

## Subdivided Module Catalogue for the Subject

# Economics

as a Master's with 1 major with the degree "Master of Science" (120 ECTS credits)

Examination regulations version: 2014 Responsible: Faculty of Business Management and Economics

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### **Course of Studies - Contents and Objectives**

No translation available.

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### Abbreviations used

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

Term: **SS** = summer semester, **WS** = winter semester

Methods of grading: **NUM** = numerical grade, **B/NB** = (not) successfully completed

Regulations: **(L)ASPO** = general academic and examination regulations (for teaching-degree programmes), **FSB** = subject-specific provisions, **SFB** = list of modules

Other: **A** = thesis, **LV** = course(s), **PL** = assessment(s), **TN** = participants, **VL** = prerequisite(s)

### Conventions

Unless otherwise stated, courses and assessments will be held in German, assessments will be offered every semester and modules are not creditable for bonus.

### Notes

Should there be the option to choose between several methods of assessment, the lecturer will agree with the module coordinator on the method of assessment to be used in the current semester by two weeks after the start of the course at the latest and will communicate this in the customary manner.

Should the module comprise more than one graded assessment, all assessments will be equally weighted, unless otherwise stated below.

Should the assessment comprise several individual assessments, successful completion of the module will require successful completion of all individual assessments.

### In accordance with

the general regulations governing the degree subject described in this module catalogue:

### ASP02009

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

### 28-Apr-2014 (2014-23)

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.

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### The subject is divided into

Abbreviation	Module title	ECTS credits	Method of grading	page
Specialisation (60 ECTS cree	-			
Variant 1: one specialisation in VWL (Economics) and max	with 60 ECTS credits Variant 2: three focuses with 60 ECTS crec ximum one focus in BWL (Business Management).	lits each, n	ninimum two fo	ocuses
Specialisation Areas (60 E				
European Economics (60	ECTS credits)			
Compulsory Modules (3	o ECTS credits)			
12-M-EMP-132-m01	European Macroeconomic Policy	5	NUM	92
12-M-MNE-141-m01	Multinational Enterprises	5	NUM	146
12-M-WPE-141-m01	European Competition Policy	5	NUM	225
12-M-EW-132-m01	Common European Labor Market	5	NUM	100
12-M-EFP-132-m01	European Public Finance	5	NUM	78
12-M-ITMF-141-m01	International Trade and the Multinational Firm	5	NUM	126
Compulsory Electives (3	o ECTS credits)			
02-N-P-W12-102-m01	Internal Market Law	3	NUM	21
02-N-P-W13-141-m01	German and European Antitrust Law	3	NUM	22
02-N-P-W04-112-m01	European Company Law	2	NUM	18
02-N-Ö-W1-01-102- m01	Fundamentals of European Law	4	NUM	16
02-N-P-W05-102-m01	Law of Unfair Competition including references to EU Law	3	NUM	19
02-N-P-W07-111-m01	Copyright Law and Fundamentals of Patent Law including refe- rences to EU Law	2	NUM	20
06-MA-GES-Ex-102- m01	Comparative Sociology	5	NUM	23
06-MA-GW-Ex-102-m01	Globalization and Social Change	5	NUM	24
	International Relations	5	NUM	25
06-MA-VP-Ex-102-m01	Comparison of Political Institutions and Policies	5	NUM	26
09-HG-Exp-Wirtsch- geo-WH1-102-m01	Economic and Urban Geography: Global Trade	5	NUM	31
12-M-EWS-132-m01	European Economic Statistics	5	NUM	102
	Principles of European Regulation	5	NUM	165
12-M-EG1-132-m01	European Monetary Policy - Closed Economy	5	NUM	80
12-M-EG-141-m01	Economic Geography	5	NUM	82
12-M-TP-141-m01	Trade Policy and the World Trading System	5	NUM	21
12-M-ATIÖ-132-m01	Topics in International Economics	5	NUM	61
Economic Policy (60 ECTS	5 credits)		I	
Compulsory Modules (3	5 ECTS credits)			
12-M-EG1-132-m01	European Monetary Policy - Closed Economy	5	NUM	80
12-M-EG2-132-m01	European Monetary Policy - Open Economy	5	NUM	84
12-M-WPE-141-m01	European Competition Policy	5	NUM	225
12-M-F3-132-m01	Social Insurance and the Welfare State	5	NUM	107
12-M-OEA-132-m01	Labor Market Economics	5	NUM	163
12-M-F1-132-m01	Policy of Taxation	5	NUM	103
12-M-TSP-132-m01	Theory of Social Policy	5	NUM	215

