | tals of Strategy, 1st e | ed., Financial limes | and Prentice | |
| Hall Ha | | ger, R.; Bickhoff, N. (201 | o). The Quintessence | of Strategic Manage | ment Springer Hei | delherg | |
| | | onaway RN (2014): The P | - | | | | |
| | | , Cengage Stamford. | - p | | ,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,, | | |
| Meffert, H.; Burmannn, C.; Kirchgeorg, M. (2012): Marketing Grundlagen marktorientierter Unternehmensfüh- | | | | | | | |
| rung, 11th ed., Gabler, Wiesbaden. Meyer, M. (1995): Ökonomische Organisation der Industrie: Netzwerkarrangements zwischen Markt und Unter- | | | | | | | |
| | - | | nisation der Industrie: | Netzwerkarrangeme | ents zwischen Markt | und Unter- | |
| | | bler, Wiesbaden. | · Stratogicches Mars | annont Mic strate | riccho Initiativon | mWandal | |
| | | ns, G.; Lechner, C. (2011) I., Schäffer-Poeschel Stu | - | gement wie strate | gische milialiven Zu | in wanuel | |
| | | 99): Wettbewerb und Str | | (Original: Porter M · | On Competition, Bo | oston, 1008.) | |
| | | 14): Wettbewerbsvorteile | | | | | |
| | | k. (Original: Porter, M.: C | | | , , , , | | |
| | | | - | | | | |
| Master's w | vith 1 maio | r Business Management (2015) | JMU Würzburg | • generated 18-Apr-2025 • exa | am. reg. da- | page 213 / 287 | |
| | | | - | (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 (2) + Ü (2)

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

written examination (approx. 60 minutes)

Language of assessment: German and/or English

Allocation of places

--

Additional information

--

Workload

150 h

Teaching cycle

Teaching cycle: after announcement

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

Module appears in

| •• |
|--|
| Master's degree (1 major) Economathematics (2016) |
| Master's degree (1 major) Business Information Systems (2016) |
| Master's degree (1 major) Business Management (2015) |
| Master's degree (1 major) China Business and Economics (2016) |
| Master's degree (1 major) International Economic Policy (2015) |
| Master's degree (1 major) China Language and Economy (2016) |
| Master's degree (1 major) Management (2018) |
| Master's degree (1 major) China Business and Economics (2019) |
| Master's degree (1 major) China Language and Economy (2019) |
| Master's degree (1 major) Information Systems (2019) |
| Master's degree (1 major) China Business and Economics (2021) |
| Master's degree (1 major) China Language and Economy (2021) |
| Master's degree (1 major) Economathematics (2021) |
| Master's degree (1 major) Information Systems (2022) |
| Master's degree (1 major) Management (2022) |
| Master's degree (1 major) Economathematics (2022) |
| exchange program Business Management and Economics (2022) |
| |

| Module title | | | | | Abbreviation |
|--|---|---|--|-----------------------|--|
| Strateg | gic Man | agement of Global Supp | ly Chains | | 12-M-SMGS-161-m01 |
| Module | e coord | inator | | Module offered by | |
| | holder of the Chair of Logistics and Quantitative Methods | | | | nent and Economics |
| ECTS | | od of grading | Only after succ. con | · · · · · | |
| 5 | | rical grade | | | |
| Duratio | · | Module level | Other prerequisites | | |
| 1 seme | ster | graduate | | | |
| Conten | ts | | | | |
| | les of b | | | | come familiar with the basic nave learned working on multiple |
| Intende | ed learı | ning outcomes | | | |
| (i) can results | apply tl , and | ng this course students ne basic methods and co d the effects of global val | | | practical settings and evaluate the |
| Course | s (type | , number of weekly conta | ct hours, language – | - if other than Germa | an) |
| V (2) + | Ü (2) | | | | |
| | | essment (type, scope, la on on whether module ca | | | ition offered — if not every seme- |
| | ige of a | nation (approx. 60 minut ssessment: German and, bonus | | | |
| Allocat | ion of p | olaces | | | |
| | | | | | |
| Additio | nal inf | ormation | | | |
| | | | | | |
| Worklo | ad | | - | | |
| 150 h | | | | | |
| Teachi | ng cycl | e | | | |
| | | e: no courses offered | | | |
| | | LPOI (examination regu | lations for teaching- | legree programmes) | |
| | | | | | |
| Module | e appea | irs in | | | |
| Master Master Master Master Master | 's degro 's degro 's degro 's degro | ee (1 major) Economathe ee (1 major) Business Info ee (1 major) Business Ma ee (1 major) China Busine ee (1 major) International ee (1 major) China Langua | ormation Systems (20 nagement (2015) ess and Economics (2 Economic Policy (20 | 2016) 15) | |

| Module title | | | | | Abbreviation | |
|--|-------------------------------|--|--|-----------------------|---|--|
| Advanced Seminar: Econometrics | | | | | 12-M-SOE-161-m01 | |
| Module coordinator | | | | Module offered by | | |
| holder | of the (| Chair of Econometrics | | Faculty of Managem | nent and Economics | |
| ECTS | Metho | od of grading | Only after succ. com | pl. of module(s) | | |
| 10 | nume | rical grade | | | | |
| Duratio | on | Module level | Other prerequisites | | | |
| 1 seme | ster | graduate | | | | |
| Conten | ts | | | | | |
| quired | to inde | | mselves with the res | pective topics and to | onometrics. Students will be re- p present the results of their work | |
| Intende | ed lear | ning outcomes | | | | |
| | | able to analyze independ ie results orally and in wr | | | vance for a given theme. They | |
| Course | s (type | , number of weekly conta | ct hours, language — | if other than Germa | n) | |
| S (2) | | | | | | |
| ster, in term pa | formati aper (aj | on on whether module ca oprox. 20 to 25 pages) an | an be chosen to earn d presentation (appr | a bonus) | tion offered — if not every seme- | |
| Langua Allocat | - | ssessment: German and, | or English | | | |
| 10 plac by lot a numbe | es. (1) mong a r of pla | Should the number of ap all applicants irrespective | e of their subjects. (2) | Places on all course | e places, places will be allocated es of the module with a restricted be maintained and places re-allo- | |
| Additio | nal inf | ormation | | | | |
| | | | | | | |
| Worklo | ad | | | | | |
| 300 h | | | | | | |
| Teachi | ng cycl | e | | | | |
| Teachi | ng cycle | e: each semester | | | | |
| Referred to in LPO I (examination regulations for teaching-degree programmes) | | | | | | |
| | 1 | | | | | |
| Module | e appea | ars in | | | | |
| Master Master Master | 's degr 's degr 's degr | ee (1 major) Economathe ee (1 major) Business Ma ee (1 major) China Busine ee (1 major) International | nagement (2015) ess and Economics (2 | | | |

| Module | e title | | | | Abbreviation | |
|--|---|---|---|---|----------------------|----------------|
| Economics of Tax Planning | | | | | 12-M-SP-161-m01 | |
| Module | coord | inator | Module offered by | <u> </u> | | |
| | | Chair of Business Manag | ement and Business | Faculty of Managen | ent and Economics | |
| Taxatio | | | ement and Dusiness | | |) |
| 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 | | | | | |
| dels for ees. Th | r invest erefore | eals with tax effects on fu tment decisions, financin e, the interaction of corpo in English is available on | g decisions, firm valu rate and personal inc | uation, dividend poli | cy and remuneratio | |
| | | ning outcomes | · · | | | |
| (i) com nance; (ii) ana luation | bine th lyze the of inve | nables students to eir knowledge of tax law e effect of taxes on funda estment, financial assets discuss research and pol | imental economic de , forms of remunerati | cisions, e.g. investm on for employees inc | ent and financing d | ecisions, eva |
| | | , number of weekly conta | | | n) | |
| V (2) + | Ü (2) | · · · · · · · · · · · · · · · · · · · | | | | |
| ster, inf a) writte b) term c) oral e Langua | formati en exal paper examin ge of a | sessment (type, scope, la ion on whether module c mination (approx. 60 mir (approx. 15 pages) or lation of one candidate e ssessment: German and | an be chosen to earn nutes) or ach (approx. 20 minu | a bonus) | tion offered — if no | t every seme- |
| credita | | | | | | |
| Allocat | | places | | | | |
| | | | | | | |
| Αααιτιο | natini | ormation | | | | |
| | | | | | | |
| Worklo | dU | | | | | |
| 150 h | | | | | | |
| Teachir | | | | | | |
| | | e: winter semester | | | | |
| Referre | d to in | LPO I (examination regu | llations for teaching-o | degree programmes) | | |
| | | | | | | |
| Module | | | | | | |
| Master' Master' Master' Master' Master' | 's degr 's degr 's degr 's degr 's degr | ee (1 major) Economathe ee (1 major) Business Inf ee (1 major) Business Ma ee (1 major) China Busine ee (1 major) International ee (1 major) China Langu ee (1 major) Managemen | ormation Systems (20 nagement (2015) ess and Economics (2 l Economic Policy (20 age and Economy (20 | 2016) 15) | | |
| | - | r Business Management (2015) | JMU Würzburg • | generated 18-Apr-2025 • exa | | page 217 / 287 |
| | | | | (120 ECTS) Business Manage | | |

| Master's degree (1 major) International Economic Policy (2018) |
|--|
| Master's degree (1 major) China Business and Economics (2019) |
| Master's degree (1 major) China Language and Economy (2019) |
| Master's degree (1 major) Information Systems (2019) |
| Master's degree (1 major) China Business and Economics (2021) |
| Master's degree (1 major) China Language and Economy (2021) |
| Master's degree (1 major) Economathematics (2021) |
| Master's degree (1 major) Information Systems (2022) |
| Master's degree (1 major) International Economic Policy (2022) |
| Master's degree (1 major) Management (2022) |
| Master's degree (1 major) Economathematics (2022) |
| exchange program Business Management and Economics (2022) |

| Module title | | | | | Abbreviation | |
|--|---|--|---|--|---|------------------------------|
| | | | | | 12-M-SPM-161-m01 | |
| Module | e coord | inator | | Module offered by | | |
| holder Manage | | Chair of Business Manage | ement and Industrial | Faculty of Managem | nent and Economics | |
| ECTS | | 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 | | | | | |
| ning an Studen cal moc principl | d cont ts will dels wi les of v | vill discuss contents and rol concepts. become familiar with the ll be used for analysing b ralue structure optimisati ical models. | essentials of strategi oth economic and ec | c production manag ological issues. In ad | ement. Theoretical a ddition, the module | and analyti- will discuss |
| Intende | ed lear | ning outcomes | | | | |
| strategy the mai | y struct in strat | on of the module studen tured and goal-oriented in egic tasks and objectives he production in realistic | n a global context usi in production mana | ng appropriate meth gement and evaluate | ods. Furthermore, tl | ney know |
| Course | s (type | , number of weekly conta | ct hours, language — | if other than Germa | n) | |
| V (2) + Course | | Ilternatively eLearning, S | , WS | | | |
| | | sessment (type, scope, la on on whether module ca | | | tion offered — if not | every seme- |
| b) pres c) term | entatio paper ge of a | mination (approx. 40 to 6 n (approx. 20 minutes) a (approx. 30 to 40 pages) ssessment: German and, bonus | nd term paper (appro | ox. 15 to 20 pages); (| weighted 1:1) or | |
| Allocat | ion of p | olaces | | | | |
| by lot a numbe | mong a r of pla | Should the number of ap all applicants irrespective ces will be allocated in th they become available. | e of their subjects. (2) | Places on all course | es of the module wit | h a restricted |
| Additio | nal inf | ormation | | | | |
| | | | | | | |
| Worklo | ad | | | | | |
| 150 h | | | | | | |
| Teaching cycle | | | | | | |
| Teaching cycle: after announcement | | | | | | |
| Referred to in LPO I (examination regulations for teaching-degree programmes) | | | | | | |
| | | | | | | |
| Module appears in | | | | | | |
| | Master's degree (1 major) Economathematics (2016) | | | | | |
| | Master's degree (1 major) Economatinematics (2016) Master's degree (1 major) Business Information Systems (2016) | | | | | |
| | - | - | - | , | | |
| Master's wi | Master's degree (1 major) Business Management (2015) JMU Würzburg • generated 18-Apr-2025 • exam. reg. da- ta record Master (120 ECTS) Business Management - 2015 page 219 / 2 | | | | | page 219 / 287 |



Master's degree (1 major) China Business and Economics (2016) Master's degree (1 major) International Economic Policy (2015) Master's degree (1 major) China Language and Economy (2016)

| Module title Abbrev | | | | | Abbreviation | |
|--|---|--|--|------------------------|---|--|
| Advanc | Advanced Seminar: Topics in Personnel Economics and Organizational Theory 12-M-SPO-161-mo1 | | | | | |
| Module | e coord | inator | | Module offered by | | |
| holder Organis | | Chair for Human Resource | e Management and | Faculty of Managen | nent and Economics | |
| 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 | | | | | |
| | | write a seminar paper on, gement and organisation | | d discuss current iss | ues in the field of human re- | |
| Intende | ed learr | ning outcomes | | | | |
| | | earn to handle, write in o management and organi | | and discuss current r | esearch literature in the area hu- | |
| Course | s (type, | , number of weekly conta | ct hours, language – | - if other than Germa | n) | |
| S (2) | | | | | | |
| ster, in term pa tes), we | formati aper (ap eighted | on on whether module ca oprox. 20 pages) and pre | an be chosen to earn sentation with sub-p | a bonus) | tion offered — if not every seme- g discussion (approx. 50 minu- | |
| Allocat | | | | | | |
| 20 plac by lot a numbe | ces. (1) imong a r of pla | Should the number of ap all applicants irrespective | of their subjects. (2) |) Places on all course | e places, places will be allocated es of the module with a restricted be maintained and places re-allo- | |
| Additio | onal info | ormation | | | | |
| | | | | | | |
| Worklo | ad | | | | | |
| 300 h | | | | | | |
| Teachi | ng cycle | 9 | | | | |
| Teachir | ng cycle | e: each semester | | | | |
| Referred to in LPO I (examination regulations for teaching-degree programmes) | | | | | | |
| | | | | | | |
| Module | e appea | rs in | | | | |
| Master Master Master | Master's degree (1 major) Economathematics (2016) Master's degree (1 major) Business Management (2015) Master's degree (1 major) China Business and Economics (2016) Master's degree (1 major) International Economic Policy (2015) Master's degree (1 major) China Language and Economy (2016) | | | | | |

| Module | e title | | | | Abbreviation |
|--|----------------|--|------------------------|---------------------|---|
| Advanc | ed Top | ics in Economic Policy | | | 12-M-SPÜ-161-m01 |
| Module | e coord | inator | | Module offered by | |
| holder | of the (| Chair of Labour Economic | S | Faculty of Managen | nent and Economics |
| ECTS | Metho | 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 | | | | |
| Sozialp | olitiscl | he Übungen is from now | on Experimental Ecor | nomics | |
| Intende | ed lear | ning outcomes | | | |
| | nic and | | | | 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 | ın) |
| Ü (2) | | | | | |
| | | sessment (type, scope, la on on whether module ca | | | tion offered — if not every seme- |
| b) term | paper | mination (approx. 60 min (approx. 15 pages) ssessment: German and, | | | |
| Allocat | ion of p | olaces | | | |
| | | | | | |
| Additio | nal inf | ormation | | | |
| | | | | | |
| Worklo | ad | | | | |
| 150 h | | | | | |
| Teachi | ng cycl | e | | | |
| Teachir | ng cycle | e: no courses offered | | | |
| Referre | d to in | LPOI (examination regu | lations for teaching-o | legree programmes) | |
| | | | | | |
| Module appears in | | | | | |
| Master's degree (1 major) Economathematics (2016) Master's degree (1 major) Business Management (2015) Master's degree (1 major) China Business and Economics (2016) Master's degree (1 major) International Economic Policy (2015) | | | | | |
| Master | 's degr | ee (1 major) China Langu | age and Economy (20 | 016) | |

| Module | e title | | | | Abbreviation | | |
|--|---|---|--|-----------------------|---------------------|-----------------|--|
| Advanced Seminar: Selected Problems in Analytical Tax Re | | | | search | 12-M-SSL-161-m01 | | |
| Module | e coord | inator | | Module offered by | | | |
| | | Chair of Business Manag | ement and Business | Faculty of Managen | nent and Economics | | |
| Taxatio | | | | see of managem | | | |
| ECTS | Metho | 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 | | | | | | |
| arch pa Althou | apers in gh the s | r, current problems of ta German and/or English seminar will be held in G t prefers this to German. | language. | | | | |
| Intende | ed lear | ning outcomes | | | | | |
| After th | ie semi | nar, students are able | | | | | |
| • te | o analy | ze a complex issue in tax | | methods, | | | |
| | | ify problems and to sugg | | ad colutions | | | |
| | | Ilate and to defend their | · · · · · · · · · · · · · · · · · · · | | (m) | | |
| | s (type | , number of weekly conta | act nours, language – | - If other than Germa | in) | | |
| S (2) | | | | | | | |
| ster, in | formati | essment (type, scope, la on on whether module c | an be chosen to earn | a bonus) | | t every seme- | |
| | | oprox. 20 to 25 pages) ar ssessment: German and | | ox. 20 minutes), we | ighted 2:1 | | |
| Allocat | ion of p | olaces | | | | | |
| by lot a numbe | imong a r of pla | Should the number of ap all applicants irrespectiv ces will be allocated in t s they become available. | e of their subjects. (2) he same procedure. (|) Places on all cours | es of the module wi | th a restricted | |
| | · · | ormation | - | | | | |
| | | | | | | | |
| Worklo | ad | | | | | | |
| 300 h | | | | | | | |
| Teachi | | 6 | | | | | |
| | | e: each semester | - | | | | |
| | | LPO I (examination regu | lations for toaching a | lagraa programmee | | | |
| Referre | | | | active programmes) | | | |
| Maduli | | ve in | | | | | |
| Module | | | matics (aard) | | | | |
| | - | ee (1 major) Economathe ee (1 major) Business Ma | | | | | |
| | - | ee (1 major) China Busine | | 016) | | | |
| | - | ee (1 major) Internationa | | | | | |
| | - | ee (1 major) China Langu | - | - | | | |
| | - | ee (1 major) Managemen | | | | | |
| master | Master's degree (1 major) China Business and Economics (2019) | | | | | | |
| Master | - | | | • | | | |
| Master | - | ee (1 major) China Busin ee (1 major) China Langu | | • | | | |
| Master Master | 's degr | | age and Economy (20 | • | am reg da- | page 223 / 287 | |

Master's degree (1 major) China Business and Economics (2021) Master's degree (1 major) China Language and Economy (2021) Master's degree (1 major) Economathematics (2021) Master's degree (1 major) Management (2022) Master's degree (1 major) Economathematics (2022) exchange program Business Management and Economics (2022)

| Module | e title | | | | Abbreviation | | |
|----------------|--|--|-------------------------|--------------------------------------|--|--|--|
| Tax Accounting | | | | | 12-M-STB-161-m01 | | |
| | Module coordinator Module offered by | | | | | | |
| | | | | Module offered by | | | |
| | | Chair of Business Manag | ement and Business | Faculty of Managem | nent and Economics | | |
| Taxatio | <u> </u> | | | | | | |
| ECTS | | od of grading | Only after succ. con | pl. of module(s) | | | |
| 5 | <u> </u> | rical grade | | | | | |
| Duratio | | Module level | Other prerequisites | | | | |
| 1 seme | ster | graduate | | | | | |
| Conten | ts | | | | | | |
| steuerg | jesetz, | | nain reporting and val | | an Income Tax Code (<i>Einkomm</i> s well as the specific problems | | |
| Intende | ed learr | ning outcomes | | | | | |
| Studen | ts have | - | | | e to solve moderate to complex s using legal source. | | |
| • | | , number of weekly conta | · · · | | | | |
| V (2) + | | | | | | | |
| | | assmant (type scope) | if other the | an Garman, avamina | tion offered — if not every sen | | |
| | | on on whether module of | | | tion onered — It not every sen | | |
| | | nination (approx. 60 mi | | , | | | |
| | | (approx. 15 pages) or | | | | | |
| | | ation of one candidate e | each (approx. 20 minu | ites) | | | |
| | | ssessment: German and | /or English | | | | |
| credita | ble for | bonus | | | | | |
| Allocat | ion of p | olaces | | | | | |
| | | | | | | | |
| Additio | onal info | ormation | | | | | |
| | | | | | | | |
| Worklo | ad | | | | | | |
| 150 h | | | | | | | |
| Teachir | | • | _ | | | | |
| | | | - | | | | |
| | | e: summer semester | | | | | |
| Referre | d to in | LPOI (examination regu | ulations for teaching-o | legree programmes) | | | |
| | | | | | | | |
| Module | e appea | in in | | | | | |
| Master | 's degre | ee (1 major) Economathe | ematics (2016) | | | | |
| | - | ee (1 major) Business Inf | • | 016) | | | |
| | - | ee (1 major) Business Ma | | | | | |
| | - | ee (1 major) China Busin | | | | | |
| | Master's degree (1 major) International Economic Policy (2015) | | | | | | |
| | - | ee (1 major) China Langu | - , | 016) | | | |
| | - | ee (1 major) Managemen | | 2010) | | | |
| | - | ee (1 major) China Busin | | • | | | |
| master | - | Master's degree (1 major) China Language and Economy (2019) | | | | | |
| Mactor | Master's degree (1 major) Information Systems (2019) | | | | | | |
| | | | | 2021) | | | |
| Master | 's degre | ee (1 major) Information ee (1 major) China Busin Business Management (2015) | ess and Economics (2 | e021) generated 18-Apr-2025 • exa | | | |

Master's degree (1 major) China Language and Economy (2021) Master's degree (1 major) Economathematics (2021) Master's degree (1 major) Information Systems (2022) Master's degree (1 major) Management (2022) Master's degree (1 major) Economathematics (2022) exchange program Business Management and Economics (2022)

| Module title | | | | | Abbreviation | |
|--|-----------------------|--|-----------------------|---|-------------------------|----------------|
| Advanced Seminar: Monetary policy 12-M-SV1-161-m01 | | | | | | |
| Module coordinator Module offered by | | | | | | |
| | | Chair of Monetary Econor Markets | nics and Internatio- | Faculty of Managen | nent and Economics | |
| ECTS | | od of grading | Only after succ. con | npl. of module(s) | | |
| 10 | | rical grade | | | | |
| Duratio | | Module level | Other prerequisites | | | |
| 1 seme | | graduate | | | | |
| Conter | | | | | | |
| Gainin licy. | g a moi | re in-depth understanding | g of specific problem | s of macroeconomic: | s and, in particular, n | nonetary po- |
| Format | t of the | module: seminar | | | | |
| | uisites: r fields. | Basic knowledge of mac | roeconomics as taug | ht in Bachelor progra | ams in Economics, Bı | usiness or |
| Usabili | ity: Mas | ster International Econom | nic Policy | | | |
| Requir minar | ements | for getting credit points | according to the Euro | opean Credit Transfer | System (ECTS): Pass | sing the se- |
| ECTS a | ind grad | ling: 10 ECTS, Grading on | a scale from 1-5 bas | ed on a seminar pres | sentation and a semi | nar paper |
| Freque | ency of t | he module: Each term | | | | |
| Worklo | oad: 30 | o hours | | | | |
| | | mester | | | | |
| | - | ning outcomes | | | | |
| | | able to independently inv ition, they are able to pre | | | | |
| Course | es (type | , number of weekly conta | oct hours, language – | - if other than Germa | n) | |
| S (2) | | | | | | |
| | | sessment (type, scope, la ion on whether module c | | | tion offered — if not o | every seme- |
| • | | pprox. 20 to 25 pages) ar ssessment: German and | | rox. 20 minutes), wei | ighted 2:1 | |
| Allocat | tion of | olaces | | | | |
| 10 places. (1) Should the number of applications exceed the number of available places, places will be allocated by lot among all applicants irrespective of their subjects. (2) Places on all courses of the module with a restricted number of places will be allocated in the same procedure. (3) A waiting list will be maintained and places re-allo- cated by lot as they become available. | | | | | | |
| Additio | onal inf | ormation | | | | |
| | | | | | | |
| Worklo | oad | | | | | |
| 300 h | | | | | | |
| Teachi | ing cycl | e | | | | |
| Teachi | ng cycl | e: after announcement | | | | |
| Master's w | vith 1 majo | r Business Management (2015) | - | generated 18-Apr-2025 • exa (120 ECTS) Business Manage | - | page 227 / 287 |

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

Module appears in

| Master's degree (1 major) Economathematics (2016) |
|--|
| Master's degree (1 major) Business Management (2015) |
| Master's degree (1 major) China Business and Economics (2016) |
| Master's degree (1 major) International Economic Policy (2015) |
| Master's degree (1 major) China Language and Economy (2016) |
| Master's degree (1 major) Management (2018) |
| Master's degree (1 major) International Economic Policy (2018) |
| Master's degree (1 major) China Business and Economics (2019) |
| Master's degree (1 major) China Language and Economy (2019) |
| Master's degree (1 major) China Business and Economics (2021) |
| Master's degree (1 major) China Language and Economy (2021) |
| Master's degree (1 major) Economathematics (2021) |
| |

| Module | e title | | | Abbreviation | |
|--|--|--|---|-----------------------|-----------------|
| Advanc | ed Seminar: Public Finance | | | 12-M-SV5-161-m01 | |
| | | | | | |
| | e coordinator | | Module offered by | | |
| | of the Chair of Public Finance | 1 | Faculty of Managen | nent and Economics | 5 |
| ECTS | Method of grading | Only after succ. con | pl. of module(s) | | |
| 10 | numerical grade | | | | |
| Duratio | | Other prerequisites | | | |
| 1 seme | ster graduate | | | | |
| Conten | ts | | | | |
| | g a more in-depth understandin | | | res on public financ | e using scien- |
| tific eco | onomic journal articles in Germa | an and English langua | age. | | |
| Intende | ed learning outcomes | | | | |
| | ie seminar, students can | | | | |
| | solidate acquired knowledge an | | additional technique | s of scientific work; | |
| | ate, present and defend a scient | | | | |
| | al with the working papers of ot pare beter for the processing of | | | | |
| | · · · · · · · · · · · · · · · · · · · | | if a the are the are Common | | |
| | s (type, number of weekly conta | act nours, language – | - If other than Germa | in) | |
| S (2) | | | | | |
| | d of assessment (type, scope, la formation on whether module c | | | tion offered — if no | t every seme- |
| term pa | aper (approx. 20 to 25 pages) ar | nd presentation (appr | ox. 20 minutes), we | ighted 2:1 | |
| | ige of assessment: German and | | <i>,,</i> | 0 | |
| Assess | ment offered: Once a year, sum | mer semester | | | |
| Allocat | ion of places | | | | |
| by lot a numbe | ces. (1) Should the number of ap among all applicants irrespectiv r of places will be allocated in t by lot as they become available. | e of their subjects. (2) he same procedure. (|) Places on all cours | es of the module wi | th a restricted |
| Additio | onal information | | | | |
| | | | | | |
| Worklo | ad | | | | |
| 300 h | | | | | |
| Teachi | ng cycle | | | | |
| Teachir | ng cycle: each semester | | | | |
| Referre | d to in LPO I (examination regu | ulations for teaching-o | degree programmes) | | |
| | | | | | |
| Module | e appears in | | | | |
| | 's degree (1 major) Economathe | matics (2016) | | | |
| | 's degree (1 major) Business Ma | | | | |
| | 's degree (1 major) China Busin | | 2016) | | |
| Master's degree (1 major) International Economic Policy (2015) | | | | | |
| Master's degree (1 major) China Language and Economy (2016) | | | | | |
| Master's degree (1 major) Management (2018) | | | | | |
| Master's degree (1 major) International Economic Policy (2018) | | | | | |
| | 's degree (1 major) China Busin | | • | | |
| Master | 's degree (1 major) China Langu | age and Economy (20 | 019) | | |
| Master's wi | ith 1 major Business Management (2015) | - | generated 18-Apr-2025 • exa (120 ECTS) Business Manage | - | page 229 / 287 |
| | | | (120 ECTO, Dubineso Mailage | 2013 | |

Master's degree (1 major) China Business and Economics (2021) Master's degree (1 major) China Language and Economy (2021) Master's degree (1 major) Economathematics (2021) Master's degree (1 major) International Economic Policy (2022) Master's degree (1 major) Management (2022) Master's degree (1 major) Economathematics (2022) exchange program Business Management and Economics (2022)

| Module title | | | | Abbreviation | |
|--|--|---|---|--|--|
| Practical Seminar: Economic Journalism | | | | 12-M-SWJ-161-m01 | |
| Module coordinator | | | Module offered by | | |
| holder of the F | Professorship of Econom | ic Journalism | Faculty of Managen | nent and Economics | |
| ECTS Metho | od of grading | Only after succ. com | pl. of module(s) | | |
| 15 nume | rical grade | | | | |
| Duration | Module level | Other prerequisites | | | |
| 1 semester | graduate | | | | |
| Contents | | | | | |
| their placement ledge of econo as well as to s | nts at company or other i omics journalism. Studer | nstitution at which th nts will be required to | ey will have an oppo prepare a practical | urnalism. They must complete ortunity to gain an in-depth know- report on the placement module a certificate issued by the place- | |
| Intended learn | ning outcomes | | | | |
| | rengthens practical com mics journalism. | petences and encour | ages work experienc | es. So it prepares for the career | |
| Courses (type | , number of weekly conta | ict hours, language — | if other than Germa | n) | |
| S (2) | | | | | |
| ster, informati portfolio (app | sessment (type, scope, la on on whether module c rox. 40 pages) on observ ssessment: German and | an be chosen to earn ation visit, including | a bonus) | tion offered — if not every seme- | |
| | | | | | |
| Allocation of places 20 places. The number of places is restricted to a maximum of 20, a maximum of 12 of which will be allocated to students of the Master's degree subject International Economic Policy or Economics and a maximum of 8 of which will be allocated to students of the Master's degree subject Medienkommunikation (Media Communication). Students of the Master's degree subject International Economic Policy or Economics who have selected Wirtschaftsjour- nalismus (Economic Journalism) as their specialisation or focus will be given preferential consideration. If and when places remain untaken, these may be allocated to students of the Master's degree programme Business Management. Should the number of applications exceed the number of available places, places will be alloca- ted as follows: 1. Applicants will be ranked, in ascending order, according to the final grade of their first profes- sional university degree in a related subject. 2. Places will be allocated according to this ranking. Among appli- cants with the same ranking, places will be allocated by lot. 3. A waiting list will be maintained and places re-al- located by lot as they become available. 4. Should the number of places set aside for students of the Master's degree subject. International Economic Policy or Economics exceed the number of applications from students of this subject, the remaining places will be allocated to students of the Master's degree subject Medienkommunikation (Media Communication) exceed the number of applications from students of this subject, the remaining places will be allocated to students of the Master's degree subject Political and Social Studies. Should none or not all of these places be taken by students of the Master's degree subject Political and Social Studies (after a lottery procedure), the remaining places will be allocated to students of the Master's degree subject Political and Social Studies (after a lottery procedure), the remaining places will be allocated to students of the Master's degree subje | | | | | |
| Additional info | ormation | | | | |
| | | | | | |
| Workload | | | | | |
| 300 h | | | | | |

Master's with 1 major Business Management (2015)

Teaching cycle

Teaching cycle: each semester

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

Module appears in

--

Master's degree (1 major) Business Management (2015) Master's degree (1 major) International Economic Policy (2015)

| Module tit | e | Abbreviation | | | | |
|---|---|---|---|---|--|--|
| Advanced S | Seminar: Economic Order a | nd Social Policy | | 12-M-SWOSP-161-m01 | | |
| Module co | ordinator | | Module offered by | | | |
| holder of th | e Chair of Labour Economi | rs. | | nent and Economics | | |
| | thod of grading | Only after succ. com | · · · · · · · · · · · · · · · · · · · | | | |
| | nerical grade | | | | | |
| Duration | Module level | Other prerequisites | | | | |
| 1 semester | graduate | | | | | |
| Contents | | J | | | | |
| people's so allow stude The recurri | ocial behavior and social pr ents to acquire the necessa | eferences. We will rea ry empirical tools to c ne origins of social col | id and discuss scien onduct an empirical nesion and social pr | n empirical study to understand tific methodological papers that thesis. eferences, the role of the family | | |
| | arning outcomes | | elelelices. | | | |
| This semin ses on the | ar is designed to acquire th | ls - mostly related to | | ir of Labour Economics. It focu- cal tools - in order to understand | | |
| Courses (ty | pe, number of weekly conta | act hours, language — | - if other than Germa | ın) | | |
| S (2) | | | | | | |
| ster, inform | ation on whether module of | an be chosen to earn | a bonus) | tion offered — if not every seme- | | |
| | (approx. 20 to 25 pages) a f assessment: German and | | ox. 20 minutes), we | ighted 2:1 | | |
| Allocation | of places | | | | | |
| by lot amor number of | ng all applicants irrespectiv | e of their subjects. (2) he same procedure. (|) Places on all cours | e places, places will be allocated es of the module with a restricted be maintained and places re-allo | | |
| Additional | information | | | | | |
| | | | | | | |
| Workload | | | | | | |
| 300 h | | | | | | |
| Teaching c | ycle | | | | | |
| | /cle: after announcement | | | | | |
| | | lations for teaching- | legree programmes) | | | |
| | Referred to in LPO I (examination regulations for teaching-degree programmes) | | | | | |
| Module ap | pears in | | | | | |
| | Master's degree (1 major) Economathematics (2016) | | | | | |
| | Master's degree (1 major) Economianematics (2010) Master's degree (1 major) Business Management (2015) | | | | | |
| | egree (1 major) China Busin | | 2016) | | | |
| | egree (1 major) Internationa | | | | | |
| | egree (1 major) China Langu | • | - | | | |
| | | | | | | |

| Module | e title | | | | Abbreviation | |
|--|-------------|--|------------------------|-----------------------------|-----------------------|----------------|
| Selecte | ed Topic | s in Analytical Tax Rese | arch | | 12-M-TBS-161-m01 | |
| Modul | e coordi | nator | | Module offered by | | |
| | | | ment and Destine | | ant and Frances | |
| nolder Taxatic | | hair of Business Manage | ement and Business | Faculty of Managen | ient and Economics | |
| ECTS | · · · · · | d of grading | Only after succ. con | nl of module(s) | | |
| 5 | 1 | ical grade | | | | |
| Duratio | <u> </u> | Module level | Other prerequisites | | | |
| 1 seme | | graduate | | | | |
| | | Siduate | | | | |
| Conten | - | | <u> </u> | | | |
| | | erves the purpose of trar taken at other German o | | sition | | |
| | | al courses offered on a s | | Silles | | |
| | | offered by new Chairs th | | ded in the FSB (subj | ect-specific provisio | ns) |
| | | the respective Chairs wi | | | | -7 |
| Intend | ed learn | ing outcomes | | | | |
| | | ccrediting multiple kind | s of modules. a desc | ription of acquired s | kills cannot be giver | ۱. |
| | | number of weekly conta | | · · | <u> </u> | |
| V (2) + | | number of weekly collid | ier nours, language | | | |
| | | . (. | | <u> </u> | | |
| | | essment (type, scope, la on on whether module ca | | | tion offered — if not | every seme- |
| | | | | a bollus) | | |
| | | nination (approx. 60 mir (approx. 15 pages) or | lutes) or | | | |
| | | ation of one candidate e | ach (annrox 20 minu | ites) | | |
| | | ssessment: German and | · · · | ((C3) | | |
| | ble for l | | 0.1 | | | |
| Allocat | ion of p | laces | | | | |
| | · · | | | | | |
| Additic | nal info | ormation | | | | |
| Auunt | | | | | | |
| Worklo | | | | | | |
| | Dad | | | | | |
| 150 h | | | | | | |
| Teachi | ng cycle | 9 | | | | |
| Teachi | ng cycle | : no courses offered | | | | |
| Referre | ed to in | LPOI (examination regu | lations for teaching-o | degree programmes) | | |
| | | | | | | |
| Module | e appea | rs in | | | | |
| | | ee (1 major) Economathe | matics (2016) | | | |
| | - | ee (1 major) Business Ma | | | | |
| | 0 | ee (1 major) China Busine | 0 (), | 2016) | | |
| Master's degree (1 major) International Economic Policy (2015) | | | | | | |
| Master's degree (1 major) China Language and Economy (2016) | | | | | | |
| | - | e (1 major) Managemen | | | | |
| Master | 's degre | ee (1 major) China Busine | ess and Economics (2 | 2019) | | |
| | - | ee (1 major) China Langu | | • | | |
| | - | ee (1 major) China Busine | | | | |
| Master | 's degre | ee (1 major) China Langu | age and Economy (20 | 021) | | |
| Master's w | ith 1 maior | Business Management (2015) | IMU Würzhurσ● | generated 18-Apr-2025 • exa | am. reg. da- | page 234 / 287 |
| | 1 | | - | (120 ECTS) Business Manage | - | |