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12-M-TP-141-m01	Trade Policy and the World Trading System	5	NUM	213
Compulsory Electives (	25 ECTS credits)	-	-	
12-M-EMP-132-m01	European Macroeconomic Policy	5	NUM	92
12-M-EFP-132-m01	European Public Finance	5	NUM	78
12-M-EWS-132-m01	European Economic Statistics	5	NUM	102
12-M-F2-132-m01	Public Debt	5	NUM	10
12-M-EW-132-m01	Common European Labor Market	5	NUM	100
12-M-MNE-141-m01	Multinational Enterprises	5	NUM	140
12-M-PRE-141-m01	Principles of European Regulation	5	NUM	16
12-M-OE1-141-m01	Econometrics 1	5	NUM	15
12-M-ITMF-141-m01	International Trade and the Multinational Firm	5	NUM	12
12-M-EG-141-m01	Economic Geography	5	NUM	82
12-M-ATIÖ-132-m01	Topics in International Economics	5	NUM	61
12-M-MFF-132-m01	Advanced Macroeconomics	5	NUM	13
Economic Journalism (60	ECTS credits)			
Compulsory Modules (	5 ECTS credits)			
12-M-WJ1-142-m01	Economic Journalism 1	5	NUM	21
12-M-WJ2-142-m01	Economic Journalism 2	5	NUM	22
12-M-PS-142-m01	Project in Economic Policy	5	NUM	16
Compulsory Electives (	45 ECTS credits)	•		
Economic Policy				
12-M-EMP-132-m01	European Macroeconomic Policy	5	NUM	92
12-M-WPE-141-m01	European Competition Policy	5	NUM	22
12-M-EG1-132-m01	European Monetary Policy - Closed Economy	5	NUM	80
12-M-EG2-132-m01	European Monetary Policy - Open Economy	5	NUM	84
12-M-EWS-132-m01	European Economic Statistics	5	NUM	10
12-M-EFP-132-m01	European Public Finance	5	NUM	78
12-M-0EA-132-m01	Labor Market Economics	5	NUM	16
12-M-TP-141-m01	Trade Policy and the World Trading System	5	NUM	21
12-M-ITMF-141-m01	International Trade and the Multinational Firm	5	NUM	12
General Business Ma	lagement		1	
	Strategic Management of Innovation and International Busi-	_	NULINA	
12-M-MWT-141-m01	ness	5	NUM	15
12-M-UA-141-m01	Financial Statement Analysis and Business Valuation	5	NUM	21
12-M-NUF-141-m01	Management of Corporate Sustainability	5	NUM	15
12-M-SM-141-m01	Strategic Marketing	5	NUM	19
Economic Journalism,	Media Communication and Interdisciplinary Courses	•		
12-M-WPS-142-m01	Seminar in Economic Policy for Journalists	5	NUM	22
12-M-MK1-142-m01	Media Communication 1	5	NUM	14
12-M-MK2-142-m01	Media Communication 2	5	NUM	14
o6-MK-WMM-WJ-	Dusiness Market and Media	_	NULAA	
Ex-142-m01	Business, Market and Media	5	NUM	30
06-MK-SC-132-m01	Strategic Communication	5	NUM	29
o6-MK-Med-	Media Psychology 1	10	NUM	
Psy1-102-m01		12		27
12-M-WJ3-142-m01	Economic Journalism 3	5	NUM	22
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	n				
	Economic J	ournalism 4	5	NUM	223
06-MA-GES-Ex-102- m01	Comparativ	omparative Sociology		NUM	23
06-MA-GW-Ex-102- m01	Globalizati	lobalization and Social Change		NUM	24
06-MA-IB-Ex-102-m01	Internation	al Relations	5	NUM	25
06-MA-VP-Ex-102- m01	Compariso	n of Political Institutions and Policies	5	NUM	26
Focus (6o ECTS credits)					
Focus Business Managem	nent				
Banking and Finance (20	ECTS cred	its)			
Compulsory Modules (	10 ECTS cre	dits)			
12-M-B1a-132-m01	Portfolio S	election and Capital Market Theory	5	NUM	64
12-M-B1b-132-m01	Agency The	eory	5	NUM	65
Compulsory Electives (	10 ECTS cre	edits)			
12-M-B3-132-m01	Financial M	larkets: Institutions and Regulation	10	NUM	67
12-M-B2-132-m01	Option Pric	ing Theory	10	NUM	66
Managerial Accounting	(20 ECTS cr	edits)			
Compulsory Modules (	10 ECTS cre	dits)			
12-M-INST-141-m01	Instrument	s of Strategic Controlling	5	NUM	121
12-M-KOBO-132-m01	Coordinati	on, Budgeting and Incentives in Enterprises	5	NUM	128
Compulsory Electives (	10 ECTS cre	dits)			
12-M-DSS-141-m01	Decision S	upport Systems	5	NUM	76
12-M-SBM-141-m01	Strategic S	upply Management	5	NUM	175
12-M-Tl1-141-m01	Theory of l	ndustrial Organization 1	5	NUM	209
12-IV-141-m01	Informatio	n Processing within Organizations	5	NUM	47
12-M-OE1-141-m01	Econometr	ics 1	5	NUM	157
12-M-OE2-141-m01	Econometr	ics 2	5	NUM	159
12-M-PROM-132-m01	Project Ma	nagement and Controlling	5	NUM	167
12-M-REKA-132-m01	Accounting	and Capital Markets	5	NUM	170
12-M-AO-132-m01	Incentives	in Organizations	5	NUM	52
Finance, Accounting, Ta	xation (20 l	ECTS credits)	· · · ·		
Compulsory Electives (	20 ECTS cr	edits)			
12-M-STB-141-m01	Tax Accour	iting	5	NUM	201
12-M-TBS-141-m01	Selected T	opics in Analytical Tax Research	5	NUM	207
12-M-BCS-141-m01	Project Ser	ninar: Management of Sustainability	5	NUM	69
12-M-SPM-141-m01	Strategic P	roduction Management	5	NUM	196
12-M-WPF-141-m01	Advanced	Auditing	5	NUM	227
12-M-ER-141-m01	Advanced	Financial Accounting (German GAAP, IFRS)	5	NUM	95
12-M-B1a-132-m01	Portfolio S	ortfolio Selection and Capital Market Theory		NUM	64
12-M-KOBO-132-m01	Coordinati	Coordination, Budgeting and Incentives in Enterprises		NUM	128
12-M-B1b-132-m01	Agency Theory		5	NUM	65
12-M-PROM-132-m01	Project Ma	nagement and Controlling	5	NUM	167
Research Methods (20 E	CTS credits	s)	I		
Compulsory Modules (	15 ECTS cre	dits)		-	
12-M-AM-141-m01	Advanced	Nicroeconomics	5	NUM	51
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12-M-OE1-141-m01	Econometr	ics 1	5	NUM	157
12-M-MFF-132-m01	Advanced	Macroeconomics	5	NUM	138
Compulsory Electives	5 ECTS crea	lits)			
12-M-BCS-141-m01	Project Ser	ninar: Management of Sustainability	5	NUM	69
12-M-MNE-141-m01	Multination	nal Enterprises	5	NUM	146
12-M-EPF-141-m01	Empirical H	IR Research with Stata	5	NUM	94
12-M-EGF-141-m01	Empirical R	Research in Entrepreneurship and Management	10	NUM	86
12-M-ISR-141-m01	Informatio	n systems research	5	NUM	122
12-M-MADM-141-m01	Manageria	l Analytics & Decision Making	5	NUM	133
12-M-SPM-141-m01	Strategic P	roduction Management	5	NUM	196
12-M-Tl2-141-m01	Theory of li	ndustrial Organization 2	5	NUM	211
12-M-Tl1-141-m01	Theory of li	ndustrial Organization 1	5	NUM	209
12-M-ITMF-141-m01	Internation	al Trade and the Multinational Firm	5	NUM	126
12-M-EG-141-m01	Economic (	Geography	5	NUM	82
12-M-NUF-141-m01	Manageme	nt of Corporate Sustainability	5	NUM	155
12-M-MIK-141-m01	Microecon	ometrics	5	NUM	140
12-M-OE2-141-m01	Econometr	ics 2	5	NUM	159
12-M-FMO-141-m01	Analysis of	Financial Market Data	5	NUM	110
12-M-F4-132-m01	Optimal Ta	x Theory	5	NUM	109
12-M-REKA-132-m01	Accounting	and Capital Markets	5	NUM	170
12-M-HRM-132-m01	Human Res	source Management and Industrial Relations	5	NUM	116
12-M-NGM-132-m01	Computation	onal Economics - Advanced Level	5	NUM	153
12-M-DMM-132-m01	DSGE Mod	elling	5	NUM	75
12-M-ATIÖ-132-m01	Topics in Ir	nternational Economics	5	NUM	61
12-M-EWS-132-m01	European E	Economic Statistics	5	NUM	102
12-M-OE3-141-m01	Econometr	ics 3	5	NUM	161
Industrial Management	(20 ECTS ci	redits)			
Compulsory Modules (	15 ECTS cre	dits)			
12-M-LA-141-m01	Production	Planning and Scheduling	5	NUM	129
12-M-SBM-141-m01	Strategic S	upply Management	5	NUM	175
12-M-SPM-141-m01	Strategic P	roduction Management	5	NUM	196
Compulsory Electives	5 ECTS crea	lits)			
12-M-BE-141-m01	Procureme	nt Management	5	NUM	70
12-M-AOLM-141-m01	Advanced	Operations & Logistics Management	5	NUM	53
12-M-GLSC-141-m01	Global Log	istics & Supply Chain Management	5	NUM	114
12-M-MADM-141-m01	Manageria	l Analytics & Decision Making	5	NUM	133
12-M-Tl1-141-m01	Theory of li	ndustrial Organization 1	5	NUM	209
12-M-Tl2-141-m01	Theory of li	heory of Industrial Organization 2		NUM	211
12-M-PROM-132-m01	Project Ma	Project Management and Controlling		NUM	167
12-M-DSS-141-m01	Decision Support Systems		5	NUM	76
12-M-IBS-141-m01	E-Business Strategies		5	NUM	117
12-GPU-141-m01	Business S	Business Software 1: IS-based Enterprise Management		NUM	44
12-M-ERP-141-m01	Business S	oftware 2: Enterprise-Resource-Planning-Systems	5	NUM	96
12-BI-141-m01		nformation Systems	5	NUM	38
12-M-MUS-141-m01		l Ubiquitious Systems	5	NUM	150
12-M-SCC-141-m01	}	upply Chain Competition	5	NUM	177
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agement of Global Supply Chains Anaagement dits)	5 5 5 5	NUM	115
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Continuous System Engineering rmation Systems	-		
rmation Systems	-	NUM	32
	5	NUM	38
	5	NUM	40
vare 1: IS-based Enterprise Management	5	NUM	44
			178
			46
	-		76
			122
			50
			112
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-	5	NUM	42
1	5	NUM	53
			114
Managerial Analytics & Decision Making			133
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1	5	NUM	117
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			96
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			150
-	5	NUM	42
	5	NUM	70
	-		38
		NUM	129
		NUM	175
			196
			211
			200
			177
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			19
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	rk Information Management rmation bort Systems rstems research anning for Automated Manufacturing and Leadership in Organizations esses Organisation, Business Software and Pro- s esses Organisation, Business Software and Pro- s t (20 ECTS credits) estations & Logistics Management cs & Supply Chain Management talytics & Decision Making ) rategies ware 1: IS-based Enterprise Management ware 2: Enterprise-Resource-Planning-Systems our Systems our Systems esses Organisation, Business Software and Pro- s Management rmation Systems enning and Scheduling oly Management uction Management strial Organization 1 oly Chain Competition agement of Global Supply Chains ement and Controlling ganization (20 ECTS credits) es)	rk Information Management 5 rmation 5 sort Systems 5 stems research 5 anning for Automated Manufacturing 5 and Leadership in Organizations 5 esses Organisation, Business Software and Pro- s 5 t (20 ECTS credits) s) erations & Logistics Management 5 cs & Supply Chain Management 5 rategies 5 ware 1: IS-based Enterprise Management 5 ware 2: Enterprise-Resource-Planning-Systems 5 out Systems 5 sinning and Scheduling 5 out Management 5 strial Organization 1 out on Management 5 strial Organization 1 out on Management 5 strial Organization 1 out Competition 5 agement of Global Supply Chains 5 ganization (20 ECTS credits)	rk Information Management       5       NUM         rmation       5       NUM         roort Systems       5       NUM         setems research       5       NUM         anning for Automated Manufacturing       5       NUM         and Leadership in Organizations       5       NUM         esses Organisation, Business Software and Pro- s       5       NUM         esses Organisation Business Software and Pro- s       5       NUM         erations & Logistics Management       5       NUM         ess Supply Chain Management       5       NUM         rategies       5       NUM         orations & Logistics Management       5       NUM         ware 1: IS-based Enterprise Management       5       NUM         ware 2: Enterprise-Resource-Planning-Systems       5       NUM         outilitious Systems       5       NUM         esses Organisation, Business Software and Pro- s       5       NUM         mation Systems       5       NUM         outilitious Systems       5       NUM         oly Management       5       NUM         uction Management       5       NUM         oly Chain Competition       5       NUM

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12-M-AO-132-mo1	Incentives in Organizations	5	NUM	52
12-M-HRM-132-m01	Human Resource Management and Industrial Relations	5	NUM	116
Compulsory Electives				-
02-J6-121-m01	Employment Law	5	NUM	15
12-ITA-141-m01	Work and Information	5	NUM	46
12-M-AM-141-m01	Advanced Microeconomics	5	NUM	51
12-M-EPF-141-m01	Empirical HR Research with Stata	5	NUM	94
12-M-Tl2-141-m01	Theory of Industrial Organization 2	5	NUM	21
12-M-NUF-141-m01	Management of Corporate Sustainability	5	NUM	15
12-M-MIK-141-m01	Microeconometrics	5	NUM	14
12-M-OE1-141-m01	Econometrics 1	5	NUM	15
12-M-OE2-141-m01	Econometrics 2	5	NUM	15
12-M-F3-132-m01	Social Insurance and the Welfare State	5	NUM	10
12-M-OEA-132-m01	Labor Market Economics	5	NUM	16
12-M-TSP-132-m01	Theory of Social Policy	5	NUM	21
12-MFO-132-m01	Management and Leadership in Organizations	5	NUM	11
Strategic Marketing Ma	nagement (20 ECTS credits)			
Compulsory Modules (	10 ECTS credits)			
12-M-IMM-141-m01	International Marketing	5	NUM	11
12-M-SM-141-m01	Strategic Marketing	5	NUM	19
Compulsory Electives	(10 ECTS credits)			
12-M-MS-141-m01	Strategic Networks in Industry	5	NUM	14
12-M-MM-141-m01	Brand Management & Market Research	5	NUM	14
12-M-SBM-141-m01	Strategic Supply Management	5	NUM	17
12-M-MWT-141-m01	Strategic Management of Innovation and International Busi- ness	5	NUM	15
12-M-NUF-141-m01	Management of Corporate Sustainability	5	NUM	15
12-M-INST-141-m01	Instruments of Strategic Controlling	5	NUM	12
12-M-KOBO-132-m01	Coordination, Budgeting and Incentives in Enterprises	5	NUM	12
12-GPU-141-m01	Business Software 1: IS-based Enterprise Management	5	NUM	4
12-MFO-132-m01	Management and Leadership in Organizations	5	NUM	11
12-M-IBS-141-m01	E-Business Strategies	5	NUM	11
12-M-ITMF-141-m01	International Trade and the Multinational Firm	5	NUM	12
12-M-MNE-141-m01	Multinational Enterprises	5	NUM	14
12-M-BCS-141-m01	Project Seminar: Management of Sustainability	5	NUM	6
	lanagement (20 ECTS credits)			
Compulsory Modules (				
	Strategic Management of Innovation and International Busi-			
12-M-MWT-141-m01	ness	5	NUM	15
12-M-NUF-141-m01	Management of Corporate Sustainability	5	NUM	15
Compulsory Electives				
02-J6-121-m01	Employment Law	5	NUM	1
12-M-BCS-141-m01	Project Seminar: Management of Sustainability	5	NUM	6
12-M-AM-141-m01	Advanced Microeconomics	5	NUM	5
12-M-EGF-141-m01	Empirical Research in Entrepreneurship and Management	10	NUM	8
12-M-ITM-141-m01	IT-Management	5	NUM	12

12-M-IBS-141-m01	E-Business	Strategies	5	NUM	117
12-M-MS-141-m01		etworks in Industry	5	NUM	147
12-M-LUP-141-mo1		ninar: Entrepreneurship, Innovation, Management	10	NUM	131
12-M-EIN-141-mo1		of Information and Network Industries	5	NUM	88
		ninar: Entrepreneurship and Management	5	NUM	172
12-M-AO-132-mo1		in Organizations	5	NUM	52
Econometrics (20 ECTS			,	nom	2
Compulsory Modules (	-	dits)			
12-M-OE1-141-mo1	Econometr		5	NUM	157
12-M-OE2-141-m01	Econometr	ics 2	5	NUM	159
Compulsory Electives (			5		
12-M-BCS-141-m01	1	ninar: Management of Sustainability	5	NUM	69
12-M-EPF-141-m01		IR Research with Stata	5	NUM	94
12-M-EGF-141-m01	· ·	Research in Entrepreneurship and Management	10	NUM	86
12-M-EIO-141-m01	· ·	ndustrial Organization	5	NUM	90
12-M-MIK-141-m01	Microecon	-	5	NUM	140
12-M-FMO-141-mo1		Financial Market Data	5	NUM	110
12-M-OE3-141-mo1	Econometr		5	NUM	161
Focus Economics			<u> </u>		
Research Methods (20 E	CTS credite	;)			
Compulsory Modules (		•			
12-M-AM-141-m01	-	Microeconomics	5	NUM	51
12-M-OE1-141-m01	Econometr	ics 1	5	NUM	157
12-M-MFF-132-m01	Advanced	Macroeconomics	5	NUM	138
Compulsory Electives (	5 ECTS crea	lits)			1 -
12-M-BCS-141-m01	Project Ser	ninar: Management of Sustainability	5	NUM	69
12-M-MNE-141-m01	Multinatio	nal Enterprises	5	NUM	146
12-M-EPF-141-m01	Empirical H	IR Research with Stata	5	NUM	94
12-M-EGF-141-m01	Empirical R	Research in Entrepreneurship and Management	10	NUM	86
12-M-ISR-141-m01	Informatio	n systems research	5	NUM	122
12-M-MADM-141-m01	Manageria	l Analytics & Decision Making	5	NUM	133
12-M-SPM-141-m01	Strategic P	roduction Management	5	NUM	196
12-M-Tl2-141-m01	Theory of li	ndustrial Organization 2	5	NUM	211
12-M-Tl1-141-m01	Theory of li	ndustrial Organization 1	5	NUM	209
12-M-ITMF-141-m01	Internation	al Trade and the Multinational Firm	5	NUM	126
12-M-EG-141-m01	Economic (	Geography	5	NUM	82
12-M-NUF-141-m01	Manageme	ent of Corporate Sustainability	5	NUM	155
12-M-MIK-141-m01	Microecon	Aicroeconometrics		NUM	140
12-M-OE2-141-m01	Econometr	conometrics 2		NUM	159
12-M-FMO-141-m01	Analysis of Financial Market Data		5 5	NUM	110
12-M-F4-132-m01	Optimal Tax Theory		5	NUM	109
12-M-REKA-132-m01	Accounting and Capital Markets		5	NUM	170
12-M-HRM-132-m01		source Management and Industrial Relations	5	NUM	116
12-M-NGM-132-m01		onal Economics - Advanced Level	5	NUM	153
	DSGE Mod		5	NUM	75
12-M-ATIÖ-132-m01		nternational Economics	5	NUM	61
Master's with 1 major Economics (201	<u> </u>	JMU Würzburg ● generated 26-Aug-2024 ● exa	m.	page	10 / 233
		reg. data record Master (120 ECTS) Economics -	2014		

12-M-EWS-132-m01	European E	conomic Statistics	5	NUM	102
12-M-OE3-141-m01	Econometr	ics 3	5	NUM	161
Econometrics (20 ECTS	credits)				
Compulsory Modules (	10 ECTS cre	dits)			
12-M-OE1-141-m01	Econometr	ics 1	5	NUM	157
12-M-OE2-141-m01	Econometr	ics 2	5	NUM	159
Compulsory Electives	(10 ECTS cre	edits)			2
12-M-BCS-141-m01	Project Ser	ninar: Management of Sustainability	5	NUM	69
12-M-EPF-141-m01	Empirical H	IR Research with Stata	5	NUM	94
12-M-EGF-141-m01	Empirical R	esearch in Entrepreneurship and Management	10	NUM	86
12-M-EIO-141-m01	Empirical II	ndustrial Organization	5	NUM	90
12-M-MIK-141-m01	Microecon	ometrics	5	NUM	140
12-M-FMO-141-m01	Analysis of	Financial Market Data	5	NUM	110
12-M-OE3-141-m01	Econometr	ics 3	5	NUM	161
Public Finance (20 ECTS	credits)				
Compulsory Modules (	10 ECTS cre	dits)			
12-M-F1-132-m01	Policy of Ta	ixation	5	NUM	103
12-M-F3-132-m01	Social Insu	rance and the Welfare State	5	NUM	107
Compulsory Electives	10 ECTS cre	dits)			
12-M-MNE-141-m01	Multinatior	nal Enterprises	5	NUM	146
12-M-PRE-141-m01	Principles (	of European Regulation	5	NUM	165
12-M-F4-132-m01	Optimal Ta	x Theory	5	NUM	109
12-M-TSP-132-m01	Theory of S	ocial Policy	5	NUM	215
12-M-F2-132-m01	Public Deb	t	5	NUM	105
12-M-EFP-132-m01	European F	Public Finance	5	NUM	78
12-M-NGM-132-m01	Computatio	onal Economics - Advanced Level	5	NUM	153
National and Internation	nal Monetar	y Economics (20 ECTS credits)	• •		
Compulsory Modules (	10 ECTS cre	dits)			
12-M-EG1-132-m01	European N	Nonetary Policy - Closed Economy	5	NUM	80
12-M-EG2-132-m01	European N	Nonetary Policy - Open Economy	5	NUM	84
Compulsory Electives	(10 ECTS cre	dits)	• •		
12-M-B1a-132-m01	Portfolio Se	election and Capital Market Theory	5	NUM	64
12-M-DMM-132-m01	DSGE Mod	elling	5	NUM	75
12-M-EMP-132-m01	European N	Nacroeconomic Policy	5	NUM	92
12-M-SEI-132-m01	Selected To	opics of European Integration	5	NUM	182
Industrial Economics (2	o ECTS cred	its)	• •		
Compulsory Modules (	10 ECTS cre	dits)			
12-M-Tl1-141-m01	Theory of Ir	ndustrial Organization 1	5	NUM	209
12-M-WPE-141-m01	European (	Competition Policy	5	NUM	225
Compulsory Electives	(10 ECTS cre	dits)			
12-M-MNE-141-m01	Multinatior	nal Enterprises	5	NUM	146
12-M-AM-141-m01	Advanced I	Microeconomics	5	NUM	51
12-M-Tl2-141-m01	Theory of Ir	ndustrial Organization 2	5	NUM	211
12-M-NUF-141-m01	Manageme	nt of Corporate Sustainability	5	NUM	155
12-M-EIN-141-m01	Economics	of Information and Network Industries	5	NUM	88
12-M-CE-141-m01	Contract Ec	conomics	5	NUM	74
laster's with 1 major Economics (201	4)	JMU Würzburg • generated 26-Aug-2024 • ex	kam.	page	11 / 233
		reg. data record Master (120 ECTS) Economics	- 2014		