Master's degree (1 major) Management (2022) Master's degree (1 major) Management (2024)

| Module | e title | | | | Abbreviation |
|--|---|--|---|---|---|
| Master | Thesis | Business Management | | | 12-M-THB-161-m01 |
| Module | o coord | inator | | Module offered by | |
| | | culty of Business Manag | ement and Econo- | | nent and Economics |
| mics | | | | | |
| ECTS | | od of grading | Only after succ. con | npl. of module(s) | |
| 30 | L | rical grade | | | |
| Duratio | | Module level | Other prerequisites | | |
| 1 seme | | graduate | | | |
| arch an knowle take th often th veloped | nd write dge the e form ne case d by stu | on a topic in the area of ey have acquired and adh of an analysis and struct | business management nering to the principle ured presentation of tion of the students' | ent and economics, c es of good scientific the existing literatur own original achieve | required to independently rese- drawing on the subject-specific practice. This thesis may either e on a certain topic or may, as is ements, e.g. new algorithms de- |
| probler nal scie fession and rec continu | n withi entific s al prac cognize Lously. | n a specified period auto standards in writing. Stuc tice, critically analyze an | nomously and to doo lents are able to und d assess the relevan ent and dynamics of | cument the results in erstand relevant con ce to their own speci the subject and ther | ased work to solve a particular accordance with the professio- tributions to research and pro- ific questions. They can assess refore also the need to retrain |
| | | signed to module | | | |
| Method | d of ass | | | | tion offered — if not every seme- |
| Registr | ation o | s (approx. 60 to 80 page n a continuous basis as a ssessment: German and, | agreed upon with sup | pervisor. | |
| Allocat | ion of p | olaces | | | |
| | | | | | |
| Additio | nal inf | ormation | | | |
| Time to | compl | ete: 6 months | | | |
| Worklo | ad | | | | |
| 900 h | | | | | |
| Teachi | ng cycl | e | | | |
| Teachir | ng cycle | e: each semester | | | |
| Referre | d to in | LPOI (examination regu | lations for teaching-o | degree programmes) | |
| | | | | | |
| Module | | | | | |
| | - | ee (1 major) Business Ma ee (1 major) Management | | | |

| Module | e title | | | | Abbreviation | |
|---|--|--|---|---|---|---|
| Theory | of Indu | strial Organization 1 | | | 12-M-Tl1-161-m01 | |
| Module | e coord | inator | | Module offered by | <u> </u> | |
| holder | of the (| Chair of Industrial Econo | mics | Faculty of Managen | nent and Economics | |
| ECTS | Metho | od of grading | Only after succ. con | Only after succ. compl. of module(s) | | |
| 5 | nume | rical grade | | | | |
| Duratio | on | Module level | Other prerequisites | | | |
| 1 seme | ster | graduate | | | | |
| Conten | Its | | | | | |
| 1. Mon • N • C 2. Oligo • S • C • E 3. Dyna • S • R 4. Strat • E • S 5. Beha • R • T | Theory of industrial organisation: Monopoly pricing Nonlinear pricing and mechanism design Dynamic pricing: experience goods, durable goods Oligopoly pricing Static price and quantity competition in homogeneous and differentiated goods markets Comparative statics Equilibrium market structure Dynamic competition in oligopoly markets Subgame perfect equilibrium and models of dynamic competition Repeated games and collusion Strategic behaviour by incumbent firms Entry deterrence and predation Signalling and reputation Reference Dependent Preferences and Framing Effects Time inconsistent behavior | | | | | |
| | | l be taught in English. | | | | |
| Studen tition in conditi advanc in mark ly relev and we | nts whic n oligop ons un ced gam cets. By ant pro eakness | h complete this class wi boly markets as well as s der which the prediction the theoretic tools, such a means of comprehensiv blems. They will be in a tes of an approach, sum | ophisticated pricing t s of these models are as dynamic models of ve exercises, they will position to read acad marize and comment | echniques in monop valid. They will becc competition, for stu apply the methods emic papers on relat on these papers and | ooly markets. They w ome familiar with ap dying interactions b they learn in class to ted topics, assess th I suggest possible e | ill learn the plications of etween firms practical- e strengths |
| | | number of weekly conta | act hours, language – | - if other than Germa | n) | |
| Methoo ster, in a) writt b) term Langua | V (2) + Ü (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) a) written examination (approx. 60 to 120 minutes) or b) term paper (approx. 15 to 20 pages) Language of assessment: German and/or English creditable for bonus | | | | | |
| Allocat | Allocation of places | | | | | |
| | | | | | | |
| Additio | onal info | ormation | | | | |
| | | | | | | |
| Worklo | ad | | - | | | |
| 150 h | | | | | | |
| Master's w | ith 1 major | Business Management (2015) | - | generated 18-Apr-2025 • exa (120 ECTS) Business Manage | - | page 237 / 287 |

Teaching cycle

Teaching cycle: winter semester

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

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Module appears in

Master's degree (1 major) Economathematics (2016)

Master's degree (1 major) Business Information Systems (2016)

Master's degree (1 major) Business Management (2015)

Master's degree (1 major) China Business and Economics (2016)

Master's degree (1 major) International Economic Policy (2015)

Master's degree (1 major) China Language and Economy (2016)

| Modul | | | | | Abbreviation |
|--|---|--|---|---------------------------------------|-----------------------------------|
| Theory | / of Indu | Istrial Organization 2 | | | 12-M-Tl2-161-m01 |
| Modul | e coord | inator | | Module offered by | |
| holder | of the (| Chair of Industrial Econor | nics | Faculty of Managen | nent and Economics |
| ECTS | 1 | od of grading | Only after succ. con | npl. of module(s) | |
| 5 | nume | rical grade | | | |
| Durati | | Module level | Other prerequisites | | |
| 1 seme | ester | graduate | | | |
| Conte | nts | | | | |
| Descri This co | | scusses vertical contract | s in supply chains an | d their impact on co | mpetition. |
| 1. The nance, 2. Con 3. Com 4. The 5. The | Outline of syllabus: 1. The classic problem of double marginalisation and its solution by nonstandard contracts (resale price mainte- nance, nonlinear pricing (rebates), exclusive territories, exclusive dealing etc.) 2. Contracts for service 3. Common agency 4. The delegation principle 5. The commitment problem 6. Interlocking relationships | | | | |
| | | ning outcomes | | | |
| (i) exp (ii) app (iii) rec | lain the oly the i cognize, | ng the course students a results of theoretical ind nvolved methods to given 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 | es (type | , number of weekly conta | ct hours, language – | - if other than Germa | n) |
| V (2) | | | | | |
| | | essment (type, scope, la on on whether module ca | | | tion offered — if not every seme- |
| b) tern Langua Assess | n paper age of a | nination (approx. 60 to 1 (approx. 15 to 20 pages) ssessment: German and, ffered: In the semester in bonus | or English | offered | |
| Alloca | tion of p | olaces | | | |
| | | | | | |
| Additi | onal inf | ormation | | | |
| | | | | | |
| Workle | bad | | | | |
| 150 h | | | | | |
| _ | ng cycl | e | | | |
| Teachi | ng cycle | e: no courses offered | | | |
| | | LPOI (examination regu | lations for teaching- | degree programmes) | |
| | | | | | |
| Modul | e appea | irs in | | | |
| Maste | r's degr | ee (1 major) Economathe | matics (2016) | | |

Master's with 1 major Business Management (2015)

JMU Würzburg • generated 18-Apr-2025 • exam. reg. data record Master (120 ECTS) Business Management - 2015

Master's degree (1 major) Business Management (2015) Master's degree (1 major) China Business and Economics (2016) Master's degree (1 major) International Economic Policy (2015) Master's degree (1 major) China Language and Economy (2016)

| Module title | | | | Abbreviation |
|--|--|--|------------------------|--|
| Topics in Inc | lustrial Organization 1 | | | 12-M-TIO1-161-m01 |
| Module coor | rdinator | | Module offered by | |
| | Faculty of Business Manag | rement and Econo- | · · · | nent and Economics |
| mics | racardy of Business Manag | | in actually of manager | |
| | hod of grading | Only after succ. con | npl. of module(s) | |
| 5 num | erical grade | | | |
| Duration | Module level | Other prerequisites | | |
| 1 semester | graduate | | | |
| Contents | | | | |
| bringing in c | | l in other universities | | urse, this course can be used for uld be from an area that is related |
| Intended lea | arning outcomes | | | |
| Due to the c | rediting of different modul | es, no competence d | escription can be ma | ade. |
| Courses (typ | e, number of weekly conta | act hours, language – | - if other than Germa | an) |
| V (2) + Ü (2) | | | | |
| | ssessment (type, scope, la ation on whether module c | | | tion offered — if not every seme- |
| b) term pape Language of | amination (approx. 60 to 1 er (approx. 15 to 20 pages) assessment: German and offered: In the semester ir or bonus | /or English | offered | |
| Allocation o | f places | | | |
| | | | | |
| Additional in | nformation | | | |
| | | | | |
| Workload | | | | |
| 150 h | | - | | |
| Teaching cy | cle | | | |
| Teaching cyo | cle: no courses offered | | | |
| Referred to | n LPO I (examination regu | llations for teaching- | degree programmes) | |
| | | | | |
| Module app | ears in | | | |
| Master's deg Master's deg Master's deg | gree (1 major) Economathe gree (1 major) Business Ma gree (1 major) China Busine gree (1 major) Internationa | nagement (2015) ess and Economics (2 l Economic Policy (20 | 915) | |
| Master's deg | gree (1 major) China Langu | age and Economy (20 | 016) | |

| Module title | | | | Abbreviation |
|--|--|--|-----------------------|--|
| Topics in Ind | ustrial Organization 2 | | | 12-M-TIO2-161-m01 |
| Module coord | linator | | Module offered by | l |
| Dean of the F | aculty of Business Manag | gement and Econo- | · · · | nent and Economics |
| mics | , | | | |
| | od of grading | Only after succ. con | npl. of module(s) | |
| | erical grade | | | |
| Duration | Module level | Other prerequisites | i | |
| 1 semester | graduate | | | |
| Contents | | | | |
| bringing in cr | | l in other universities | | urse, this course can be used for uld be from an area that is related |
| Intended lear | rning outcomes | | | |
| Due to the cre | editing of different modul | es, no competence d | escription can be ma | ade. |
| Courses (type | e, number of weekly conta | act hours, language – | - if other than Germa | an) |
| V (2) + Ü (2) | | _ | | |
| | sessment (type, scope, la tion on whether module c | | | ation offered — if not every seme- |
| b) term pape Language of a | amination (approx. 60 to a r (approx. 15 to 20 pages) assessment: German and offered: In the semester in r bonus | /or English | offered | |
| Allocation of | places | | | |
| | | | | |
| Additional in | formation | | | |
| | | | | |
| Workload | | | | |
| 150 h | | | | |
| Teaching cyc | le | | | |
| Teaching cycl | le: no courses offered | | | |
| Referred to in | LPOI (examination regu | lations for teaching- | degree programmes) |) |
| | | | | |
| Module appe | ars in | | | |
| Master's deg Master's deg Master's deg | ree (1 major) Economathe ree (1 major) Business Ma ree (1 major) China Busine ree (1 major) Internationa | nagement (2015) ess and Economics (2 l Economic Policy (20 | 915) | |
| master's deg | ree (1 major) China Langu | age and Economy (20 |)10) | |

| Modu | | | | | Abbreviation |
|----------------------------|----------------------------------|---|--|-----------------------|--|
| Topics | s in Indu | strial Organization 3 | | | 12-M-TIO3-161-m01 |
| Modu | le coord | linator | | Module offered by | <u> </u> |
| Dean | of the Fa | aculty of Business Manag | gement and Econo- | - | nent and Economics |
| mics | | · | , , | , , | |
| ECTS | | od of grading | Only after succ. con | npl. of module(s) | |
| 5 | | rical grade | | | |
| Durati | | Module level | Other prerequisites | | |
| 1 seme | | graduate | | | |
| Conte | | | | | |
| bringi | ng in cr | | l in other universities | | urse, this course can be used for uld be from an area that is related |
| Intend | led lear | ning outcomes | | | |
| Due to | the cre | diting of different modul | es, no competence d | escription can be ma | ade. |
| Course | es (type | , number of weekly conta | act hours, language – | - if other than Germa | an) |
| V (2) + | · Ü (2) | | | | |
| | | sessment (type, scope, la ion on whether module c | | | ation offered — if not every seme- |
| b) tern Langu Asses: | n paper age of a | mination (approx. 60 to 1 (approx. 15 to 20 pages) issessment: German and iffered: In the semester in bonus | /or English | offered | |
| Alloca | tion of | places | | | |
| | | | | | |
| Additi | onal inf | ormation | | | |
| | | | _ | | |
| Workl | oad | | | | |
| 150 h | | | | | |
| Teach | ing cycl | e | | | |
| Teach | ing cycl | e: no courses offered | | | |
| Referr | ed to in | LPOI (examination regu | lations for teaching- | degree programmes) |) |
| | | | | | |
| Modu | le appe | ars in | | | |
| Maste Maste Maste | r's degr r's degr r's degr | ee (1 major) Economathe ee (1 major) Business Ma ee (1 major) China Busine ee (1 major) Internationa | nagement (2015) ess and Economics (2 l Economic Policy (20 | 15) | |
| Maste | r's degr | ee (1 major) China Langu | age and Economy (20 |)16) | |

| Module | | | | | Abbreviation |
|---------------------|---------------------|--|---|--|---|
| Trade F | Policy a | nd the World Trading Sys | stem | | 12-M-TP-161-m01 |
| Module | e coord | inator | | Module offered by | |
| | | Chair of International Eco | | Faculty of Managem | ent and Economics |
| ECTS | i | od of grading | Only after succ. con | npl. of module(s) | |
| 5 Duratio | L | rical grade Module level | Other prerequisites | | |
| 1 seme | | graduate | | | |
| Conten | ts | | | | |
| <u>Conten</u> | <u>t</u> | | | | |
| trade p tas) an | olicy co d argur | ontroversies. The main pa | art of the lecture deal licy interventions (th | s with trade policy in e terms of trade, stra | rading system as well as current struments (e.g. tariffs and quo- itegic trade policy, infant indu- addressed. |
| <u>Outline</u> | <u>)</u> | | | | |
| 1 The e | volutio | n of the world trading sys | tem and current issu | es | |
| 2 Trade | e policy | instruments and their eff | fects under perfect co | ompetition | |
| 3 The c | ompeti | tion effect of trade openi | ng | | |
| 4 Dome | estic di | stortions | | | |
| 5 Interr | nationa | l market power and trade | policy | | |
| 6 Politi | cal eco | nomy and the world tradi | ng system | | |
| <u>Literatu</u> | ur: | | | | |
| The ma | in text | used is: | | | |
| Helpma setts. | an, E. u | nd P.R. Krugman (1989). | Trade Policy and Mar | ket Structure. The M | IT Press, Cambridge, Massachu- |
| The foll licy ma | - | monographs cover the ev | olution of the world | trading system and t | he evolution of ideas in trade po- |
| Bhagwa | ati, J. (2 | 2002). Free Trade Today, I | Princeton University I | Press | |
| Bhagwa | ati, J. (2 | 2005). In Defense of Glob | alization. Oxford Univ | versity Press | |
| 1 | | b). Free Trade Under Fire, ther material) | Princeton University | Press, 5th Edition (a | s well as former editions partially |
| Irwin, D |). (1996 | b). Against the Tide. An In | tellectual History of F | Free Trade, Princeton | University Press |
| Basic r | efreshe | rs are | | | |
| Krugma 11th Ed | | , M. Obstfeld und M. Mel | itz (2018), Internation | nal Economics. Theo | ry and Policy. Addison-Wesley, |
| Caves, Edition | | . Jones und J.A. Frankel (2 | 2007), World Trade a | nd Payments. An Intr | oduction. Addison-Wesley, 10th |

Master's with 1 major Business Management (2015)

This literature is complemented by papers from scholarly journals.

Intended learning outcomes

Students acquire the ability to critically understand the effects and issues associated with the use of trade policy instruments. They are enabled to understand and evaluate the causes and consequences of interventions in international trade on the aggregate economy, producers and consumers, the foreign trading partners and the world trading system both analytically as well as in an intuitive manner. Students also acquire the scientific knowledge to grasp the factors determining the structure and dynamics of the world trading order.