02-N-P-W13-141-M01	German an	d European Antitrust Law	3	NUM	22
12-M-EIO-141-m01	Empirical II	ndustrial Organization	5	NUM	90
12-M-PRE-141-m01	Principles (	of European Regulation	5	NUM	165
12-M-TIO-132-m01	Topics in Ir	dustrial Organization	5	NUM	212
International Economics	(20 ECTS c	redits)			
Compulsory Modules (1	o ECTS cre	dits)			
12-M-ITMF-141-m01	Internation	al Trade and the Multinational Firm	5	NUM	126
12-M-TP-141-m01	Trade Polic	y and the World Trading System	5	NUM	213
Compulsory Electives (1	10 ECTS cre	dits)			2
12-M-MNE-141-m01	Multinatior	nal Enterprises	5	NUM	146
12-M-AM-141-m01	Advanced I	Nicroeconomics	5	NUM	51
12-M-EG-141-m01	Economic (	Geography	5	NUM	82
12-M-WPE-141-m01	European (	Competition Policy	5	NUM	225
12-M-OE1-141-m01	Econometr	ics 1	5	NUM	157
12-M-EW-132-m01	Common E	uropean Labor Market	5	NUM	100
12-M-F2-132-m01	Public Deb	t	5	NUM	105
12-M-EFP-132-m01	European F	Public Finance	5	NUM	78
12-M-EG2-132-m01	European <i>N</i>	Nonetary Policy - Open Economy	5	NUM	84
12-M-EMP-132-m01	European N	Nacroeconomic Policy	5	NUM	92
12-M-MFF-132-m01	Advanced I	Macroeconomics	5	NUM	138
12-M-ATIÖ-132-m01	Topics in Ir	ternational Economics	5	NUM	61
Economic Order and Soci	ial Policy (:	20 ECTS credits)			
Compulsory Modules (1	o ECTS cre	dits)			<sup>c</sup>
12-M-OEA-132-m01	Labor Mark	et Economics	5	NUM	163
12-M-TSP-132-m01	Theory of S	ocial Policy	5	NUM	215
Compulsory Electives (1	10 ECTS cre	dits)			v
12-ITA-141-m01	Work and I	nformation	5	NUM	46
12-M-F3-132-m01	Social Insu	rance and the Welfare State	5	NUM	107
12-M-AO-132-m01	Incentives	in Organizations	5	NUM	52
12-M-HRM-132-m01	Human Res	ource Management and Industrial Relations	5	NUM	116
12-M-EW-132-m01	Common E	uropean Labor Market	5	NUM	100
12-M-SPÜ-132-m01	Advanced <sup>-</sup>	Topics in Economic Policy	5	NUM	199
Economic Policy (20 ECT	S credits)				
Compulsory Electives (a	20 ECTS cre	edits)			
· · · · · · · · · · · · · · · · · · ·		Competition Policy	5	NUM	225
12-M-F3-132-m01	Social Insu	rance and the Welfare State	5	NUM	107
12-M-OEA-132-m01	Labor Mark	et Economics	5	NUM	163
12-M-F2-132-m01	Public Deb	t	5	NUM	105
12-M-TSP-132-m01	Theory of S	heory of Social Policy		NUM	215
12-M-EG1-132-m01	European N	uropean Monetary Policy - Closed Economy		NUM	80
12-M-EG2-132-m01	uropean Monetary Policy - Open Economy		5	NUM	84
	Trade Polic	y and the World Trading System	5	NUM	213
12-M-TP-141-m01	TC				_
12-M-IP-141-mo1 Interdisciplinary Part (30 EC	is credits)				
	is credits)				
Interdisciplinary Part (30 EC Seminars 12-WI-Sem-111-m01		Seminar: Business Information Systems	10	NUM	232
Interdisciplinary Part (30 EC Seminars 12-WI-Sem-111-m01	Advanced S	Seminar: Business Information Systems Seminar: Economic Journalism JMU Würzburg • generated 26-Aug-2024 •	30	NUM	232 204

12-M-EGF-141-m01	Empirical Research in Entrepreneurship and Management	10	NUM	86
12-M-LUP-141-m01	Project Seminar: Entrepreneurship, Innovation, Management	10	NUM	131
12-M-SSL-141-m01	Advanced Seminar: Selected Problems in Analytical Tax Rese- arch		NUM	200
12-LogSem-141-m01	Advanced Seminar: Logistics	10	NUM	49
12-M-SAS-141-m01	Advanced Seminar: Entrepreneurship and Management	10	NUM	171
12-M-MDM-141-m01	Seminar: Managerial Decision Making	10	NUM	134
12-M-ES-141-m01	Advanced Seminar: Enterprise Systems	10	NUM	98
12-M-SBL-132-m01	Advanced Seminar: Banking	10	NUM	174
12-M-APS-132-m01	Seminar: Selected Topics in Business Management and Econo- mics	10	NUM	54
12-M-SPO-132-m01	Advanced Seminar: Topics in Personnel Economics and Orga- nizational Theory	10	NUM	198
12-M-AUAS-132-m01	Advanced Seminar: Selected Aspects of Managerial Accoun- ting	10	NUM	63
12-M-SER-132-m01	Advanced Seminar: Financial Accounting and Auditing	10	NUM	184
12-M-SV5-132-m01	Advanced Seminar: Public Finance	10	NUM	203
12-M-SV1-132-m01	Advanced Seminar: Monetary policy	10	NUM	202
12-M-SI-132-m01	Advanced Seminar: Productions and Operations Management	10	NUM	186
12-M-SIO-132-m01	Advanced Seminar: Industrial Organization	10	NUM	190
12-M-MSS-132-m01	Advanced Seminar: Marketing Strategy	10	NUM	148
12-M-SWOSP-132-m01	Advanced Seminar: Economic Order and Social Policy	10	NUM	206
12-M-SOE-132-m01	Advanced Seminar: Econometrics	10	NUM	194
12-M-WUE-132-m01	Economic and Business Ethics		NUM	231
12-M-MEW-132-m01	Seminar: Macroeconomics and Quantitative Economic Rese-		NUM	136
12-M-SEBS-132-m01	E-Business Strategies	10	NUM	180
12-M-BUA-132-m01	Business Analytics	10	NUM	72
12-M-ATC-132-m01	Advanced Seminar: Advanced Topics in Contract Theory	10	NUM	60
12-M-SIÖ-132-m01	Seminar: International Economics		NUM	188
Other Courses				
12-M-BCS-141-m01	Project Seminar: Management of Sustainability	5	NUM	69
12-M-MWT-141-m01	Strategic Management of Innovation and International Busi- ness		NUM	151
12-ITA-141-m01	Work and Information	5	NUM	46
12-M-MNE-141-m01	Multinational Enterprises	5	NUM	146
12-M-AM-141-m01	Advanced Microeconomics	5	NUM	51
12-M-SM-141-m01	Strategic Marketing	5	NUM	191
12-M-EGF-141-m01	Empirical Research in Entrepreneurship and Management	10	NUM	86
12-M-ITM-141-m01	IT-Management		NUM	124
12-BSA-141-m01	Adaptive Business Platforms 1		NUM	40
12-AGP2-141-m01	Adaptive Business Platforms 2		NUM	34
12-AWI1-141-m01	Aspects of Business Information Systems 1		NUM	36
12-AWI2-141-m01	Aspects of Business Information Systems 2		NUM	37
12-M-SBM-141-m01	Strategic Supply Management	5	NUM	175
				+
12-M-SPM-141-m01	Strategic Production Management	5	NUM	196

	<u></u>			
12-M-Tl1-141-m01	Theory of Industrial Organization 1	5	NUM	209
12-M-SMGS-141-m01	Strategic Management of Global Supply Chains	5	NUM	193
12-M-EG-141-m01	Economic Geography	5	NUM	82
12-M-IMM-141-m01	International Marketing	5	NUM	119
12-M-NUF-141-m01	Management of Corporate Sustainability	5	NUM	155
12-M-LUP-141-m01	Project Seminar: Entrepreneurship, Innovation, Management	10	NUM	131
12-M-WPE-141-m01	European Competition Policy	5	NUM	225
12-M-PRE-141-m01	Principles of European Regulation	5	NUM	165
12-M-APW1-141-m01	Selected Topics in Business Management and Economics 1	5	NUM	56
12-M-APW2-141-m01	Selected Topics in Business Management and Economics 2	5	NUM	57
12-M-APW3-141-m01	Selected Topics in Business Management and Economics 3	5	NUM	58
12-M-APW4-141-m01	Selected Topics in Business Management and Economics 4	5	NUM	59
12-M-OE1-141-m01	Econometrics 1	5	NUM	157
12-M-SP-141-m01	Economics of Tax Planning	5	NUM	195
12-M-B1a-132-m01	Portfolio Selection and Capital Market Theory	5	NUM	64
12-M-KOBO-132-m01	Coordination, Budgeting and Incentives in Enterprises	5	NUM	128
12-M-F1-132-m01	Policy of Taxation	5	NUM	103
12-M-F3-132-m01	Social Insurance and the Welfare State	5	NUM	107
12-M-B1b-132-m01	Agency Theory	5	NUM	65
12-M-TSP-132-m01	Theory of Social Policy	5	NUM	215
12-M-AO-132-m01	Incentives in Organizations	5	NUM	52
12-M-EW-132-m01	Common European Labor Market	5	NUM	100
12-MFO-132-m01	Management and Leadership in Organizations	5	NUM	112
12-M-F2-132-m01	Public Debt	5	NUM	105
12-M-EFP-132-m01	European Public Finance	5	NUM	78
12-M-EMP-132-m01	European Macroeconomic Policy	5	NUM	92
12-M-MFF-132-m01	Advanced Macroeconomics	5	NUM	138
12-M-EWS-132-m01	European Economic Statistics	5	NUM	102
12-M-UA-141-m01	Financial Statement Analysis and Business Valuation	5	NUM	216
12-M-IBS-141-m01	E-Business Strategies	5	NUM	117
Thesis (30 ECTS credits)				
12-M-THV-132-m01	Master Thesis Economics	30	NUM	208

Module title					Abbreviation	
Employment Law					02-J6-121-m01	
Module	e coord	inator		Module offered by		
		Chair of Civil Law, Emplo	oyment and Labour	Faculty of Law		
	· · · · ·	Procedure	Only offers	 		
<b>ECTS</b> 5		od of grading rical grade	Only after succ. con	npt. or module(S)		
5 Duratio	<u> </u>	Module level	Other prerequisites			
2 seme		undergraduate		•		
Conten						
Germar	n conte	nts available but not tra	inslated yet.			
Grundla sen bei		es Arbeitsrechts als Vor	aussetzung für berufli	che Kontexte, die au	ch juristisches Hinte	ergrundwis-
Intende	ed learn	ning outcomes				
Germar	n intend	ded learning outcomes	available but not trans	slated yet.		
Die Stu pliziere		den haben gelernt, arbe	itsrechtliche Grundlag	gen auf ein späteres	berufliches Handlun	gsfeld zu ap-
Course	<b>s</b> (type,	, number of weekly cont	act hours, language –	- if other than Germa	n)	
V + S (r	no infor	mation on SWS (weekly	contact hours) and co	ourse language avail	able)	
		essment (type, scope, on on whether module			tion offered — if not	every seme-
tion (ap	prox. 1	sessment: a) written ex 5 minutes), d) written e a) and c) and d) weight	laboration of presenta			
Allocat	ion of p	olaces				
(first st (minor located sters w mainta	ate exa with 6c l as foll ill be gi ined ar	e degree programme Re mination in law) and st ECTS credits): no restr ows: Students applying ven preferential consid of places re-allocated b stricted number of place	udents of the Bachelo ctions. Students of ot after not having succ eration. The remaining y lot as they become a	r's degree programm her degree programm essfully completed a g places will be alloc available. Places on a	e Öffentliches Rech nes: 30 places. Plac ssessment in the pa ated by lot. A waitin all courses of the mo	t (Public Law) es will be al- ist two seme- g list will be
Additio	nal info	ormation				
Worklo	ad					
Teachi	ng cycl	9				
			_			
<b>Referred to in LPO I</b> (examination regulations for teaching-degree programmes)						
Module appears in						
Bachelor' degree (1 major) Computer Science (2014)						
Master's degree (1 major) Business Management (2013) Master's degree (1 major) Business Management (2014)						
Master's degree (1 major) Business Management (2014) Master's degree (1 major) Economics (2014)						
	-	ee (1 major) Economics				
Master's wi	ith 1 major	Economics (2014)		urg • generated 26-Aug-2024		page 15 / 233
			reg. data reco	rd Master (120 ECTS) Econom	its - 2014	

Module title					Abbreviation	
Funda	mentals	s of European Law			02-N-Ö-W1-01-102-m01	
Modul	e coord	inator		Module offered l	by	
Dean o	of Studi	es Faculty of Law		Faculty of Law		
ECTS	1	od of grading	Only after succ. co	ompl. of module(s)		
4	nume	rical grade				
Durati	on	Module level	Other prerequisite	es		
1 seme	ester	undergraduate	Prerequisite for pa Ö-V-1	articipation: knowle	dge/skills acquired in module o2-	
Contei	nts					
Germa	n conte	ents available but not	translated yet.			
Germa Die Stu und In	un inten udieren stitutio	den haben einen Übe nen sowie deren Orga	nisation und Funktions	ung der Europäisch sweise erhalten. Eir	en Gemeinschaften, ihre Organe 1 besonderes Augenmerk wurde au	
		6)	utzmöglichkeiten auf e ontact hours, language			
			contact hours) and cou			
Metho	d of as	sessment (type, scope		than German, exam	ination offered — if not every seme	
-			o minutes) or b) oral ex vyear, winter semester		15 minutes)	
Alloca	tion of	places				
credits re-allo	s): unlin cated b	nited. Economics Mas y lot as they come ava	ter's: 10 places. Alloca ailable.: no restrictions	ition by lot. A waitin 5. Economics Maste	aw Bachelor's (minor with 60 ECTS g list will be maintained and place r's: 10 places. Places will be alloca hey become available.	
Additi	onal inf	ormation				
Workle	oad					
Teachi	ing cycl	e				

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

-Module appears in
Master's degree (1 major) Economics (2011)
Master's degree (1 major) Economics (2010)
Master's degree (1 major) Economics (2014)
Master's degree (1 major) Economics (2013)
Master's with 1 major Economics (2014)
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reg. data record Master (120 ECTS) Economics - 2014
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Bachelor's degree (1 major, 1 minor) Public Law (Minor, 2011)

Master's with 1 major Economics (2014)	JMU Würzburg • generated 26-Aug-2024 • exam.	page 17 / 233
	reg. data record Master (120 ECTS) Economics - 2014	1

Module title			Abbreviation			
Europe	ean Com	ipany Law			02-N-P-W04-112-m	01
Module coordinator Module offered			Module offered by	/		
Dean c	of Studio	es Faculty of Law		Faculty of Law		
ECTS	Metho	od of grading	Only after succ.	compl. of module(s)		
2	nume	rical grade				
Durati		Module level	Other prerequisi	tes		
1 seme		undergraduate				
Conter						
Germa	n conte	nts available but not	translated yet.			
				tsrechts auf das Gesel ien, supranationale Re		lassungsfrei-
		ning outcomes		· · ·		
Germa	n inten	ded learning outcome	s available but not tr	anslated yet.		
züge d	es Gese			stärker in den Vorderg utsche Gesellschaftsre		
Course	<b>es</b> (type	, number of weekly co	ontact hours, languag	e — if other than Germ	an)	
V (no i	nformat	ion on SWS (weekly c	contact hours) and co	urse language availab	le)	
		<b>sessment</b> (type, scope on on whether modul		r than German, examin arn a bonus)	ation offered — if no	t every seme
		mination (approx. 120 ffered: once a year, w		xamination (approx. 1	5 minutes)	
Allocat	tion of p	olaces				
(first sinor with set asi lication re be n lows: S tial con	tate exa th 6o EC de for N ns, the nore tha Student nsiderat	mination in law) and TS credits): no restric Aaster's students of E remaining places can an 10 applications from s applying after not ha	students of the Bach ctions. Students of ot conomics. Should the be allocated to stude m students of other s aving successfully co laces will be allocated	n (Law) with the degre elor's degree programme en degree programme enumber of places ava ents of other subjects/ ubjects, the remaining mpleted assessment i d by lot. A waiting list v	me Privatrecht (Priva es: 20 places, 10 of w ailable exceed the nu degree programmes. 5 10 places will be all n past years will be g	te Law) (mi- hich will be imber of app- Should the- ocated as fol iven preferer
Additio	onal inf	ormation				
Worklo	oad					
Teachi	ng cycl	e				
Referre	ed to in	LPOI (examination r	egulations for teachir	ng-degree programmes	5)	
Modul	e appea	nrs in				
Master Master	r's degr r's degr	ee (1 major) Nanostru ee (1 major) Nanostru ee (1 major) Economic ee (1 major) Economic	cture Technology (20 cs (2014)			
mastel	-		.5 (2013)			
Master's u	ith 1 main	r Economics (2014)	10/11/0/0	rzburg • generated 26-Aug-202	4 ● exam	page 18 / 233