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

Ü (2) + V (2)

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

a) written examination (approx. 60 to 120 minutes) or

b) term paper (approx. 15 to 20 pages)

Language of assessment: German and/or English

Allocation of places

Additional information

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Workload

150 h

Teaching cycle

Teaching cycle: summer semester

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

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Module appears in

Master's degree (1 major) Economathematics (2016)

Master's degree (1 major) Business Management (2015)

Master's degree (1 major) China Business and Economics (2016)

Master's degree (1 major) International Economic Policy (2015)

Master's degree (1 major) Media Communication (2016)

Master's degree (1 major) China Language and Economy (2016)

Master's degree (1 major) Media Communication (2018)

Master's degree (1 major) Media Communication (2019)

| Module | e title | | | | Abbreviation |
|--|--|---|--|---|--|
| Semina | ır: Spe | cial Topics in Supply Cha | in Management | | 12-M-TSC-161-m01 |
| Module | coord | inator | | Module offered by | |
| | | culty of Business Manag | ement and Econo- | | nent and Economics |
| mics | | | | | |
| 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 | | | | |
| • c • a • c | ourses dditior ourses | erves the purpose of trar taken at other German o hal courses offered on a s offered by new Chairs th f the respective Chairs wi | r non-German univer: hort-term basis at are yet to be inclue | sities ded in the FSB (subje | |
| Intende | ed learı | ning outcomes | | | |
| As a res | sult of a | accrediting multiple kind | s of modules, a desc | ription of acquired sl | kills cannot be given. |
| Course | s (type | , number of weekly conta | ct hours, language – | - if other than Germa | n) |
| S (2) | | | | | |
| ster, inf term pa Langua | formati aper (ap ge of a | on on whether module ca oprox. 15 to 20 pages) an ssessment: German and ffered: Once a year, sum | an be chosen to earn d presentation (appr /or English | a bonus) | tion offered — if not every seme- ghted 2:1 |
| Allocat | | | | | |
| as follo Quantit success in mano ment) c | ws: (1) tative M sfully c datory or Value | Students who already have a students who already have a student of the given pre- ompleted modules, place courses of the focus Logic courses of the focus Logic of the focus Logic of the focus Logic of the student of a student of the student of th | ave successfully com ferential consideration es will be allocated a stik und Supply Chai nother specialisation | pleted courses offere on. (2) Among applic ccording to the total n Management (Logi n the applicant has s | laces, places will be allocated ed by the Chair of Logistics and ants with the same number of number of ECTS credits achieved stics and Supply Chain Manage- selected which includes courses s, places will be allocated by lot. |
| Additio | nal inf | ormation | | | |
| Worklo | | | | | |
| | au | | | | |
| 150 h | | | | | |
| Teachir | | | | | |
| | | e: no courses offered | | | |
| Referre | Referred to in LPO I (examination regulations for teaching-degree programmes) | | | | |
| | | | | | |
| Module | e appea | ars in | | | |
| Master' | 's degr | ee (1 major) Economathe | matics (2016) | | |
| | | ee (1 major) Business Ma | | | |
| | | ee (1 major) China Busine | | | |
| | - | ee (1 major) International | • | - | |
| Master | 's degr | ee (1 major) China Langu | age and Economy (20 | 016) | |

| Modul | | | | Abbreviation | |
|--|--|---|--|--|--|
| Theory | of Social Policy | | | 12-M-TSP-161-m01 | |
| Modul | e coordinator | | Module offered by | | |
| holder | of the Chair of Labour Economic | S | Faculty of Managen | nent and Economics | |
| ECTS | Method of grading | Only after succ. con | npl. of module(s) | | |
| 5 | numerical grade | | | | |
| Duratio | | Other prerequisites | i | | |
| 1 seme | ester graduate | | | | |
| Conter | its | | | | |
| gns in the epi shown which science The se tal vari | This course offers an introduction to the fundamentals of causal inference and to widely used research desi- gns in the social sciences. In the first part a framework for understanding causality is introduced. Specifically, the epistemological differences between association, intervention and counterfactuals are explained. Then it is shown why experiments are paramount in generating causal knowledge and which assumptions are needed for which level of the causal hierarchy. Finally, we will discuss two widely used approaches to causality in the social sciences, i.e. potential outcomes and directed acyclic graphs. The second part is devoted to the research designs regressions analysis, difference-in-differences, instrumen- tal variables, and regression discontinuity. The emphasis is how these research designs are for example applied | | | | |
| ment o The as lecture stion. I | or the effect of children on femal sumptions each research desigr . Therefore the emphasis is to te | e labour supply and w n requires in order to each students <i>what</i> o e discussed such that | wages. identify a causal effe ne needs to estimate | imum wage increase on employ- ect will be at center stage of the e in order to answer a given que- le to evaluate and apply these re- | |
| | ed learning outcomes | | | | |
| | end of the course, students sho | uld be able to unders | tand basic concepts | and methods of causal infe- | |
| | as well as read, interpret, and a preparation for advanced statis | | | ons. In addition, the course ser- | |
| Course | es (type, number of weekly conta | ict hours, language – | - if other than Germa | n) | |
| V (2) + | Ü (2) | | | | |
| | d of assessment (type, scope, la formation on whether module c | | | tion offered — if not every seme- | |
| | ten examination (approx. 60 mir | utes) or | | | |
| | n paper (approx. 15 pages) | | | | |
| | age of assessment: German and | /or English | | | |
| Allocat | tion of places | | | | |
| | | | | | |
| Additio | onal information | | | | |
| | | | | | |
| Worklo | ad | | | | |
| 150 h | | | | | |
| Teachi | ng cycle | | | | |
| Teachi | ng cycle: no courses offered | | | | |
| Referre | ed to in LPO I(examination regu | lations for teaching- | degree programmes) | | |
| | | | | | |
| Modul | e appears in | | | | |
| Master | r's degree (1 major) Economathe | matics (2016) | | | |

Master's degree (1 major) Business Management (2015) Master's degree (1 major) China Business and Economics (2016) Master's degree (1 major) International Economic Policy (2015) Master's degree (1 major) China Language and Economy (2016)

| Module | | | | _ | Abbreviation | |
|--|--|--|--|---|--|-----------------------------|
| Financi | ial State | ement Analysis and Bus | iness Valuation | | 12-M-UA-161-m01 | |
| Modul | e coordi | nator | | Module offered by | <u> </u> | |
| | | hair of Business Manag | ement and Accoun- | - | nent and Economics | |
| ting | of the c | inali of Dusiness Mariag | | | | |
| ECTS | Metho | d of grading | Only after succ. con | npl. of module(s) | | |
| 5 | 1 | ical grade | | | | |
| Duratio | on [| Module level | Other prerequisites | | | |
| 1 seme | | graduate | | | | |
| Conten | | 0 | | | | |
| statem extract nancia | ents. Th value-r l data to | nvesting involves valuat his module provides a ba elevant information from b value corporations. The in a corporation. | sic understanding of financial statements | financial statement s, carry out financial | analysis, particularl statement analysis, | y on how to and use fi- |
| Intend | ed learr | ing outcomes | | | | |
| vant in ques to tion pro | formation o evalua ocess. S | understand publicly trad on in financial statemen ite financial statements Students can apply valua number of weekly conta | ts, and use this inforr and understand the f ation technics to real- | nation for valuation. undamental role of f world cases and reco | They know the releving the releving the second seco | ant techni- in the valua |
| V (2) + | | the children of the children o | | | | |
| Metho | d of ass | essment (type, scope, la on on whether module c | | | tion offered — if not | every seme- |
| Langua | | nation (approx. 60 to 120 ssessment: German and ponus | | | | |
| Allocat | tion of p | laces | | | | |
| | | | | | | |
| Additio | onal info | ormation | | | | |
| Worklo | ad | | | | | |
| 150 h | | | | | | |
| | ng cycle | | | | | |
| | | : winter semester | | | | |
| | | LPOI (examination regu | lations for toaching | degree programmac) | | |
| Referre | | | | active programmes) | | |
| Madad | | ve in | | | | |
| | e appea | 15 10 | | - | | |
| | ي . دار مار | | ammatian Cost (| | | |
| Master | - | ee (1 major) Business Inf | | 016) | | |
| Master Master | 's degre | ee (1 major) Business Ma | inagement (2015) | | | |
| Master Master Master | 's degre 's degre | ee (1 major) Business Ma ee (1 major) China Busin | nagement (2015) ess and Economics (2 | 2016) | | |
| Master Master Master Master | degre s degre s degre | ee (1 major) Business Ma ee (1 major) China Busin ee (1 major) Internationa | nagement (2015) ess and Economics (2 I Economic Policy (20 | 2016) 15) | | |
| Master Master Master Master Master | f's degre f's degre f's degre f's degre | ee (1 major) Business Ma ee (1 major) China Busin ee (1 major) Internationa ee (1 major) China Langu | nagement (2015) ess and Economics (2 l Economic Policy (20 age and Economy (20 | 2016) 15) | | |
| Master Master Master Master Master Master | f's degre f's degre f's degre f's degre f's degre | ee (1 major) Business Ma ee (1 major) China Busin ee (1 major) Internationa ee (1 major) China Langu ee (1 major) Managemen | nagement (2015) ess and Economics (2 l Economic Policy (20 age and Economy (20 t (2018) | 2016) 15) 016) | | |
| Master Master Master Master Master Master | f's degre f's degre f's degre f's degre f's degre f's degre | ee (1 major) Business Ma ee (1 major) China Busin ee (1 major) Internationa ee (1 major) China Langu ee (1 major) Managemen ee (1 major) Internationa | nagement (2015) ess and Economics (2 l Economic Policy (20 age and Economy (20 t (2018) l Economic Policy (20 | 2016) 15) 016) 18) | | |
| Master Master Master Master Master Master Master | ''s degre ''s degre ''s degre ''s degre ''s degre ''s degre | ee (1 major) Business Ma ee (1 major) China Busin ee (1 major) Internationa ee (1 major) China Langu ee (1 major) Managemen | nagement (2015) ess and Economics (2 l Economic Policy (20 age and Economy (20 t (2018) l Economic Policy (20 ess and Economics (2 | 2016) 15) 016) 18) 2019) | | |

Master's degree (1 major) Information Systems (2019) Master's degree (1 major) China Business and Economics (2021) Master's degree (1 major) China Language and Economy (2021) Master's degree (1 major) Economathematics (2021) Master's degree (1 major) Information Systems (2022) Master's degree (1 major) International Economic Policy (2022) Master's degree (1 major) Management (2022) Master's degree (1 major) Economathematics (2022)

| Modul | e title | | | | Abbreviation | |
|---|-------------|--|------------------------|---|------------------------|----------------|
| Advan | ced VA | Т | | | 12-M-UF-161-m01 | |
| Modul | e coord | linator | | Module offered by | | |
| 1 | | | | F | | |
| holder Taxatio | | Chair of Business Manage | ement and Business | Faculty of Managen | nent and Economics | |
| ECTS Method of grading Only after succ. compl. of module(s) | | | | | | |
| | | erical grade | Unity after Succ. con | | | |
| 5 Durati | | Module level | Other prerequisites | | | |
| 1 seme | | graduate | Other prerequisites | | | |
| Conter | | graduate | <u> </u> | | | |
| | _ | wayidaa atudanta with ma | vo in donth incidhtai | nto complay nations | licques (o a holdin | a atructu |
| res) an | inter | provides students with mo national constellations w The relevant rulings of th | ith respect to other E | U member states as | well as non-EU state | s from a VAT |
| Intend | ed lear | ning outcomes | | | | |
| Studer | nts acq | uire deeper knowledge ar | nd understanding of (| German VAT law as w | ell as basic skills in | VAT on EU |
| | | onal levels. The students | | | | |
| | | solve complex facts of a ca | | | | |
| | | ernational constellations. | | | | |
| | | pen VAT directive. The stu ulation simplification) as | | | | |
| | | ey are able to read critica | | | | |
| | | e, number of weekly conta | | | n) | |
| V (2) + | | | | | | |
| | | sessment (type, scope, la | inguage — if other tha | an German, examina | tion offered — if not | every seme- |
| | | ion on whether module ca | | | | |
| a) writt | ten exa | mination (approx. 60 min | utes) or | | | |
| | | (approx. 15 pages) or | | | | |
| | | nation of one candidate e | | ites) | | |
| | | assessment: German and, bonus | or English | | | |
| | tion of | | | | | |
| | | | | | | |
| ۸dditi | onal inf | formation | | | | |
| Auuitio | | | | | | |
| | | | | | | |
| Worklo | Dad | | | | | |
| 150 h | | | | | | |
| | ng cycl | e: no courses offered | | | | |
| | | LPO I (examination regu | lations for toaching | logroo programmos) | | |
| Referre | | | | | | |
| Modul | e appe | arc in | | | | |
| | | | ormation Systems (a) | | | |
| | - | ree (1 major) Business Info ree (1 major) Business Ma | | נטננ | | |
| | - | ree (1 major) China Busine | | 016) | | |
| | - | ree (1 major) China Langua | | | | |
| | - | ree (1 major) Management | - , | , | | |
| | - | ree (1 major) China Busine | | .019) | | |
| | - | ree (1 major) China Langu | | • | | |
| Master's w | /ith 1 majo | or Business Management (2015) | | generated 18-Apr-2025 • exa (120 ECTS) Business Manage | - | page 251 / 287 |

Master's degree (1 major) China Business and Economics (2021) Master's degree (1 major) China Language and Economy (2021) Master's degree (1 major) Management (2022) exchange program Business Management and Economics (2022)

| Module title | | | | | Abbreviation | |
|-----------------------------------|--|---|-------------------------|-------------------------|--|--|
| Entrepreneurship and Management 1 | | | | | 12-M-UGF1-161-m01 | |
| Module coordinator Module offered | | | | Module offered by | | |
| holder | ofthe | Chair of Entrepreneurship | and Strategy | Faculty of Managen | nent and Economics | |
| ECTS | | od of grading | Only after succ. com | pl. of module(s) | | |
| 5 | nume | rical grade | | | | |
| Duratio | | Module level | Other prerequisites | | | |
| 1 seme | | graduate | - | | | |
| Conter | | | | | 1.1 10 11 101 | |
| knowle | edge us | | working (or research | ing) in the field of co | eurship. It provides you with prporate innovation and entrepre- | |
| (1) Intr | oductic | on to corporate entrepren | eurship | | | |
| (2) Ant | eceder | its and forms of corporate | e entrepreneurship | | | |
| (3) Cor | porate | strategy and corporate er | ntrepreneurship | | | |
| (4) Org | anizati | onal structure and corpo | ate entrepreneurship | | | |
| (5) Hur | nan res | source management and | corporate entreprene | urship | | |
| (6) Bui | lding s | upportive organizational | cultures | | | |
| (7) Ent | reprene | eurial control systems | | | | |
| (8) Ent | reprene | eurial leadership | | | | |
| (9) The | corpoi | rate entrepreneur as a cha | ampion and diplomat | | | |
| (10) Th | e pay-c | off from corporate entrepr | eneurship | | | |
| (11) Co | rporate | venture capital | | | | |
| (12) Co | orporate | e entrepreneurship in nor | profit and governme | nt organizations | | |
| (13) Ur | iversiti | es and academic spin-of | fs | | | |
| (14) W | rap-up | and Q&A | | | | |
| Intend | ed lear | ning outcomes | | | | |
| • () • E • E | Educational aims Clarify the role of corporate entrepreneurship Explain theoretical concepts and mechanisms behind corporate entrepreneurship Enable students to critically appraise alternative approaches to corporate entrepreneurship Enable students to evaluate the boundaries and risks of corporate entrepreneurship | | | | | |
| Learnii | Learning outcomes | | | | | |
| On suc | cessfu | l completion of this modu | lle students will be al | ole to: | | |
| | | and evaluate concepts rel the role of corporate entr | | | competitive advantage | |

- Make judgements about the organizational and managerial implications of corporate entrepreneurship Systematically choose between different routes of action •
- •

| Master's with 1 major Business Management (2015) | JMU Würzburg • generated 18-Apr-2025 • exam. reg. da- | page 253 / 287 |
|--|--|----------------|
| | ta record Master (120 ECTS) Business Management - 2015 | |

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

V (2) + Ü (2)

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

a) written examination (approx. 60 minutes) or

b) oral examination of one candidate each (approx. 30 minutes) or

c) presentation (approx. 30 minutes) and written elaboration (10 to 15 pages) or

d) term paper (15 to 20 pages) or

e) portfolio (maximum 20 pages)

Language of assessment: German and/or English

Allocation of places

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Additional information

Workload

150 h

Teaching cycle

Teaching cycle: winter semester

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

Module appears in

Master's degree (1 major) Economathematics (2016) Master's degree (1 major) Business Information Systems (2016) Master's degree (1 major) Business Management (2015) Master's degree (1 major) China Business and Economics (2016) Master's degree (1 major) International Economic Policy (2015) Master's degree (1 major) China Language and Economy (2016)

| | Module title Abbreviation | | | | | |
|--------------------------------------|--|---|--|--------------------------------|--|--|
| Entrep | Entrepreneurship and Management 2 12-M-UGF2-161-m01 | | | | | |
| Module coordinator Module offered by | | | | | | |
| | | hair of Entrepreneurship | -, | Faculty of Managem | nent and Economics | |
| ECTS | | d of grading | Only after succ. con | ıpl. of module(s) | | |
| 5 Durati | r | ical grade Module level | Other prerequisites | | | |
| 1 seme | | graduate | | | | |
| Conter | | <u> </u> | | | | |
| porate private | strategy | /—essential for anyone a ic sector. The module go | spiring to take on lea | adership roles in the | ledge and skills related to cor- ir future career, may it be in the gic management provided by ba- | |
| (1) Dev | /eloping | strategies in pursuit of c | competitive advantag | e | | |
| (2) Cor | rporate o | liversification | | | | |
| _ | | egration and outsourcing | S | | | |
| | - | acquisitions | | | | |
| | namic st | - | | | | |
| (6) Coo | operativ | e strategies | | | | |
| (7) Cor | porate s | pin-offs and spin-outs | | | | |
| (8) Inte | ernation | alization strategies (I) | | | | |
| (9) Inte | ernation | alization strategies (II) | | | | |
| (10) St | rategic o | change | | | | |
| (11) Co | orporate | strategies and new tech | nologies | | | |
| (12) Co | orporate | governance and corpora | te social responsibil | ity | | |
| (13) Co | orporate | communication and cris | is management | | | |
| - | rap-up a | | | | | |
| | | ing outcomes | | | | |
| • (• E • E | Explain theoretical concepts and mechanisms behind corporate strategy Enable students to critically appraise alternative approaches to corporate strategy | | | | | |
| Learnii | Learning outcomes | | | | | |
| On suc | On successful completion of this module students will be able to: | | | | | |
| • (• 1 | Create a Make juo | he role of corporate strat nd evaluate concepts rel dgements about the orga tically choose between o | ated to corporate stra inizational and mana | ategy gerial implications o | - | |

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

V (2) + Ü (2)

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

a) written examination (approx. 60 minutes) or

b) oral examination of one candidate each (approx. 30 minutes) or

c) presentation (approx. 30 minutes) and written elaboration (10 to 15 pages) or

d) term paper (15 to 20 pages) or

e) portfolio (maximum 20 pages)

Language of assessment: German and/or English

Allocation of places

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Additional information

Workload

150 h

Teaching cycle

Teaching cycle: winter semester

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

Module appears in

Master's degree (1 major) Economathematics (2016)

Master's degree (1 major) Business Management (2015)

Master's degree (1 major) China Business and Economics (2016)

Master's degree (1 major) International Economic Policy (2015)

Master's degree (1 major) China Language and Economy (2016)

| | Module title Abbreviation | | | | | |
|--------------------------------|---|--------------------------|------------------------|--------------------|--|--|
| Entrep | Entrepreneurship and Management 3 12-M-UGF3-161-mo1 | | | | | |
| Module | Module coordinator Module offered by | | | | | |
| holder | of the Chair of Entrepreneurship | and Strategy | Faculty of Managem | nent and Economics | | |
| ECTS | Method of grading | Only after succ. com | pl. of module(s) | | | |
| 5 | numerical grade | | | | | |
| Duration 1 seme | | Other prerequisites | | | | |
| Conten | | l | | | | |
| This m | odule provides an introduction i | nto digital entreprene | eurship and digital tr | ransformation. | | |
| (1) Intro | oduction | | | | | |
| (2) Dig | ital business models | | | | | |
| (3) Idei | ntifying and exploiting opportun | ities for digital entrep | oreneurship | | | |
| (4) Stra | ategies for creating competitive | advantage in digital e | ntrepreneurship | | | |
| (5) Digi | ital marketing for entrepreneurs | | | | | |
| (6) Cro | wdfunding for entrepreneurs | | | | | |
| (7) Des | ign thinking | | | | | |
| (8) Lea | n startup | | | | | |
| (9) Plat | tform ecosystems and online co | mmunities | | | | |
| (10) Di | gital strategy and digital transfo | rmation | | | | |
| (11) The | e agile organization | | | | | |
| (12) Cro | owdsourcing | | | | | |
| (13) Cy | berfraud | | | | | |
| (14) Wr | ap-up and Q&A | | | | | |
| | ed learning outcomes | | | | | |
| • () • E • E f • E | Educational aims Clarify the role of digital entrepreneurship and digital transformation Explain theoretical concepts and mechanisms behind digital entrepreneurship and digital transformation Enable students to critically appraise alternative approaches to digital entrepreneurship and digital transformation Enable students to evaluate the boundaries and risks of digital entrepreneurship and digital transformation tion | | | | | |
| Learniı | Learning outcomes | | | | | |
| On suc | cessful completion of this modu | ıle students will be al | ole to: | | | |
| t • (• M | Assess the role of digital entrepro itive advantage Create and evaluate concepts rel Make judgements about the orga digital transformation | ated to digital entrep | reneurship and digit | al transformation | | |

• Systematically choose between different routes of action

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

V (2) + Ü (2)

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

a) written examination (approx. 60 minutes) or

b) oral examination of one candidate each (approx. 30 minutes) or

c) presentation (approx. 30 minutes) and written elaboration (10 to 15 pages) or

d) term paper (15 to 20 pages) or

e) portfolio (maximum 20 pages)

Language of assessment: German and/or English

Allocation of places

Additional information

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Workload

150 h

Teaching cycle

Teaching cycle: summer semester

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

Module appears in

Master's degree (1 major) Economathematics (2016)

Master's degree (1 major) Business Management (2015)

Master's degree (1 major) China Business and Economics (2016)

Master's degree (1 major) International Economic Policy (2015)

Master's degree (1 major) China Language and Economy (2016)

| Entrepr | e title | | | | Abbreviation | |
|--|---|--|--|---|--|--|
| Entrepreneurship and Management 4 | | | | | 12-M-UGF4-161-m01 | |
| Module coordinator Mod | | | | Module offered by | | |
| Dean o mics | f the Fa | culty of Business Mana | agement and Econo- | Faculty of Manager | nent 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 | ster | graduate | | | | |
| Conten | ts | | | | | |
| • c • a • c | ourses dditior ourses | erves the purpose of tra taken at other German nal courses offered on a offered by new Chairs the respective Chairs v | or non-German univer a short-term basis that are yet to be inclu | sities ded in the FSB (subj | ect-specific provisions) credit transfer. | |
| | | ning outcomes | | Ŭ | | |
| | - | diting of different modu | ules, no competence d | escription can be ma | ade. | |
| | | , number of weekly con | | • | | |
| V (2) + | | , | | | | |
| ster, information on whether module can be chosen to earn a bonus) a) written examination (approx. 60 minutes) or b) oral examination of one candidate each (approx. 30 minutes) or c) presentation (approx. 30 minutes) and written elaboration (10 to 15 pages) or d) term paper (15 to 20 pages) or e) portfolio (maximum 20 pages) Language of assessment: German and/or English | | | | | | |
| c) prese d) term e) portf Langua | entatio 1 paper folio (m 1ge of a | aation of one candidate n (approx. 30 minutes) (15 to 20 pages) or aximum 20 pages) ssessment: German an | e each (approx. 30 mini and written elaboratio | | r | |
| c) prese d) term e) portf | entatio 1 paper folio (m 1ge of a | aation of one candidate n (approx. 30 minutes) (15 to 20 pages) or aximum 20 pages) ssessment: German an | e each (approx. 30 mini and written elaboratio | | r | |
| c) prese d) term e) portf Langua Allocat | entatio 1 paper folio (m 1 age of a 1 ion of p | nation of one candidate n (approx. 30 minutes) (15 to 20 pages) or naximum 20 pages) ssessment: German an blaces | e each (approx. 30 mini and written elaboratio | | r | |
| c) prese d) term e) portf Langua Allocat | entatio 1 paper folio (m 1 age of a 1 ion of p | aation of one candidate n (approx. 30 minutes) (15 to 20 pages) or aximum 20 pages) ssessment: German an | e each (approx. 30 mini and written elaboratio | | r | |
| c) prese d) term e) portf Langua Allocat Additio | entatio paper folio (m age of a ion of p onal inf | nation of one candidate n (approx. 30 minutes) (15 to 20 pages) or naximum 20 pages) ssessment: German an blaces | e each (approx. 30 mini and written elaboratio | | r | |
| c) prese d) term e) portf Langua Allocat Additio Worklo | entatio paper folio (m age of a ion of p onal inf | nation of one candidate n (approx. 30 minutes) (15 to 20 pages) or naximum 20 pages) ssessment: German an blaces | e each (approx. 30 mini and written elaboratio | | r | |
| c) prese d) term e) portf Langua Allocat Additio Worklo 150 h | entatio i paper folio (m age of a ion of p onal inf | aation of one candidate n (approx. 30 minutes) (15 to 20 pages) or aaximum 20 pages) ssessment: German an places | e each (approx. 30 mini and written elaboratio | | ſ | |
| c) prese d) term e) portf Langua Allocat Addition Worklon 150 h Teaching | entatio paper folio (m age of a ion of p onal info pad | e | e each (approx. 30 mini and written elaboratio | | | |
| c) prese d) term e) portf Langua Allocat Additio Uorklo 150 h Teachin Teachin | entatio paper folio (m age of a ion of p onal inf pad ng cycle | e e e e e e e e e e e e e e e e e e e | e each (approx. 30 mini and written elaboratio | on (10 to 15 pages) or | | |
| c) prese d) term e) portf Langua Allocat Additio Uorklo 150 h Teachin Teachin | entatio paper folio (m age of a ion of p onal inf pad ng cycle | e | e each (approx. 30 mini and written elaboratio | on (10 to 15 pages) or | | |
| c) prese d) term e) portf Langua Allocat Additio Uorklo 150 h Teachin Teachin | entatio paper folio (m age of a ion of p onal inf pad ng cycle | e e e e e e e e e e e e e e e e e e e | e each (approx. 30 mini and written elaboratio | on (10 to 15 pages) or | | |
| c) prese d) term e) portf Langua Allocat Addition Worklon 150 h Teachin Teachin Referren Module | entatio paper folio (m age of a ion of p onal inf pad ng cycle ed to in e appea | e e e e e e e e n courses offered LPO I (examination reg | e each (approx. 30 mini and written elaboratio id/or English gulations for teaching- | on (10 to 15 pages) or | | |
| c) prese d) term e) portf Langua Allocat Additio Uorklo 150 h Teachin Teachin Referre Module | entatio paper folio (m age of a ion of p onal info pad ng cycle ed to in e appea 's degro | e e e e e e e e e e e e formation e e e formation e e e formation e e formation e e formation e e formation e formation format | e each (approx. 30 mini and written elaboratio id/or English gulations for teaching- | on (10 to 15 pages) or | | |
| c) prese d) term e) portf Langua Allocat Additio Worklo 150 h Teachin Teachin Referre Master Master | entatio paper folio (m age of a ion of p onal info pad ng cycle ed to in e appea 's degru | e e e e e e e e e e e e e e e e e e e | e each (approx. 30 mini and written elaboratio id/or English gulations for teaching- nematics (2016) Management (2015) | on (10 to 15 pages) or | | |
| c) prese d) term e) portf Langua Allocat Additio Worklo 150 h Teachin Teachin Referred Module Master Master Master | entatio paper folio (m age of a ion of p onal info pad ng cycle ed to in e appea 's degru 's degru | e e e e e e e e e e e e formation e e e formation e e formation e e formation e e formation e e formation e formation formatio | e each (approx. 30 mini and written elaboratio id/or English gulations for teaching- nematics (2016) Aanagement (2015) ness and Economics (2016) | on (10 to 15 pages) or degree programmes) 2016) | | |

| Module title | | | | | Abbreviation | | |
|--|---|---|-------------------------|---|------------------------|----------------|--|
| Manag | Managerial Practice Lectures 12-M-VGP-202-m01 | | | | | | |
| Module coordinator | | | | Module offered by | | | |
| holder of the Professorship of Economic Journalism Faculty of Manag | | | | Faculty of Managem | nent and Economics | | |
| ECTS | | od of grading | Only after succ. con | npl. of module(s) | | | |
| 5 | · · · · · · | rical grade | | | | | |
| Duratio | | Module level | Other prerequisites | | | | |
| 1 seme | | graduate | | | | | |
| Conten | lts | | | | | | |
| | | we invite board membe s of corporate managem | | ompanies, SMEs and | l Startups to discuss | contempo- | |
| various | s indust | sustainable insights into ries, and discuss pressir Idents are required to co | ng managerial issues | with C-level executiv | ves. In individual and | d group as- | |
| | | ne different companies a the end of each lecture: | re required to addres | ss the following ques | tions that will foster | a detailed | |
| - What | are the | current challenges facin | g your company? | | | | |
| - Which | n strate | gies do you employ to re | spond to these challe | enges? | | | |
| | | dership concepts and a | oproaches changed i | n your company? | | | |
| | | ning outcomes | | | 1 1 11 | | |
| lenges | in man h discu | ting in this module, stud agement. The students o ssions reports and group | btain a realistic insig | ht into a cross-section | on of the German ec | onomy. | |
| Course | s (type, | , number of weekly conta | ict hours, language – | - if other than Germa | n) | | |
| S (2) | | | | | | | |
| | | essment (type, scope, la on on whether module ca | | | tion offered — if not | every seme- | |
| | | ox. 15 pages) | | - | | | |
| | | ssessment: German and | /or English | | | | |
| Allocat | ion of p | olaces | | | | | |
| | | | | | | | |
| Additio | onal info | ormation | | | | | |
| | | | | | | | |
| Worklo | oad | | | | | | |
| 150 h | | | | | | | |
| Teaching cycle | | | | | | | |
| Teaching cycle: each semester | | | | | | | |
| Referred to in LPO I (examination regulations for teaching-degree programmes) | | | | | | | |
| | | | | | | | |
| Module | Module appears in | | | | | | |
| | - | ee (1 major) Business Inf ee (1 major) Business Ma | • | 016) | | | |
| | | Business Management (2015) | JMU Würzburg • | generated 18-Apr-2025 • exa (120 ECTS) Business Manage | - | page 260 / 287 | |

Master's degree (1 major) International Economic Policy (2015) Master's degree (1 major) Management (2018) Master's degree (1 major) International Economic Policy (2018) Master's degree (1 major) Information Systems (2019) Master's degree (1 major) China Business and Economics (2021) Master's degree (1 major) China Language and Economy (2021) Master's degree (1 major) Information Systems (2022) Master's degree (1 major) Informational Economic Policy (2022) Master's degree (1 major) Management (2022) exchange program Business Management and Economics (2022)

| Module title | | | | | Abbreviation | |
|--|--|---------------|----------------------|----------------------|--------------------|--|
| Global | Retail | Logistics | | 12-M-VHB-GRL-161-m01 | | |
| Module | e coord | inator | | Module offered by | | |
| Dean of the Faculty of Business Management a mics | | | ement and Econo- | Faculty of Managen | nent 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 | | | | |
| Contents | | | | | | |
| | Every module consists of an interactive lecture and script. Additional material and exercises enhance the presen- ted topics further. The course is supposed to provide the students with the following content concerning the glo- | | | | | |

Module 1: Overview

bal retail industry:

In this introductory module the basic concepts of the course are defined and presented with practical examples. A distinction is made between consumer logistics and industrial goods. In addition, relevant statistics, key figures, and cost structures are presented, which are important for a further understanding of the course.

Module 2: Characteristics & basics

The second module deals with the basics of retail logistics. The special features of trade logistics as well as the products and goods are explained. In addition, the "buyer" is identified as an essential component.

Module 3: Trends & challenges

This module examines the current trends and challenges in retail logistics. The latest technical developments and their effects on logistics processes are explained.

Module 4: Point of sale & E-Commerce

This module is divided into two parts. In the first part the module deals with the topic Point of Sale. For this purpose, the basics are explained and the most important facts, such as article surveillance and store layout, are examined in more detail. The second part is about e-commerce. Here, too, the basics and important topics are examined.

Module 5: Interfaces

In this module the topic of identification systems is considered. The globally applicable standards in the field of labelling are explained and the information flow of goods is considered.

Module 6: Load units & transport logistics

This module describes the basics of transport logistics and load units. In addition to the general basics, the specific features of retail logistics are considered in particular.

Module 7: Cross docking

In this module, cross docking is considered as a special type of warehouse. The underlying concept is explained and differentiated from other storage types. In addition, the advantages and disadvantages of cross-docking are highlighted.

Module 8: Warehousing & distribution

This module deals with different warehouse types. These are explained in more detail using various practical examples.

Module 9: Food supply chain

This module deals with the specifics of food logistics. The challenges are presented and the resulting characteristics in the logistics are explained.

Master's with 1 major Business Management (2015)

UNIVERSITÄT WÜRZBURG

Module 10: Sustainability

In the concluding module, students receive a theoretical introduction to the topic of sustainability before various approaches are presented on the basis of practical examples.

This course distinguishes itself through a high application orientation with a specific emphasis on retail logistics. The course is thereby focused predominantly on the operational area in retail logistics and thus offers a comprehensive introduction and enhancement in the area of global retail logistics.

We are especially glad to be able to present you exceptionally great lectures by representatives from different companies, which gives you the opportunity to put your newly gained knowledge in an entrepreneurial context.

Intended learning outcomes

The following learning objectives are anticipated:

- You will be able to define the topic of retail logistics and describe its specific requirements.
- You will be able to report the retail industry specific peculiarities relating to the usage of logistics processes.
- You will be able to use the relevant methods of planning, controlling, and monitoring of logistics processes in the retail industry.
- You will be able to analyse various retail-specific characteristics in the use of logistics processes and assess their application in a practical context.
- You will be able to apply the most important principles of global retail logistics, to manage logistic processes while solving the questions of supply, distribution, transport, and storage of goods.
- You will be able to work creatively, generate new ideas, and solve problems regarding retail logistics in an international context, international interaction and cooperation, while accepting social and ethical responsibility.
- You will be able to manage, organise and discipline yourself, and plan your time independently.
- You will be able to demonstrate the ability to engage in critical thinking by analysing complex situations thus concluding and selecting viable solutions to solve problems.