Module	e title				Abbreviation
Law of Unfair Competition including references to EU Law			ferences to EU Law		02-N-P-W05-102-m01
Module	e coord	inator		Module offered by	
		es Faculty of Law		Faculty of Law	
ECTS		od of grading	Only after succ. con	,	
3	nume	rical grade		-	
Duratio	n	Module level	Other prerequisites		
1 seme	ster	undergraduate			
Conten	ts				
Germar	n conte	nts available but not trar	islated yet.		
gen. Ne Einflus	eben de s durch	en Grundlagen des Geset	zes gegen Unlauterer t, sowohl im Primärre	n Wettbewerb (UWG) echt (EG-Vertrag) als	ewerbs mit europäischen Bezü- ) behandelt die Vorlesung den auch durch Sekundärrecht (z.B.
Intende	ed lear	ning outcomes			
		ded learning outcomes a	vailable but not trans	lated yet.	
		-		·	
					Vettbewerbs erworben. Sie kön- bäischen Regelungen einordnen.
Course	<b>s</b> (type	, number of weekly conta	ct hours, language –	- if other than Germa	an)
V (no ir	format	ion on SWS (weekly cont	act hours) and cours	e language available	e)
		sessment (type, scope, la on on whether module ca			ation offered — if not every seme-
-		mination (approx. 120 mi ffered: usually once a yea		nination (approx. 15	minutes)
Allocat	ion of p	olaces			
credits) re-alloc	: unlin	nited. Economics Master'	s: 10 places. Allocations. I	on by lot. A waiting l Economics Master's	<i>v</i> Bachelor's (minor with 60 ECTS ist will be maintained and places : 10 places. Places will be alloca- y become available.
Additio	nal inf	ormation			
Worklo	ad				
Teachi	ng cycl	e			
Referre	d to in	LPOI (examination regu	lations for teaching-o	degree programmes)	)
Module	e appea	urs in			
		ee (1 major) Economics (2	2011)		
		ee (1 major) Economics (2			
	-	ee (1 major) Economics (2	•		
	-	ee (1 major) Economics (2	-		
Bachel	or's de	gree (1 major, 1 minor) Pr	ivate Law (Minor, 201	11)	

Master's with	1	major	Economics	(2014)	
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Module	title				Abbreviation
		v and Fundamentals of Pa	tent Law including ro	eferences to EU Law	02-N-P-W07-111-m01
Module		incher.		Madula offered by	
				Module offered by	
ECTS		es Faculty of Law od of grading	Only after succ. com	Faculty of Law	
2		rical grade			
Duratio		Module level	Other prerequisites		
1 seme		undergraduate			
Conten	ts				
Germar	n conte	nts available but not tran	slated yet.		
von We	rken na		bergesetz. In einem v	veiteren Veranstaltu	hen Rechtsschutzes den Schutz ngsteil werden das Geschmacks-
Intende	ed learn	ning outcomes			
Germar	n intend	ded learning outcomes av	vailable but not trans	lated yet.	
worben lungen	. Sie kö einord	önnen Problematiken aus nen.	s diesen Bereichen in	den Kontext der det	utzes und des Urheberrechts er- utschen und europäischen Rege-
Course	<b>s</b> (type,	, number of weekly conta	ct hours, language —	if other than Germa	n)
V (no in	Iformat	ion on SWS (weekly cont	act hours) and cours	e language available	<u>a)</u>
		<b>essment</b> (type, scope, la on on whether module ca			tion offered — if not every seme-
		mination (approx. 120 mi ffered: usually once a yea		nination (approx. 15	minutes)
Allocat	ion of p	olaces			
with 60 as follo will be	ECTS o ws: Stu given p	credits): no restrictions. S udents applying after not	Students of other deg having successfully . The remaining place	ree programmes: 20 completed assessme	Privatrecht (Private Law) (minor places. Places will be allocated ent in in the last two semesters by lot. A waiting list will be main-
Additio	nal info	ormation			
Worklo	ad				
Teachir	ng cycl	e			
Referre	d to in	LPOI (examination regu	lations for teaching-c	legree programmes)	
 Module appears in					
		ee (1 major) Nanostructur	e Technology (2014)		
	-	ee (1 major) Nanostructur			
	-	ee (1 major) Media Comm			
Master'	s degre	ee (1 major) Economics (2	2014)		
Master'	s degre	ee (1 major) Economics (2	2013)		

Master's with 1 major Economics (2014)	JMU Würzburg • generated 26-Aug-2024 • exam.	page 20 / 233
	reg. data record Master (120 ECTS) Economics - 2014	

Module title				Abbreviation		
Interna	Internal Market Law 02-N-P-W12-102-m01					01
Module	e coord	inator		Module offered by		
Dean o	f Studi	es Faculty of Law		Faculty of Law		
ECTS		od of grading	Only after succ. cor	npl. of module(s)		
3	nume	rical grade				
Duratio		Module level	Other prerequisites	5		
1 seme	ster	undergraduate				
Conten	ts					
Germa	n conte	nts available but not tr	anslated yet.			
Überbl deutun und Wi	ick und Ig, Kom Irkung d	behandelt die Grundfr die Begriffe von Binne petenzen und Instrume ler Grundfreiheiten erö ng des EuGH.	nmarkt und Gemeinsa ente der Rechtsangleic	mem Markt werden s hungspolitik untersu	ystematisch Entwicl cht sowie Entwicklu	klung, Be- ng, Tragweite
Intend	ed lear	ning outcomes				
Germa	n inten	ded learning outcomes	available but not trans	slated yet.		
tion de tik sow	s Binne vie die O	den haben einen Überk enmarktes gewonnen. S Grundfreiheiten des eur rechung einordnen.	Sie haben die wichtigst	en Instrumente der e	europäischen Wirtsc	haftspoli-
Course	<b>s</b> (type	, number of weekly con	tact hours, language –	- if other than Germa	n)	
V (no ir	nformat	ion on SWS (weekly co	ntact hours) and cours	e language available	2)	
		essment (type, scope, on on whether module			tion offered — if not	every seme-
		mination (approx. 120 i ffered: usually once a y		mination (approx. 15	minutes)	
Allocat	ion of p	olaces				
credits re-allo	): unlim	mm law (degree "Erste nited. Economics Maste y lot as they come avai aiting list will be maint	er's: 10 places. Allocati lable.: no restrictions.	on by lot. A waiting li Economics Master's:	ist will be maintaine 10 places. Places w	d and places vill be alloca-
Additio	onal inf	ormation				
Worklo	ad					
Teachi	ng cycl	6				
	3 - )	-				
<b>Referred to in LPO I</b> (examination regulations for teaching-degree programmes)						
Module appears in						
Master's degree (1 major) Economics (2011)						
Master's degree (1 major) Economics (2010)						
Master's degree (1 major) Economics (2014)						
Master's degree (1 major) Economics (2013) Bachelor's degree (1 major, 1 minor) Private Law (Minor, 2011)						
						1
Master's w	itn 1 majo	Economics (2014)		urg • generated 26-Aug-2024 rd Master (120 ECTS) Econom		page 21 / 233

Module title	Abbreviation				
German and European Antitrust Law 02-N-P-W13-141-m01					
Module coordinator	Module offered by				
Dean of Studies Faculty of Law	Faculty of Law				
ECTS Method of grading Only after suc	cc. compl. of module(s)				
3 numerical grade					
Duration Module level Other prerequ	uisites				
1 semester undergraduate					
Contents					
German contents available but not translated yet.					
spiel der Normen des EG-Vertrages sowie einschlägig Wettbewerbsbeschränkungen (GWB), insbesondere i	che und Europäische Kartellrecht. Es wird das Zusammen- ger Sekundärrechtsakte mit dem deutschen Gesetz gegen im Bereich des Kartellverbots und der Missbrauchsaufsicht, nskontrolle behandelt und anhand von ausgewählten Ein-				
Intended learning outcomes					
German intended learning outcomes available but no	ot translated yet.				
	es Deutschen und Europäischen Kartellrechts erworben. Sie Kontext der deutschen und europäischen Regelungen ein-				
<b>Courses</b> (type, number of weekly contact hours, langu	uage — if other than German)				
V (no information on SWS (weekly contact hours) and	d course language available)				
<b>Method of assessment</b> (type, scope, language — if ot ster, information on whether module can be chosen t	ther than German, examination offered — if not every seme- to earn a bonus)				
a) written examination (approx. 120 minutes) or b) or Assessment offered: usually once a year, winter seme Language of assessment: German, English					
Allocation of places					
Degree programm law (degree "Erste Juristische Staatsprüfung") and Public Law Bachelor's (minor with 60 ECTS credits): unlimited. Economics Master's: 10 places. Allocation by lot. A waiting list will be maintained and places re-allocated by lot as they come available.: no restrictions. Economics Master's and Business Management Master's: 10 each places. Places will be allocated by lot. A waiting list will be maintained and places re-allocated by lot as they become available.					
Additional information					
Workload					
Teaching cycle					
Referred to in LPO I (examination regulations for teaching-degree programmes)					
Module appears in					
Master's degree (1 major) Business Management (203 Master's degree (1 major) Economics (2014)	14)				