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

V (2) + Ü (2)

Course type: online course Virtuelle Hochschule Bayern (vhb)

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

written examination (approx. 60 minutes) Language of assessment: German and/or English creditable for bonus

Allocation of places

Additional information

Workload

150 h

Teaching cycle

Teaching cycle: no courses offered

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 (2015) Master's degree (1 major) International Economic Policy (2015)

| Module title | | | | Abbreviation | | | | |
|--|--|--|------------------------|---|-----------------------|----------------|--|--|
| International Leadership 12-M-VHB-IL-161-m01 | | | | | 01 | | | |
| Module coordinator | | | | Module offered by | · | | | |
| Dean o mics | of the Fa | aculty of Business Mana | gement and Econo- | Faculty of Managen | nent and Economics | | | |
| ECTS | | od of grading | Only after succ. con | npl. of module(s) | | | | |
| 5 | | rical grade | | | | | | |
| Duratio | | Module level | Other prerequisites | | | | | |
| 1 seme | | graduate | | | | | | |
| Conten | Its | | | | | | | |
| ly. To s | teer a l quires | ay is volatile, uncertain, business and its people leaders to have a solid l | through such an envir | conment, strong and | effective leadership | is essential. | | |
| dership | p. It als | troduces leadership the o dives deeper to exam inspire, guide, and crea | ine Transformational L | eadership in the dig | | | | |
| | | ning outcomes | | | | | | |
| • U • la • b • r • a | Participants of this course will be able to understand why good leadership can make such a difference in today's disruptive business world. learn from the evolution of leadership theories and principles. build a solid foundational knowledge of how to create an environment in which others can succeed. reflect upon their own behaviour with regards to the principles of Transformational Leadership. adapt the key elements of Transformational Leadership to lead in different business situations. | | | | | | | |
| Course | s (type | , number of weekly con | tact hours, language – | - if other than Germa | n) | | | |
| V (2) + Course | | online course Virtuelle H | lochschule Bayern (vh | b) | | | | |
| | | sessment (type, scope, ion on whether module | | | tion offered — if not | every seme- | | |
| | age of a | nation (approx. 180 mir Issessment: German an bonus | | | | | | |
| Allocat | ion of | places | | | | | | |
| | | | | | | | | |
| Additio | onal inf | ormation | | | | | | |
| | | | | | | | | |
| Worklo | ad | | | | | | | |
| 150 h | | | | | | | | |
| Teachi | Teaching cycle | | | | | | | |
| Teachi | Teaching cycle: no courses offered | | | | | | | |
| | Referred to in LPO I (examination regulations for teaching-degree programmes) | | | | | | | |
| | | | | | | | | |
| Module | Module appears in | | | | | | | |
| Master Master | 's degr 's degr | ee (1 major) Business Ir ee (1 major) Business <i>N</i> ee (1 major) Internation | lanagement (2015) | | | | | |
| | _ | r Business Management (2015) | JMU Würzburg • | e generated 18-Apr-2025 • exa (120 ECTS) Business Manage | - | page 264 / 287 | | |

| Module coordinator Module offered by Dean of the Faculty of Business Management and Economics Faculty of Management and Economics ECTS Method of grading Only after succ. compl. of module(s) 5 numerical grade Duration Module level Other prerequisites 1 semester graduate Contents The course "Information and Enterprise Architecture Management" deals with the targeted use of information technologies in companies and the networking of organizational strategies and goals with the possibilities of modern software systems. The course is therefore primarily aimed at students in degree programs with a commercial and/or information technology orientation. In modular sections, the course provides a comprehensive overview of the relevant aspects of this subject environment - for example, the development of an IT strategy, th fundamentals and methods of enterprise architecture management, and the legal framework. The knowledge acquired is tested and assessed (without influencing the final grade) at the end of each chapter using an interacti | Module title Abbreviation | | | | | | | |
|--|---|------------------------|--|-----------------------|-----------------------|-----------------------------------|--|--|
| Deam of the Faculty of Business Management and Economics Faculty of Management and Economics ECTS Method of grading Only after succ. compl. of module(s) 5 numerical grade Duration Module level Other prerequisites 1 semester graduate Contents The course "Information and Enterprise Architecture Management" deals with the targeted use of information technologies in companies and the networking of organizational strategies and goals with the possibilities of modern software systems. The course is therefore primarily aimed at students in degree programs with a commercial and/or information technology orientation. In modular sections, the course provides a comprehensive overview of the relevant aspects of this soubject environment - for example, the development of an IT strategy, th fundamentals and methods of enterprise architecture management. and the legal framework. The knowledge a quired is tested and assessed (without influencing the final grade) at the end of each chapter using an interact it equestionnaire. The course is assessed the end of each semester on the basis of a 6o-minute written exam Chapter 1: Introduction Chapter 1: Introduction Chapter 1: Introduction Chapter 2: Strategic Design of Information and Enterprise Architectures Chapter 3: Legal Requirements Chapter 3: Legal Requirement for IT Solutions Chapter 4: Enterprise Architecture Management (Overview) Chapter 4: Enterprise Architecture Projects Cha | Information and Enterprise Architecture Management | | | | | 12-M-VHB-IU-161-m01 | | |
| Dean of the Faculty of Business Management and Economics Faculty of Management and Economics BCTS Method of grading Only after succ. compl. of module(s) 5 numerical grade Duration Module level Other prerequisites 1 semester graduate Contents The course "Information and Enterprise Architecture Management" deals with the targeted use of information technologies in companies and the networking of organizational strategies and goals with the possibilities of modern software systems. The course is therefore primarily aimed at students in degree programs with a commercial and/or information technology orientation. In modular sections, the course provides a comprehensive overview of the relevant aspects of this soubject environment - for example, the development of an IT strategy, th fundamentals and methods of enterprise architecture management. and the legal framework. The knowledge a upured is tested and assessed (without influencing the final grade) at the end of each chapter using an interacti to questionnaire. The course is the assessed at the end of each semester on the basis of a 6o-minute written exam Chapter 1: Introduction Chapter 2: Strategic Design of Information and Enterprise Architectures Chapter 2: Legal Requirement for Ti Solutions Chapter 3: Legal Requirement for Ti Solutions Chapter 4: Enterprise Architecture Projects Chapter 9: Legal Requirements Chapter 5: Legal Requirements Chapter 9: Legal Requirem | Module coordinator | | | | Module offered by | | | |
| ECTS Method of grading Only after succ. compl. of module(s) 5 numerical grade Duration Module level Other prerequisites 1 Contents Concents Concenters Information and Enterprise Architecture Management' deals with the targeted use of information expected without influencing the final grade) at the end of each chapter using an interactive questionnaire. The course is assessed at the end of each chapter using an interactive questionnaire. The course is assessed at the end of each chapter using an interactive questionnaire. The course is assessed at the end of each chapter using an interactive questionnaire. The course is assessed at the end of each chapter using an interactive questionnaire. The course is assessed at the end of each chapter using an interactive questionnaire. The course is assessed at the end of each chapter using an interactive questionnaire. The course arcourse is assessed at the end of each semester on the as | | the Fa | culty of Business Manag | ement and Econo- | | nent and Economics | | |
| 5 numerical grade Duration Module level Other prerequisites 1 semester graduate Contents The course "Information and Enterprise Architecture Management" deals with the targeted use of information technologies in companies and the networking of organizational strategies and goals with the possibilities of modern software systems. The course is therefore primarily aimed at students in degree programs with a commercial and/or information technology orientation. In modular sections, the course provides a comprehensive overview of the relevant aspects of this subject environment - for example, the development of an IT strategy, th fundamentals and methods of enterprise architecture management, and the legal framework. The knowledge an quired is tested and assessed (without influencing the final grade) at the end of each chapter using an interact we questionnaire. The course is assesses at the end of each semester on the basis of a 6o-minute written exam chapter 1: Introduction Chapter 1: Introduction | | Metho | od of grading | Only after succ. con | npl. of module(s) | | | |
| 1 semester graduate Contents The course "Information and Enterprise Architecture Management" deals with the targeted use of information technologies in companies and the networking of organizational strategies and goals with the possibilities of modern software systems. The course is therefore primarily aimed at students in degree programs with a commercial and/or information technology orientation. In modular sections, the course provides a comprehensive overview of the relevant aspects of this subject environment - fore axample, the development of an IT strategy, th fundamentals and methods of enterprise architecture management, and the legal framework. The knowledge a updired is tested and assessed (without Influencing the final grade) at the end of each chapter using an interactive questionnaire. The course is assessed at the end of each semester on the basis of a 60-minute written examt Chapter 1: Introduction Chapter 1: Introduction Chapter 2: Strategic Design of Information and Enterprise Architectures Chapter 2: Strategic Design of Information and Enterprise Architectures Chapter 3: Enterprise Architecture Management (Tools and Methods) Chapter 3: Enterprise Architecture Projects Chapter 4: Enterprise Architecture Projects Chapter 4: Design of unformation and Enterprise Architecture Management*, students will be able to present an overview of essential aspects of information technologies in the enterprise. This provides students with a general professional competence. Course (type, number of weekly contact hours, language — if other than German) <td (type,="" colspacessement="" if="" language="" other<="" scope,="" td="" —=""><td></td><td></td><th></th><th></th><td></td><td></td></td> | <td></td> <td></td> <th></th> <th></th> <td></td> <td></td> | | | | | | | |
| Contents The course "Information and Enterprise Architecture Management" deals with the targeted use of information technologies in companies and the networking of organizational strategies and goals with the possibilities of modern software systems. The course is therefore primarily aimed at students in degree programs with a commercial and/or information technology orientation. In modular sections, the course provides a comprehensive overview of the relevant aspects of this subject environment - for example, the development of an IT strategy, th fundamentals and methods of enterprise architecture management, and the legal framework. The knowledge an quired is tested and assessed (without influencing the final grade) at the end of each chapter using an interactive questionnaire. The course is assessed at the end of each semester on the basis of a 60-minute written exam Chapter 1: Introduction Chapter 2: Strategic Design of Information and Enterprise Architectures Chapter 2: Strategic Design of Information and Enterprise Architectures Chapter 3: Creategic Design of Information (Overview) Chapter 3: Cartageic Design of Information and Enterprise Architectures Chapter 4: Enterprise Architecture Management (Overview) Chapter 4: Enterprise Architecture Management (Doel and Methods) Chapter 9: Legal Requirements Chapter 9: Legal Requirements Chapter 9: Legal Requirements Chapter 9: Legal Requirements Chapter 9: Legal Requirements Chapter 9: Legal Requirements Course 10 (onterprise Architecture Management", students will be able to present an overview of essential aspects of information technolo | Duratio | n | Module level | Other prerequisites | i | | | |
| The course "Information and Enterprise Architecture Management" deals with the targeted use of information technologies in companies and the networking of organizational strategies and goals with the possibilities of modern software systems. The course is therefore primarily aimed at students in degree programs with a commercial and/or information technology orientation. In modular sections, the course provides a comprehensive overview of the relevant aspects of this subject environment - for example, the development of an IT strategy, th fundamentals and methods of enterprise architecture management, and the legal framework. The knowledge a quired is tested and assesseed (without influencing the final grade) at the end of each chapter using an interactil ve questionnaire. The course is assessed at the end of each semester on the basis of a 6o-minute written exam Chapter 1: Introduction Chapter 2: Strategic Design of Information and Enterprise Architectures Chapter 3: Design of Information and Enterprise Architectures Chapter 3: Enterprise Architecture Management (Overview) Chapter 7: Management for IT Strategic Douling Chapter 7: Management for IT Studies Cuality Management for IT Studies Chapter 9: Legal Requirements Chapter 9: Controlling Cont | 1 semes | ster | graduate | | | | | |
| technologies in companies and the networking of organizational strategies and goals with the possibilities of modern software systems. The course is therefore primarily aimed at students in degree programs with a commercial and/or information technology orientation. In modular sections, the course provides a comprehensive overview of the relevant aspects of this subject environment - for example, the development of an IT strategy, th fundamentals and methods of enterprise architecture management, and the legal framework. The knowledge arquired is tested and assessed (without influencing the final grade) at the end of each chapter using an interactil ve questionnaire. The course is assessed at the end of each semester on the basis of a 6o-minute written exam Chapter 1: Introduction Chapter 2: Strategic Design of Information and Enterprise Architectures Chapter 3: Organizational Anchoring Chapter 4: Enterprise Architecture Management (Overview) Chapter 5: Enterprise Architecture Management (Tools and Methods) Chapter 5: Quality Management for IT Solutions Chapter 8: Security Management for IT Solutions Chapter 9: Security Management 6 and Enterprise Architecture Management 6 and Enterprise Architecture Management 6 and Enterprise Architecture Management 7: A students will be able to present an overview of essential aspects of information technologies in the enterprise. This provides students with a general professional competence. Courses (type, number of weekly contact hours, language — if other than German) V (2) + Ú (2) Course type: online course Vituelle Hochschule Bayern (vhb) Method of assessment (type, scope, language — if other than German, examination offered — if not every seme ster, information (approx, 6o minutes) Language of assessment (type, scope, language — if other than German, examination offered — if not every seme ster, information and / or English creditable for bonus Allocation Semanta assessments (approx, 6o minutes) Language of assessment (type, scope, language — if other than German, exam | Conten | ts | | | | | | |
| Intended learning outcomes After completing the module "Information and Enterprise Architecture Management", students will be able to present an overview of essential aspects of information technologies in the enterprise. This provides students with a general professional competence. Courses (type, number of weekly contact hours, language — if other than German) V (2) + Ü (2) Course type: online course Virtuelle Hochschule Bayern (vhb) 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) Language of assessment: German and/or English creditable for bonus Allocation of places Moditional information Workload 150 h Teaching cycle | technologies in companies and the networking of organizational strategies and goals with the possibilities of modern software systems. The course is therefore primarily aimed at students in degree programs with a com- mercial and/or information technology orientation. In modular sections, the course provides a comprehensive overview of the relevant aspects of this subject environment - for example, the development of an IT strategy, the fundamentals and methods of enterprise architecture management, and the legal framework. The knowledge ac- quired is tested and assessed (without influencing the final grade) at the end of each chapter using an interacti- ve questionnaire. The course is assessed at the end of each semester on the basis of a 60-minute written exam. Chapter 1: Introduction Chapter 2: Strategic Design of Information and Enterprise Architectures Chapter 3: Organizational Anchoring Chapter 4: Enterprise Architecture Management (Overview) Chapter 5: Enterprise Architecture Management (Tools and Methods) Chapter 6: Quality Management for IT Solutions Chapter 7: Management of Architecture Projects Chapter 8: Security Management | | | | | | | |
| After completing the module "Information and Enterprise Architecture Management", students will be able to present an overview of essential aspects of information technologies in the enterprise. This provides students with a general professional competence. Courses (type, number of weekly contact hours, language — if other than German) V (2) + Ü (2) Course type: online course Virtuelle Hochschule Bayern (vhb) 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) Language of assessment: German and/or English creditable for bonus Allocation of places Motkload 150 h Teaching cycle | | | - | | | | | |
| V (2) + Ü (2) Course type: online course Virtuelle Hochschule Bayern (vhb) 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) Language of assessment: German and/or English creditable for bonus Allocation of places Additional information Workload 150 h Teaching cycle | After co present | mpleti an ove | ng the module "Informat erview of essential aspec | ts of information tec | | | | |
| Course type: online course Virtuelle Hochschule Bayern (vhb) 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) Language of assessment: German and/or English creditable for bonus Allocation of places Additional information Workload 150 h Teaching cycle | Courses | s (type | , number of weekly conta | ct hours, language – | - if other than Germa | in) | | |
| ster, information on whether module can be chosen to earn a bonus) written examination (approx. 60 minutes) Language of assessment: German and/or English creditable for bonus Allocation of places Additional information Workload 150 h Teaching cycle | | | online course Virtuelle Ho | chschule Bayern (vh | b) | | | |
| Language of assessment: German and/or English creditable for bonus Allocation of places Additional information Workload 150 h Teaching cycle | | | | | | tion offered — if not every seme- | | |
| Additional information Workload 150 h Teaching cycle | Langua | ge of a | ssessment: German and, | - | | | | |
| Workload 150 h Teaching cycle | Allocati | ion of p | olaces | | | | | |
| Workload 150 h Teaching cycle | | | | | | | | |
| 150 h Teaching cycle | Additio | Additional information | | | | | | |
| 150 h Teaching cycle | | | | | | | | |
| Teaching cycle | Worklo | ad | | | | | | |
| Teaching cycle | 150 h | | | | | | | |
| | - | ig cycl | e | | | | | |
| | | | | | | | | |

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

Module appears in

Master's degree (1 major) Business Information Systems (2016) Master's degree (1 major) Business Management (2015) Master's degree (1 major) International Economic Policy (2015)

| Module title | | | | | Abbreviation | |
|--|---|---|--|--|---|--|
| Logistic concepts and processes 12-M-VHB-LAP-161-m01 | | | | | | |
| Module coordinator Module offered by | | | | | | |
| Dean of mics | f the Fa | culty of Business Manag | ement and Econo- | Faculty of Managen | nent and Economics | |
| ECTS | Metho | od of grading | Only after succ. con | npl. of module(s) | | |
| 5 | | rical grade | | | | |
| Duratio | n | Module level | Other prerequisites | i | | |
| 1 seme | ster | graduate | | | | |
| Conten | ts | | | | | |
| ferent c such as Industri distribu | lefinitio s: ial logi: ition lo | ons. Depending on the or stics gistics | | | e of application variants and dif- lso used for isolated subareas, | |
| physica marketi physica | ing logi | | | | | |
| to bridg de phys stics ar ted pro ter-firm | ge spac sical go e delim cesses proces | te and time. The things to bods as well as information hited by the pair of terms of service production an asses. | be moved and to be on or persons. The in micro and macro log d utilization, while m | e stored can be of hig dividual and overall istics. Micro-logistic nacro-logistics analyz | novement and storage processes ghest different nature and inclu- economic components of logi- s deals with the business-orien- zes global macroeconomic or in- | |
| gement process for the | in con ses. Aft ongoin otimiza | nection with the use of a er the design of logistic p g situational adaptation ition and simulation met | ppropriate procedur process flows, the ap of the processes to t | es for the control of s plication of these m he changing framewo | I process-related, logistical arran- storage, transport and production ethods is a decisive prerequisite ork conditions. The use of plan- omically consistent design of lo- | |
| | | ning outcomes | | | | |
| After co | mpleti | ng the module "Logistica | | | able to present an overview of etence is imparted to the stu- | |
| Course | s (type, | , number of weekly conta | ct hours, language – | - if other than Germa | ın) | |
| V (2) + Course | | online course Virtuelle Ho | chschule Bayern (vh | b) | | |
| Method | l of ass | | nguage — if other th | an German, examina | ition offered — if not every seme- | |
| Langua | written examination (approx. 60 minutes) Language of assessment: German and/or English creditable for bonus | | | | | |
| Allocat | ion of p | olaces | | | | |
| | | | | | | |
| Additio | nal inf | ormation | | | | |
| | | | | | | |
| | | | | | | |
| Master's wi | th 1 major | Business Management (2015) | _ | e generated 18-Apr-2025 • exa (120 ECTS) Business Manage | | |

Workload

150 h

Teaching cycle

Teaching cycle: no courses offered

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

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Module appears in

Master's degree (1 major) Business Information Systems (2016) Master's degree (1 major) Business Management (2015) Master's degree (1 major) International Economic Policy (2015)

| Modul | e title | | | | Abbreviation |
|---|---|---|--|-------------------------|---|
| Philosophy of Science and Ethics in Business Management and Economics | | | | | 12-M-WEW-161-m01 |
| Modul | e coord | inator | Module offered by | | |
| | | aculty of Business Manag | amont and Econo | · · · · · · | nont and Economics |
| mics | л ше га | aculty of Dusiliess Mallag | ement and Econo- | raculty of Managen | nent and Economics |
| ECTS | Meth | od of grading | Only after succ. con | pl. of module(s) | |
| 10 | | rical grade | | • • • • | |
| Duratio | on | Module level | Other prerequisites | | |
| 1 seme | ester | graduate | | | |
| Conter | nts | | | | |
| | | vill take the form of a sem w an important publicati | | | k on a problem in economic poli- |
| Intend | ed lear | ning outcomes | | | |
| Studer | nts are a | able to present the status | of a current project i | in a talk as well as to | discuss and defend it. |
| Course | es (type | , number of weekly conta | ct hours, language – | - if other than Germa | ın) |
| S (2) | | | | | |
| ster, in term p Langua | nformat aper (a age of a | ion on whether module ca pprox. 20 to 25 pages) an ssessment: German and, | an be chosen to earn d presentation (appr | a bonus) | ition offered — if not every seme- |
| | able for tion of | | | | |
| 20 plac by lot a numbe | ces. (1) among er of pla | Should the number of ap all applicants irrespective | of their subjects. (2) |) Places on all cours | e places, places will be allocated es of the module with a restricted be maintained and places re-allo- |
| Additio | onal inf | ormation | | | |
| | | | | | |
| Worklo | oad | | | | |
| 300 h | | | | | |
| Teachi | ing cycl | e | | | |
| | | e: no courses offered | | | |
| Referre | ed to in | LPOI (examination regu | lations for teaching- | degree programmes) | |
| | | · · · · · · · · · · · · · · · · · · · | | | |
| Modul | e appea | ars in | | | |
| Master Master Master Master | Master's degree (1 major) Economathematics (2016) Master's degree (1 major) Business Management (2015) Master's degree (1 major) China Business and Economics (2016) Master's degree (1 major) International Economic Policy (2015) Master's degree (1 major) China Language and Economy (2016) | | | | |

| Module | | | | | Abbreviation |
|---|---|---|---|---|---|
| Resear | ch and | formats in crossmedia e | conomics journalism | 1 | 12-M-WJ1-161-m01 |
| Module | e coord | inator | | Module offered by | <u> </u> |
| Dean o mics | f the Fa | culty of Business Manag | ement and Econo- | Faculty of Managen | nent and Economics |
| ECTS | Metho | od of grading | Only after succ. con | npl. of module(s) | |
| 5 | nume | rical grade | | | |
| Duratio | | Module level | Other prerequisites | | |
| 1 seme | | graduate | | | |
| the bus manag lecture cises o online | odule fo siness i ement, is on ti n vario market | models on the part of the the new forms of commu he use of social media in us Web 2.0 applications | providers. Starting fr inication management campaigns (Faceboo (e.g. online social ne crisis communicatio | rom the basics of ed nt in social networks ok, Twitter, Instagram tworks) and on the c n of companies will a | pects for the end consumer and itorial work and professional text are presented. The focus of the n, Tiktok). There will also be exer- collection and interpretation of also be covered in particular opi- |
| Intend | ed lear | ning outcomes | | | |
| studen ports, a genres scribe on, stu | ts are t and bac and cro the edi dents v | aught journalistic expertick skground reports with the eate them themselves. St torial and technical approvill be able to design cou | se so that they are a eir media characterist tudents will be able t bach including feedb nter-strategies for co | ble to recognize the ics and communicat o prototype and des ack, response, and c rporate communicat | |
| | s (type | , number of weekly conta | ct hours, language – | - if other than Germa | in) |
| S (2) | | | | | |
| | | sessment (type, scope, la on on whether module ca | | | tion offered — if not every seme- |
| ties) in Langua | differe ige of a | rox. 20 hours): interview, nt types of media (possil ssessment: German and ffered: In the semester ir | ole formats: text, aud /or English | io or video) | iding record of research activi- |
| Allocat | ion of _l | olaces | | | |
| of the <i>I</i> allocat of the <i>I</i> nalism when p Manag ted as sional cants v locatec degree this su nikatio subject | mber o Master' ed to si Master' us (Eco blaces r ement. follows univers vith the l by lot subjec bject, t n (Medie | s degree subject Internat sudents of the Master's d s degree subject Internat nomic Journalism) as the emain untaken, these ma Should the number of ap : 1. Applicants will be ran ity degree in a related su same ranking, places wi as they become availabl t International Economic he remaining places will ia Communication). 5. Sh nkommunikation (Media | ional Economic Polic egree subject Medien ional Economic Polic ir specialisation or fo ay be allocated to stu- pplications exceed the ked, in ascending or bject. 2. Places will b Il be allocated by lot. e. 4. Should the num Policy or Economics be allocated to stude nould the number of p Communication) exc | y or Economics and hkommunikation (Ma y or Economics who ocus will be given pre- idents of the Master' e number of availab der, according to the be allocated accordir . 3. A waiting list will ber of places set asis exceed the number of places available for s ceed the number of a | ch will be allocated to students a maximum of 8 of which will be edia Communication). Students have selected Wirtschaftsjour- eferential consideration. If and 's degree programme Business le places, places will be alloca- e final grade of their first profes- ing to this ranking. Among appli- be maintained and places re-al- de for students of the Master's of applications from students of degree subject Medienkommu- students of the Master's degree applications from students of this es subject Political and Social |

Master's with 1 major Business Management (2015)

Julius-Maximilians-UNIVERSITÄT WÜRZBURG

Studies. Should none or not all of these places be taken by students of the Master's degree subject Political and Social Studies (after a lottery procedure), the remaining places will be allocated to students of the Master's degree subject International Economic Policy or Economics.

Additional information

Workload

150 h

Teaching cycle

Teaching cycle: no courses offered

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

Module appears in

Master's degree (1 major) Business Management (2015)

Master's degree (1 major) International Economic Policy (2015)

Master's degree (1 major) Media Communication (2016)

Master's degree (1 major) Media Communication (2018)

| Module | e title | | | | Abbreviation |
|---|---|--|--|---|--|
| Resear | Research and formats in crossmedia economics journalism | | | 2 | 12-M-WJ2-161-m01 |
| Module | e coord | inator | | Module offered by | |
| Dean o mics | f the Fa | aculty of Business Manag | gement and Econo- | | nent and Economics |
| ECTS | Meth | od of grading | Only after succ. con | npl. of module(s) | |
| 5 | | rical grade | | | |
| Duratio | on | Module level | Other prerequisites | i | |
| 1 seme | ster | graduate | | | |
| Conten | ts | | | | |
| discrep forms of be syst se deal the pos Intendo After pa as well commu additio | bancy b of PR. T cematic ls with ssibiliti ed lear articipa as me unicatio n, stud | etween journalism and F he preparation and imple ally explained, and the o the practical implementa es and concepts of PR w ning outcomes ating in the module cours thods and in a holistic co on with regard to reflectio | PR is discussed, as we ementation of press n central aspects of corp ation of journalistic st ork across different m ces, students are able ontext. Students learn on, argumentation, ar y concrete PR instrum | ell as the basic elem neetings, conference orate communication yles in the various m nedia and target grou to understand and professional compe nd exchange as a PR nents in practice and | apply PR and its forms, elements etencies in the field of (business) consultant in different areas. In prepare them professionally. |
| S (2) + | S (2) | | | | |
| | | sessment (type, scope, la ion on whether module c | | | ation offered — if not every seme- |
| ties) in Langua | differe ige of a | rox. 20 hours): reportage nt types of media (possi ssessment: German and ffered: In the semester in | ble formats: text, aud /or English | io or video) | uding record of research activi- |
| Allocat | ion of j | places | | | |
| to stud which v on). Stu schafts tion. If Busine be allo profess applica re-alloc ster's c dents c kommu degree dents c and So | ents of will be udents sjourna and wh ss Mar cated a sional u ants win cated b legree of this s unikatio subjec of this s cial Stu | the Master's degree sub allocated to students of of the Master's degree s lismus (Economic Journa nen places remain untake agement. Should the nu is follows: 1. Applicants y university degree in a rela- th the same ranking, place y lot as they become ava subject International Eco subject, the remaining pl on (Media Communication the distant of the remaining pl subject, the remaining pl | pject International Eco the Master's degree s ubject International E alism) as their special en, these may be allo mber of applications will be ranked, in asce ated subject. 2. Place ces will be allocated b aliable. 4. Should the nomic Policy or Econ- aces will be allocated on). 5. Should the num n (Media Communicat aces will be allocated | ponomic Policy or Eco subject Medienkomm conomic Policy or Eco isation or focus will cated to students of exceed the number ending order, accord s will be allocated ac oy lot. 3. A waiting lis number of places se omics exceed the nu l to students of the M nber of places availa cion) exceed the num l to students of the M | of 12 of which will be allocated nomics and a maximum of 8 of nunikation (Media Communicati- conomics who have selected Wirt- be given preferential considera- the Master's degree programme of available places, places will ling to the final grade of their first ccording to this ranking. Among st will be maintained and places et aside for students of the Ma- imber of applications from stu- Master's degree subject Medien- ible for students of the Master's nber of applications from stu- Master's degree subject Political of the Master's degree subject |

Additional information

Workload

150 h

Teaching cycle

Teaching cycle: no courses offered

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

Module appears in

Master's degree (1 major) Business Management (2015) Master's degree (1 major) International Economic Policy (2015) Master's degree (1 major) Media Communication (2016) Master's degree (1 major) Media Communication (2018)

| Module title Abbreviation | | | | Abbreviation | |
|---|---|---|----------------------|---------------------|-----------------------------------|
| European Competition Policy | | | | | 12-M-WPE-161-m01 |
| Module coordinator | | | | Module offered by | |
| holder | of the C | Chair of Industrial Econor | nics | Faculty of Managem | nent and Economics |
| ECTS | | od of grading | Only after succ. com | pl. of module(s) | |
| 5 | nume | rical grade | | | |
| Duratio | | Module level | Other prerequisites | | |
| 1 semes | ster | graduate | | | |
| Conten | ts | | | | |
| 1. Legal 2. Mark • Q • S • H 3. Horiz 4. Horiz • E • C 5. Vertic • E • The cou | Outline of syllabus: 1. Legal environment, competition laws 2. Market definition • Qualitative methods • Simple quantitative methods • Hypothetical monopoly test 3. Horizontal agreements and collusion: repeated games and factors affecting likelihood of collusion 4. Horizontal mergers and collusion • Economic theory • Efficiency effects • Coordinated effects 5. Vertical relations and contracts • "More economic approach" 6. Abuse of dominant position • Classification of abusive conduct • Economic analysis of abusive conduct and theory of harm | | | | |
| Intende | ed learn | ning outcomes | | | |
| After completion of the module students can use the advanced concepts introduced in the lecture of competiti- on policy, including the legal framework, the trace models and methods for the study of competition policy issu- es, as well as understand the approach of European competition policy in high profile cases. When they are con- fronted with practical problems, they can refer to these cases, and the same logic to practical examples apply by draining the relevant economic theories that identify variables to be measured and methodologies for assessing, and based on that adequate conclusions for appropriate cases. They will sufficiently understand the subject in order to open up that build upon literature in journals and being able to think critically. | | | | | |
| Courses | s (type, | , number of weekly conta | ct hours, language — | if other than Germa | n) |
| V (2) | | | | | |
| | | essment (type, scope, la on on whether module ca | | | tion offered — if not every seme- |
| | | nination (approx. 60 to 1 (approx. 15 to 20 pages) | 20 minutes) or | | |

Language of assessment: German and/or English

creditable for bonus

Allocation of places

20 places. There are no restrictions with regard to available places for students of the Master's degree programmes Business Management, International Economic Policy or Economics, Wirtschaftsinformatik (Business Information Systems), Wirtschaftsmathematik (Mathematics for Economics) and Chinese and Economics as well as China Business and Economics. A total of 20 places will be allocated to students of other subjects; should the number of applications exceed the number of available places, these places will be allocated by lot.

Master's with 1 major Business Management (2015)

Additional information

Workload

150 h

Teaching cycle

Teaching cycle: summer semester

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

Module appears in

| Master's degree (1 major) Economathematics (2016) |
|--|
| Master's degree (1 major) Business Information Systems (2016) |
| Master's degree (1 major) Business Management (2015) |
| Master's degree (1 major) China Business and Economics (2016) |
| Master's degree (1 major) International Economic Policy (2015) |
| Master's degree (1 major) Media Communication (2016) |
| Master's degree (1 major) China Language and Economy (2016) |
| Master's degree (1 major) Applied Human Geography (2017) |
| Master's degree (1 major) Media Communication (2018) |
| Master's degree (1 major) Media Communication (2019) |

| Module | Module title Abbreviation | | | | | | |
|------------|--|--|-----------------------|-----------------------------|-----------------------|----------------|--|
| Advanc | Advanced Auditing 12-M-WPF-161-mo1 | | | | | | |
| Module | e coord | inator | | Module offered by | | | |
| | | culty of Business Manag | ement and Econo- | | nent and Economics | | |
| mics | | leally of Busiliess Mailag | | | | | |
| 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 | | | | | | |
| | This module covers advanced accounting topics under IFRS (International Financial Reporting Standards). It also discusses current developments in IFRS accounting and systematically classifies the related issues. The aim is to | | | | | | |
| | | knowledge to advanced | | | | | |
| | | nt developments in the f | | | | | |
| Intende | ed lear | ning outcomes | | | | | |
| Studen | ts gain | a deep understanding of | f advanced accountin | ig issues under IFRS | (International Finan | cial Repor- | |
| ting Sta | | s). They also have the in- | | | | | |
| blems. | | | | | | | |
| Course | s (type | , number of weekly conta | ct hours, language – | - if other than Germa | n) | | |
| V (2) + | Ü (2) | | | | | | |
| | | sessment (type, scope, la on on whether module ca | | | tion offered — if not | every seme- | |
| - | | | | a Dollus) | | | |
| | | nation (approx. 60 to 120 ssessment: German and, | | | | | |
| credita | | | | | | | |
| Allocat | ion of p | olaces | | | | | |
| | | | | | | | |
| Additio | nal inf | ormation | | | | | |
| | | | | | | | |
| Worklo | ad | | | | | | |
| 150 h | | | | | | | |
| Teachi | ng cycl | e | | | | | |
| | | e: no courses offered | | | | | |
| | | LPOI (examination regu | lations for teaching- | legree programmes) | | | |
| Referre | | | | | | | |
| Modula | | are in | | | | | |
| Module | | | matica (a a x () | | | | |
| | - | ee (1 major) Economathe | | | | | |
| | Master's degree (1 major) Business Management (2015) | | | | | | |
| | Master's degree (1 major) China Business and Economics (2016) Master's degree (1 major) International Economic Policy (2015) | | | | | | |
| | Master's degree (1 major) International Economic Policy (2015) Master's degree (1 major) China Language and Economy (2016) | | | | | | |
| | - | ee (1 major) Management | | - / | | | |
| | - | ee (1 major) China Busine | | 2019) | | | |
| | - | ee (1 major) China Langu | | • | | | |
| | - | ee (1 major) China Busine | | • | | | |
| | - | ee (1 major) China Langu | | | | | |
| | - | ee (1 major) Economathe | | - | | | |
| Master's w | ith 1 majo | r Business Management (2015) | - | generated 18-Apr-2025 • exa | - | page 276 / 287 | |



exchange program Business Management and Economics (2022)