Module title					Abbreviation	
Compa	Comparative Sociology 06-MA-GES-Ex-102-m01					
Module	e coord	inator		Module offered by		
holder	of the C	hair of Sociology and So	ciological Theory	Chair of Sociology a	and Sociological Theory	
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					
Overvie	w of th	eoretical and methodolo	gical conceptions in	the field of compara	tive social science	
Intende	ed learr	ning outcomes				
Studen	ts will l	earn to analytically desc	ribe and compare div	ergent types of socie	ety and societal development	
Course	<b>s</b> (type	number of weekly conta	ct hours, language —	if other than Germa	n)	
V (no ir	nformat	ion on SWS (weekly cont	act hours) and cours	e language available	2)	
		essment (type, scope, la on on whether module ca			tion offered — if not every seme-	
		nination (180 minutes) o		(approx. 30 minutes	5)	
		ssessment: German, oth	er language			
Allocat						
Politica lot.	ıl and S	ocial Sciences Master's:	no restrictions. Econ	omics Master's: 5 pl	aces. Places will be allocated by	
Additio	nal info	ormation				
Worklo	ad					
Teachi	ng cycl	9				
<b>Referred to in LPO I</b> (examination regulations for teaching-degree programmes)						
Module appears in						
Master's degree (1 major) Applied Human Geography (2010)						
Master's degree (1 major) Economics (2011)						
	0	ee (1 major) Economics (2	,			
	-	ee (1 major) Economics (2				
Master	Master's degree (1 major) Economics (2013)					

Module title					Abbreviation	
Globalization and Social Change 06-MA-GW-Ex-102-mo1					06-MA-GW-Ex-102-m01	
Module	e coord	inator		Module offered by		
holder of the Chair of Sociology and So			ciological Theory	Chair of Sociology a	and Sociological Theory	
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					
Overvie	ew of so	ociological conceptions o	f processes and mec	hanisms of globaliza	ation	
Intende	ed lear	ning outcomes				
		attain competence in refl the study of globalizatior			al and methdological approa-	
Course	<b>s</b> (type	, number of weekly conta	ct hours, language –	- if other than Germa	n)	
S (no ir	nformat	tion on SWS (weekly cont	act hours) and cours	e language available	e)	
		sessment (type, scope, la ion on whether module ca			tion offered — if not every seme-	
(5 page days, a ble to t me. Us cumen will be Langua	a) presentation (maximum 30 minutes) and term paper (approx. 20 pages) or b) presentation (maximum 30 minutes) and vritten examination (approx. 90 minutes) or c) presentation (maximum 30 minutes) and 2 essays (5 pages each) or d) presentation (maximum 30 minutes) and take-home exam (time to complete: maximum 3 days, approx. 10 to 15 pages)*, weighted 3:7. *A take-home exam is a set of questions its structure comparable to that of a written examination to be answered at home independently and in a relatively short period of time. Using aids is permitted but, just as is the case when writing term papers, these aids must be thoroughly documented. Section 22 Subsection 11 ASPO (general academic and examination regulations) is in force. The exam will be completed electronically as specified by the examiner. Language of assessment: German or other language <b>Allocation of places</b>					
lot.						
Additio	nal inf	ormation				
 Worklo						
WOIKIO	au					
Teachi	ng cycl	e				
	3	-				
Referre	<b>Referred to in LPO I</b> (examination regulations for teaching-degree programmes)					
Module	Module appears in					
Master Master	Module appears in Master's degree (1 major) Economics (2011) Master's degree (1 major) Economics (2010) Master's degree (1 major) Economics (2014) Master's degree (1 major) Economics (2013)					
			- )/			

Modu	le title				Abbreviation	
Intern	ational	Relations			06-MA-IB-Ex-102-m01	
Modu	le coord	linator		Module offered by		
holder of the Professorship of European Stu national Relations			bean Studies and Inter-	Professorship of Eu Relations	ropean Studies and International	
		Only after succ. con	pl. of module(s)			
5		erical grade		• • • •		
Durati	ion	Module level	Other prerequisites			
1 sem	ester	graduate				
Conte	ents					
Advar	nced and	alysis of fields of action	n and governance struct	ures of the Europear	n Union.	
Intend	ded lear	ning outcomes				
		s able to understand a nd states in different p		lriven analysis of the	e political behaviour of European	
Cours	es (type	e, number of weekly co	ntact hours, language –	- if other than Germa	ın)	
		· · · · · · · · · · · · · · · · · · ·	ontact hours) and cours			
			e, language — if other tha e can be chosen to earn		tion offered — if not every seme-	
nutes prox. Langu	) and wi 5 pages	ritten examination (app each) or d) presentation assessment: German, o	orox. 90 minutes) or c) p on (maximum 30 minute	resentation (maxim	presentation (maximum 30 mi- um 30 minutes) and 2 essays (ap- ster, weighted 3:7	
			r's, no restrictions. Econ	omice Master's, r pl	aces. Places will be allocated by	
lot.	al allu .	Social Sciences Master		onnes master s: 5 pt	aces. Places will be allocated by	
Additi	ional in	formation				
Workl	load					
Teach	ing cyc	le				
Refer	red to in	LPOI (examination re	egulations for teaching-o	degree programmes)		
Modu	le appe	ars in				
Maste	er's degi	ree (1 major) Economic	s (2011)			
	-	ree (1 major) Economic				
Macto	er's degi	ree (1 major) Economic	c (coc )			
	-	ree (1 major) Economic				