| Module | e title | | | | Abbreviation | | |
|---|---|--|--|---|----------------------|------------------|--|
| Economic and Business Ethics | | | | | 12-M-WUE-161-mo | 1 | |
| Module | e coord | inator | | Module offered by | <u> </u> | | |
| | | | agement and Business | Faculty of Managen | ant and Economics | | |
| Taxatio | | LIIdii OI DUSIIIESS Malia | igement and business | Faculty of Managen | | 0 | |
| ECTS | | od of grading | Only after succ. cor | nnl of module(s) | | | |
| 10 | | rical grade | | - | | | |
| Duratio | · | Module level | Other prerequisites | | | | |
| 1 seme | | graduate | | | | | |
| | | gladuate | | | | | |
| Conten | | | | | | | |
| | | | overview of different e ies, consumer ethics, C | | siness and economy | y, e. g. leader | |
| Intende | ed learı | ning outcomes | | | | | |
| ethcial | proble | m in business and/or e | e student should be at economiy. He/she shou e should discuss the ar | uld be able to presen | t a complex probler | n in an clear | |
| Course | s (type | , number of weekly cor | itact hours, language – | - if other than Germa | n) | | |
| S (2) | | | | | | | |
| Metho | d of ass | essment (type, scope. | language — if other th | an German, examina | tion offered — if no | t everv seme | |
| | | | can be chosen to earn | | | , , | |
| | | oprox. 20 to 25 pages) ssessment: German ar | and presentation (app | rox. 20 minutes), we | ighted 2:1 | | |
| Allocat | - | | | | | | |
| | | | | | | l h a alla aatau | |
| by lot a numbe | imong a r of pla | all applicants irrespect | applications exceed the ive of their subjects. (2 1 the same procedure. (e. |) Places on all cours | es of the module wi | th a restricte | |
| | <u> </u> | ormation | | | | | |
| | | | | | | | |
| Worklo | ad | | | | | | |
| | | | | | | | |
| 300 h | | | | | | | |
| Teachi | | | | | | | |
| | ng cycl | | | | | | |
| | ng cycle | e: each semester | | | | | |
| | ng cycle | e: each semester | gulations for teaching- | degree programmes) | | | |
| | ng cycle | e: each semester | gulations for teaching- | degree programmes) | | | |
| Referre | ng cycle ed to in | e: each semester LPOI (examination re | gulations for teaching- | degree programmes) | | | |
| Referre Module | ng cycle ed to in e appea | e: each semester LPO I (examination re | | degree programmes) | | | |
| Referre Module Master | ng cycle ed to in e appea | e: each semester LPOI (examination re | nematics (2016) | degree programmes) | | | |
| Referre Module Master Master | ed to in e appea 's degro | e: each semester LPO I (examination re a rs in ee (1 major) Economati ee (1 major) Business <i>I</i> | nematics (2016) | | | | |
| Referre Module Master Master Master | e d to in e appea 's degro 's degro | e: each semester LPO I (examination re ars in ee (1 major) Economati ee (1 major) Business <i>I</i> ee (1 major) China Bus | nematics (2016) Management (2015) | 2016) | | | |
| Referre Module Master Master Master Master | e appea 's degro 's degro 's degro 's degro | e: each semester LPO I (examination re Irs in ee (1 major) Economati ee (1 major) Business <i>I</i> ee (1 major) China Bus ee (1 major) Internatior | nematics (2016) Management (2015) iness and Economics (2 | 2016) 215) | | | |
| Referre Module Master Master Master Master Master | e appea 's degre 's degre 's degre 's degre 's degre 's degre | e: each semester LPO I (examination re Irs in ee (1 major) Economati ee (1 major) Business <i>I</i> ee (1 major) China Bus ee (1 major) Internatior | nematics (2016) Management (2015) iness and Economics (2 nal Economic Policy (20 guage and Economy (20 | 2016) 215) | | | |
| Referre Module Master Master Master Master Master Master Master | e appea 's degro 's degro 's degro 's degro 's degro 's degro 's degro 's degro 's degro | e: each semester LPO I (examination re ars in ee (1 major) Economati ee (1 major) Business I ee (1 major) China Bus ee (1 major) Internation ee (1 major) China Lang ee (1 major) Managemo ee (1 major) Internation | nematics (2016) Management (2015) iness and Economics (2 nal Economic Policy (20 guage and Economy (20 ent (2018) nal Economic Policy (20 | 2016) 015) 016) 018) | | | |
| Referre Module Master Master Master Master Master Master Master Master | e appea 's degro 's degro 's degro 's degro 's degro 's degro 's degro 's degro 's degro 's degro | e: each semester LPO I (examination re ars in ee (1 major) Economation ee (1 major) Business I ee (1 major) China Bus ee (1 major) Internation ee (1 major) China Lang ee (1 major) Managemo ee (1 major) Internation ee (1 major) Internation ee (1 major) China Bus | nematics (2016) Management (2015) iness and Economics (2 nal Economic Policy (20 guage and Economy (20 ent (2018) nal Economic Policy (20 iness and Economics (20 | 2016) 2016) 2016) 2016) 2019) | | | |
| Referre Master Master Master Master Master Master Master Master Master Master | e appea 's degre 's degre | e: each semester LPO I (examination re ars in ee (1 major) Economation ee (1 major) Business I ee (1 major) China Bus ee (1 major) Internation ee (1 major) China Lang ee (1 major) Internation ee (1 major) Internation ee (1 major) China Bus ee (1 major) China Bus ee (1 major) China Lang | nematics (2016) Management (2015) iness and Economics (2 guage and Economy (20 ent (2018) nal Economic Policy (20 iness and Economics (2 guage and Economy (20 | 2016) 015) 016) 018) 2019) | | | |
| Referre Module Master Master Master Master Master Master Master Master Master | e appea 's degre 's degre | e: each semester LPO I (examination re ars in ee (1 major) Economatl ee (1 major) Business <i>I</i> ee (1 major) China Bus ee (1 major) Internation ee (1 major) China Lang ee (1 major) Internation ee (1 major) Internation ee (1 major) China Bus ee (1 major) China Bus ee (1 major) China Bus | nematics (2016) Management (2015) iness and Economics (20 guage and Economy (20 ent (2018) nal Economic Policy (20 iness and Economics (20 guage and Economics (20 iness and Economy (20 iness and Economics (20) | 2016) 015) 016) 018) 2019) 019) 2021) | | | |
| Referre Master Master Master Master Master Master Master Master Master Master | e appea 's degre 's degre | e: each semester LPO I (examination re ars in ee (1 major) Economatl ee (1 major) Business <i>I</i> ee (1 major) China Bus ee (1 major) Internation ee (1 major) China Lang ee (1 major) Internation ee (1 major) Internation ee (1 major) China Bus ee (1 major) China Bus ee (1 major) China Bus | nematics (2016) Management (2015) iness and Economics (2 guage and Economy (20 ent (2018) nal Economic Policy (20 iness and Economics (2 guage and Economy (20 | 2016) 015) 016) 018) 2019) 019) 2021) | | | |
| Referre Master Master Master Master Master Master Master Master Master Master | e appea 's degru 's degru | e: each semester LPO I (examination re ars in ee (1 major) Economatl ee (1 major) Business <i>I</i> ee (1 major) China Bus ee (1 major) Internation ee (1 major) China Lang ee (1 major) Internation ee (1 major) Internation ee (1 major) China Bus ee (1 major) China Bus ee (1 major) China Bus | nematics (2016) Management (2015) iness and Economics (20 guage and Economy (20 ent (2018) nal Economic Policy (20 iness and Economics (20 guage and Economy (20 iness and Economy (20 guage and Economy (20) | 2016) 015) 016) 018) 2019) 019) 2021) | | page 278 / 28 | |

Julius-Maximilians-UNIVERSITÄT WÜRZBURG

Master's degree (1 major) Economathematics (2021) Master's degree (1 major) International Economic Policy (2022) Master's degree (1 major) Management (2022) Master's degree (1 major) Economathematics (2022) exchange program Business Management and Economics (2022)

| Module title | | | | Abbreviation |
|---|---|--|---|--------------------|
| Economic Pri | Economic Principles of Risk Management | | | 12-Risk-161-m01 |
| Module coord | linator | | Module offered by | <u> </u> |
| | Chair for Economics, Cor | ntract Theory and In- | · · · · | nent and Economics |
| formation Eco | | ······································ | | |
| | od of grading | Only after succ. con | npl. of module(s) | |
| | erical grade | | | |
| Duration | Module level | Other prerequisites | i | |
| 1 semester | graduate | | | |
| Contents | | | | |
| 1. Measures of 2. Mean press 3. Axiomatic f 4. Insurance of 5. Optimal poo 6. Adverse se 7. Moral Haza 8. Experiment Intended lean After complet 1. explain the 2. apply the in 3. recognise, $\ddot{U}(2) + V(2)$ Method of as ster, informat | foundations of the expect contracts ortfolios lection ard tal evidence and alternat rning outcomes ting the course students e results of the economic nvolved methods to give in which real life situation e, number of weekly cont sessment (type, scope, l tion on whether module of ination (approx. 60 minu | tive approaches are able to theory of decisions u n simple examples on ons and how the result act hours, language – anguage — if other th can be chosen to earn tes) | nder risk, their own, ts can be applied. - if other than Germa an German, examina | |
| creditable for | assessment: German and [.] bonus | 1/or English | | |
| Allocation of | places | | | |
| | | | | |
| Additional in | formation | | | |
| | | | | |
| Workload | | | | |
| 150 h | | | | |
| Teaching cyc | le | | | |
| | | | | |
| Referred to ir | LPOI (examination reg | ulations for teaching- | degree programmes) |) |
| | | | | |
| Module appe | ars in | | | |
| - | ree (1 major) Business M | | | |
| - | ree (1 major) China Busir | | | |
| Master's deg | ree (1 major) China Langı | uage and Economy (20 | 016) | |

| Module title Abbreviation | | | | | Abbreviation | | |
|---|---|--|---|--|--|--|--|
| | Risk Management - Concepts and Systems 12-RM-KS-161-mo1 | | | | | | |
| Module | e coord | inator | | Module offered by | | | |
| holder Finance | | Chair of Business Manage | ement and Corporate | Faculty of Managen | nent 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 seme | ster | graduate | | | | | |
| Conten | Contents | | | | | | |
| ments | of oppo stude | ortunity and risk manager | nent in industrial and | d commercial enterp | contents, methods and instru- rises. Systems: The course will Iformation systems for risk mana- | | |
| Intende | ed lear | ning outcomes | | | | | |
| method the con ment sy stems: (i) judg cesses (ii) und (iii) esti (iv) und Course V (2) Method ster, inf a) writte b) oral a approx. | Is and npany i ystem, After c e legal in a ris erstand imate t lerstan s (type formati en exal examir . 30 mi ge of a | tools of risk managemen in theory and practice. Th analyze selected issues ompleting this module, s , organizational and meth k management informati d the technical basis for F he different characteristi d the workings of RMIS. , number of weekly conta sessment (type, scope, la ion on whether module ca mination (approx. 60 min nation (one candidate eac nutes) ssessment: German and | t. They are able to just ey can also evaluate of risk management a tudents can nodological requirem on system (RMIS); RMIS; cs of various informa ct hours, language — nguage — if other tha an be chosen to earn utes) or ch: approx. 15 to 20 n | stify the duties and for proposed solutions and building on that, ents for the implement tion systems for the - if other than Germa an German, examina a bonus) | | | |
| Allocat | ion of _l | olaces | | | | | |
| by lot a numbe | 25 places. (1) Should the number of applications exceed the number of available places, places will be allocated by lot among all applicants irrespective of their subjects. (2) Places on all courses of the module with a restricted number of places will be allocated in the same procedure. (3) A waiting list will be maintained and places re-allocated by lot as they become available. | | | | | | |
| Additio | nal inf | ormation | | | | | |
| | | | | | | | |
| Worklo | ad | | | | | | |
| 150 h | | | | | | | |
| Teachir | ıg cycl | e | | | | | |
| | | e: no courses offered | | | | | |
| | | LPOI (examination regu | lations for teaching of | legree programmes) | | | |
| | | | | | | | |
| Module | annes | ars in | | | | | |
| mouule | appea | | | | | | |

| Master's degree (1 major) Business Information Systems (2016) |
|---|
| Master's degree (1 major) Business Management (2015) |
| Master's degree (1 major) China Business and Economics (2016) |
| Master's degree (1 major) China Language and Economy (2016) |
| Master's degree (1 major) Management (2018) |
| Master's degree (1 major) China Business and Economics (2019) |
| Master's degree (1 major) China Language and Economy (2019) |
| Master's degree (1 major) Information Systems (2019) |
| Master's degree (1 major) China Business and Economics (2021) |
| Master's degree (1 major) China Language and Economy (2021) |
| Master's degree (1 major) Economathematics (2021) |
| Master's degree (1 major) Management (2022) |
| Master's degree (1 major) Economathematics (2022) |
| exchange program Business Management and Economics (2022) |

| Module title Abbreviation | | | | | | |
|---|--|--|--|--|---|--|
| Stocha | stic Mo | odels for Risk Analysis | | 12-RM-RA-161-mo1 | | |
| Module | e coord | inator | | Module offered by | | |
| | | iculty of Business Manag | gement and Econo- | Faculty of Managen | ent and Economic | |
| mics | | leally of Dusiness Manag | | | | 5 |
| 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 | | | | | |
| Predict der cov their er and cor lue at r finition | ion of v variates npirica ndition isk Mar , paran : variar | rval estimation for the va value at risk in time serie Conditional heterosced I analysis Empirical anal al value at risk Empirical rket model: definition, de neters, empirical analysi ice, value at risk, conditi | es Risk of forecasts in asticity: ARCH, GARCH ysis of statistical dist l estimation of nonpa erivation, parameters s Asset portfolios: de | time series, in partic H, EGARCH, DVEC, BE ributions Nonparame rametric bounds for , empirical analysis (finition, risk parame | ular exponential sr KK, DCC Aggregate etric bounds for the value at risk and co Capital asset pricing ters Estimation of p | noothing un- d losses and value at risk nditional va- g model: de- ortfolio para- |
| | . · | ning outcomes | - | | | |
| | - | able to estimate risk me | easures and the nara | meters of risk models | s from data. In parti | cular the stu |
| | | oftware packages and ro | | | | |
| Course | s (type | , number of weekly conta | act hours, language – | - if other than Germa | n) | |
| Ü (2) + | | | | | | |
| | | sessment (type, scope, la | _ anguage — if other th | an German, examina | tion offered — if no | t everv seme- |
| | | on on whether module c | | | | , |
| written | exami | nation (approx. 60 minut | tes) | | | |
| Allocat | ion of p | olaces | | | | |
| Master on. (2) cordan | the nu 's stud The rer ce with | mber of applications exe ents of Wirtschaftsinforn naining places will be al (1) and (2) and the num ot among applicants fron | natik (Business Inforn located to students o ber of applications ex | nation Systems) will f other subjects. (3) \ | be given preferenti Nhen places are all | al considerati- ocated in ac- |
| Additio | nal inf | ormation | | | | |
| | | | | | | |
| Worklo | ad | | | | | |
| 150 h | | | | | | |
| Teachi | ng cycl | e | | | | |
| Teachir | ng cycle | e: winter semester | | | | |
| Referre | d to in | LPO I (examination regu | ulations for teaching- | degree programmes) | | |
| | | | | <u> </u> | | |
| Module | e appea | urs in | | | | |
| | | ee (1 major) Business Inf | formation Systems (2) | 016) | | |
| | - | ee (1 major) Business Ma | - | | | |
| | | ee (1 major) China Busin | | 2016) | | |
| | - | ee (1 major) China Langu | | 016) | | |
| Master | 's degr | ee (1 major) Managemen | it (2018) | | | |
| | | r Business Management (2015) | | generated 18-Apr-2025 • exa | | |



Master's degree (1 major) China Business and Economics (2019) Master's degree (1 major) China Language and Economy (2019)

| Module title Abbreviation | | | | Abbreviation | | |
|---|--|---|--|--|--|--|
| Stochastic Models for Risk Assessment | | | | | 12-RM-RW-161-m01 | |
| Modul | e coord | inator | | Module offered by | <u></u> | |
| Dean of the Faculty of Business Management and Econo- mics | | | ement and Econo- | Faculty of Management and Economics | | |
| ECTS | Meth | od of grading | Only after succ. cor | npl. of module(s) | | |
| 5 | nume | rical grade | - | | | |
| Durati | on | Module level | Other prerequisites | er prerequisites | | |
| 1 seme | ester | graduate | | | | |
| Conter | nts | | | | | |
| model peril, l ter Cla tion, ri gemen contro | ling: ris oss unc ssificat sk expl ıt: risk r l, risk m | k phenomenon, risk obje der risk, profit under risk, ion of business risks Risk oration, risk-relevant mea ninimisation, risk protect nonitoring Norms and sta | ect, risk variable, risk loss variable, profit < policy, risk manage asurements, risk eva ion, risk avoidance, ndards of risk manag | source, risk factor, r variable, risk distribu ment Risk analysis: luation, risk assessn risk mitigation, bear gement: ISO 31000, (| and terminology of stochastic risk isk cause, direct peril, indirect ution, risk indicator, risk parame- risk identification, risk descrip- nent, risk modelling Risk mana- ing of risk, risk prevention Risk DNR 49000 49004, IEC/ISO s a tool of risk analysis and risk | |

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 (2) + Ü (2)

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

written examination (approx. 60 minutes)

Allocation of places

30 places.

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 by lot among applicants from this group.

Additional information

Workload

WUIKIUal

150 h

Teaching cycle

Teaching cycle: summer semester

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

Module appears in

Master's degree (1 major) Business Information Systems (2016)

Master's degree (1 major) Business Management (2015)

Master's degree (1 major) China Business and Economics (2016)

Master's degree (1 major) China Language and Economy (2016)

Master's degree (1 major) Management (2018)

Master's degree (1 major) China Business and Economics (2019)

Master's degree (1 major) China Language and Economy (2019)

| Module title | | | | Abbreviation |
|------------------------------------|--|---|---|--|
| | unting and Auditing 1 | (German GAAP, | 12-Wipr1-F-161-m01 | |
| IFRS) | | | 1 | |
| Module coordi | | | Module offered by | |
| holder of the C ting | holder of the Chair of Business Management and Accou ting | | | ment and Economics |
| | | | npl. of module(s) | |
| 5 numer | rical grade | | | |
| Duration | Module level | Other prerequisites | | |
| 1 semester | undergraduate | | | |
| Contents | | | | |
| includes esser tion of financia | ntial aspects of corpo al reporting standards inancial Reporting Sta | rate financial accounting according to the Hande | g. It delivers a syste elsgesetzbuch (Gern | and managerial accounting and matic presentation and interpreta- nan Commercial Code, HGB) and udents to financial statement ana- |
| | | | | assumptions of financial accoun- nancial statement analysis. |
| Coenenberg, A | ch, H-J./Thiele, St.: Bi A.G.: Jahresabschluss 2012. Most recent ed | und Jahresabschlussan | alyse, Stuttgart. Hei | user, P.J./Dörschell, A.: IFRS Hand- |
| Intended learn | ning outcomes | | | |
| and internatio | nal (IFRS) principles. | They can systematically | arrange and play wi | nting according to national (HGB) ith the knowledge and apply the problems of medium difficulty. |
| Courses (type, | number of weekly co | ntact hours, language – | - if other than Germ | an) |
| Ü (2) + V (2) | | | | |
| | | e, language — if other the e can be chosen to earn | | ation offered — if not every seme- |
| | nation (approx. 60 to a | | | |
| Allocation of p | olaces | | | |
| | | | | |
| Additional info | ormation | | | |
| | | | | |
| Workload | | | | |
| 150 h | | | | |
| Teaching cycle | 2 | | | |
| | - | | | |
| Referred to in | IPOI (examination re | egulations for teaching- | legree nrogrammes |) |
| | | | | / |
| Module appea | | | | |
| | rs in | | | |
| | | Management (2015) | | |
| Master's degre | ee (1 major) Business | Management (2015) siness and Economics (2 | 2016) | |