	e title				Abbreviation	
Compa	rison o	f Political Institutions a	nd Policies		06-MA-VP-Ex-102-m01	
Module	e coord	inator		Module offered by	<u> </u>	
		Chair of Comparative Pol	litics and German Po-	1	ve Politics and German Politi	cs
litics						
ECTS		od of grading	Only after succ. compl. of module(s)			
5	numerical grade					
Duration         Module level         Other prerequisites						
1 seme	ster	graduate				
Conten	Its					
Germa	n conte	nts available but not tra	nslated yet.			
Verglei	chende	e Analyse ausgewählter	politischer Institution	en		
Intend	ed lear	ning outcomes				
Germa	n inten	ded learning outcomes a	available but not trans	slated yet.		
Dor/D:	o Ctudi	orondo bocitat vortiafta l	Konntnicco zurvorala:	chandan Analyse a	sgewählter politischer Instit	itia
		in der Lage, formale un				1110-
Course	<b>s</b> (type	, number of weekly cont	act hours, language –	- if other than Germa	an)	
S (no ir	nformat	ion on SWS (weekly cor	itact hours) and cours	e language availabl	e)	
					ation offered — if not every se	me-
		on on whether module of		a bonus)		
nutes) (5 page days, a	and wr es each approx.	itten examination (appro ) or d) presentation (ma 10 to 15 pages)*, weight	ox. 90 minutes) or c) p ximum 30 minutes) ar ted 3:7. *A take-home	presentation (maxim nd take-home exam exam is a set of que	presentation (maximum 30 um 30 minutes) and 2 essays (time to complete: maximum estions its structure compa	3 ra-
nutes) (5 page days, a ble to t me. Us cumen will be	and wr es each pprox. hat of a ing aid ted. Se comple	itten examination (appro ) or d) presentation (ma 10 to 15 pages)*, weight a written examination s is permitted but, just a ction 22 Subsection 11 A eted electronically as sp	bx. 90 minutes) or c) p ximum 30 minutes) ar ted 3:7. *A take-home to be answered at hor is is the case when wr ASPO (general academ ecified by the examine	presentation (maxim nd take-home exam exam is a set of que ne independently ar iting term papers, th nic and examination	um 30 minutes) and 2 essay (time to complete: maximum	3 ra- of ti do-
nutes) (5 page days, a ble to t me. Us cumen will be Langua	and wr es each pprox. hat of a ing aid ted. Se comple age of a	itten examination (appro ) or d) presentation (ma 10 to 15 pages)*, weight a written examination	bx. 90 minutes) or c) p ximum 30 minutes) ar ted 3:7. *A take-home to be answered at hor is is the case when wr ASPO (general academ ecified by the examine	presentation (maxim nd take-home exam exam is a set of que ne independently ar iting term papers, th nic and examination	um 30 minutes) and 2 essays (time to complete: maximum estions its structure compa nd in a relatively short period nese aids must be thoroughly	3 ra- of ti do-
nutes) (5 page days, a ble to t me. Us cumen will be Langua Allocat	and wr es each approx. hat of a ing aid ted. Se comple age of a	itten examination (appro ) or d) presentation (ma 10 to 15 pages)*, weight a written examination s is permitted but, just a ction 22 Subsection 11 A eted electronically as sp ssessment: German or co places	ox. 90 minutes) or c) p ximum 30 minutes) ar ted 3:7. *A take-home to be answered at hor is is the case when wr ASPO (general academ ecified by the examine other language	presentation (maxim nd take-home exam exam is a set of que ne independently ar iting term papers, th nic and examination er.	um 30 minutes) and 2 essays (time to complete: maximum estions its structure compa nd in a relatively short period nese aids must be thoroughly regulations) is in force. The e	3 ra- of ti do- exarr
nutes) (5 page days, a ble to t me. Us cumen will be Langua Allocat	and wr es each approx. hat of a ing aid ted. Se comple age of a	itten examination (appro ) or d) presentation (ma 10 to 15 pages)*, weight a written examination s is permitted but, just a ction 22 Subsection 11 A eted electronically as sp ssessment: German or co places	ox. 90 minutes) or c) p ximum 30 minutes) ar ted 3:7. *A take-home to be answered at hor is is the case when wr ASPO (general academ ecified by the examine other language	presentation (maxim nd take-home exam exam is a set of que ne independently ar iting term papers, th nic and examination er.	um 30 minutes) and 2 essays (time to complete: maximum estions its structure compa nd in a relatively short period nese aids must be thoroughly	3 ra- of ti do- exam
nutes) (5 page days, a ble to t me. Us cumen will be Langua Allocat Politica lot.	and wr es each approx. that of a ing aid ted. Se comple age of a <b>ion of p</b> al and S	itten examination (appro ) or d) presentation (ma 10 to 15 pages)*, weight a written examination s is permitted but, just a ction 22 Subsection 11 A eted electronically as sp ssessment: German or co places	ox. 90 minutes) or c) p ximum 30 minutes) ar ted 3:7. *A take-home to be answered at hor is is the case when wr ASPO (general academ ecified by the examine other language	presentation (maxim nd take-home exam exam is a set of que ne independently ar iting term papers, th nic and examination er.	um 30 minutes) and 2 essays (time to complete: maximum estions its structure compa nd in a relatively short period nese aids must be thoroughly regulations) is in force. The e	3 ra- of ti do- exam
nutes) (5 page days, a ble to t me. Us cumen will be Langua Allocat Politica lot. Additic	and wr es each approx. that of a ing aid ted. Se comple age of a <b>ion of f</b> al and S	itten examination (appro ) or d) presentation (ma. 10 to 15 pages)*, weight a written examination	ox. 90 minutes) or c) p ximum 30 minutes) ar ted 3:7. *A take-home to be answered at hor is is the case when wr ASPO (general academ ecified by the examine other language	presentation (maxim nd take-home exam exam is a set of que ne independently ar iting term papers, th nic and examination er.	um 30 minutes) and 2 essays (time to complete: maximum estions its structure compa nd in a relatively short period nese aids must be thoroughly regulations) is in force. The e	3 ra- of ti do- exarr
nutes) (5 page days, a ble to t me. Us cumen will be Langua Allocat Politica lot.	and wr es each approx. that of a ing aid ted. Se comple age of a <b>ion of f</b> al and S	itten examination (appro ) or d) presentation (ma. 10 to 15 pages)*, weight a written examination	ox. 90 minutes) or c) p ximum 30 minutes) ar ted 3:7. *A take-home to be answered at hor is is the case when wr ASPO (general academ ecified by the examine other language	presentation (maxim nd take-home exam exam is a set of que ne independently ar iting term papers, th nic and examination er.	um 30 minutes) and 2 essays (time to complete: maximum estions its structure compa nd in a relatively short period nese aids must be thoroughly regulations) is in force. The e	3 ra- of ti do- exarr
nutes) (5 page days, a ble to t me. Us cumen will be Langua Allocat Politica lot. Additic	and wr es each approx. hat of a ing aid ted. Se comple age of a <b>ion of p</b> al and S <b>onal inf</b>	itten examination (appro ) or d) presentation (ma. 10 to 15 pages)*, weight a written examination	ox. 90 minutes) or c) p ximum 30 minutes) ar ted 3:7. *A take-home to be answered at hor is is the case when wr ASPO (general academ ecified by the examine other language	presentation (maxim nd take-home exam exam is a set of que ne independently ar iting term papers, th nic and examination er.	um 30 minutes) and 2 essays (time to complete: maximum estions its structure compa nd in a relatively short period nese aids must be thoroughly regulations) is in force. The e	3 ra- of t do- exan
nutes) (5 page days, a ble to t me. Us cumen will be Langua Allocat Politica lot. Additic  Worklo 	and wr es each approx. hat of a ing aid ted. Se comple age of a <b>ion of p</b> al and S <b>onal inf</b>	itten examination (appro ) or d) presentation (ma. 10 to 15 pages)*, weight a written examination	ox. 90 minutes) or c) p ximum 30 minutes) ar ted 3:7. *A take-home to be answered at hor is is the case when wr ASPO (general academ ecified by the examine other language	presentation (maxim nd take-home exam exam is a set of que ne independently ar iting term papers, th nic and examination er.	um 30 minutes) and 2 essays (time to complete: maximum estions its structure compa nd in a relatively short period nese aids must be thoroughly regulations) is in force. The e	3 ra- of t do- exan
nutes) (5 page days, a ble to t me. Us cumen will be Langua Allocat Politica lot. Additic  Worklo  Teachin 	and wr es each approx. hat of a ing aid ted. Se comple age of a <b>ion of p</b> al and S <b>onal inf</b> <b>pad</b>	itten examination (appro ) or d) presentation (ma. 10 to 15 pages)*, weight a written examination	ox. 90 minutes) or c) p ximum 30 minutes) ar ted 3:7. *A take-home to be answered at hor is is the case when wr ASPO (general academ ecified by the examine other language : no restrictions. Econ	oresentation (maxim nd take-home exam exam is a set of que ne independently ar iting term papers, th nic and examination er.	um 30 minutes) and 2 essays (time to complete: maximum estions its structure compa nd in a relatively short period nese aids must be thoroughly regulations) is in force. The e	3 ra- of t do- exan
nutes) (5 page days, a ble to t me. Us cumen will be Langua Allocat Politica lot. Additic  Worklo  Teachin 	and wr es each approx. hat of a ing aid ted. Se comple age of a <b>ion of p</b> al and S <b>onal inf</b> <b>pad</b>	itten examination (appro ) or d) presentation (ma 10 to 15 pages)*, weight a written examination	ox. 90 minutes) or c) p ximum 30 minutes) ar ted 3:7. *A take-home to be answered at hor is is the case when wr ASPO (general academ ecified by the examine other language : no restrictions. Econ	oresentation (maxim nd take-home exam exam is a set of que ne independently ar iting term papers, th nic and examination er.	um 30 minutes) and 2 essays (time to complete: maximum estions its structure compa nd in a relatively short period nese aids must be thoroughly regulations) is in force. The e	3 ra- of t do- exan
nutes) (5 page days, a ble to t me. Us cumen will be Langua Allocat Politica lot. Additic  Worklo  Teachin 	and wr es each approx. hat of a ing aid ted. Se comple age of a <b>ion of p</b> al and S <b>onal inf</b> <b>oad</b>	itten examination (appro ) or d) presentation (ma 10 to 15 pages)*, weight a written examination	ox. 90 minutes) or c) p ximum 30 minutes) ar ted 3:7. *A take-home to be answered at hor is is the case when wr ASPO (general academ ecified by the examine other language : no restrictions. Econ	oresentation (maxim nd take-home exam exam is a set of que ne independently ar iting term papers, th nic and examination er.	um 30 minutes) and 2 essays (time to complete: maximum estions its structure compa nd in a relatively short period nese aids must be thoroughly regulations) is in force. The e	3 ra- of t do- exan
nutes) (5 page days, a ble to t me. Us cumen will be Langua Allocat Politica lot. Additic  Worklo  Teachin  Referre  Modulo	and wr es each approx. that of a ing aid: ted. Se comple age of a ion of p al and S onal inf pad ng cycl	itten examination (appro ) or d) presentation (ma 10 to 15 pages)*, weight a written examination	bx. 90 minutes) or c) p ximum 30 minutes) ar ted 3:7. *A take-home to be answered at hor is is the case when wr ASPO (general academ ecified by the examine other language : no restrictions. Econ	oresentation (maxim nd take-home exam exam is a set of que ne independently ar iting term papers, th nic and examination er.	um 30 minutes) and 2 essays (time to complete: maximum estions its structure compa nd in a relatively short period nese aids must be thoroughly regulations) is in force. The e	3 ra- of t do- exan
nutes) (5 page days, a ble to t me. Us cumen will be Langua Allocat Politica lot. Additic  Worklo  Teachin  Referre Master Master	and wr es each approx. hat of a ing aid ted. Se comple age of a ion of p al and S onal info onal info ead ed to in	itten examination (appro ) or d) presentation (ma. 10 to 15 pages)*, weight a written examination	by some services of the service o	oresentation (maxim nd take-home exam exam is a set of que ne independently ar iting term papers, th nic and examination er.	um 30 minutes) and 2 essays (time to complete: maximum estions its structure compa nd in a relatively short period nese aids must be thoroughly regulations) is in force. The e	3 ra- of t do- exan
nutes) (5 page days, a ble to t me. Us cumen will be Langua Allocat Politica lot. Additic  Worklo  Teachin  Referre Master Master Master	and wr es each approx. hat of a ing aid: ted. Se comple age of a <b>ion of p</b> al and S <b>onal inf</b> <b>onal inf</b> <b>oad</b> <b>ng cycl</b> <b>ed to in</b> <b>e appea</b> 's degru's degru	itten examination (appro ) or d) presentation (ma 10 to 15 pages)*, weight a written examination	<ul> <li>bx. 90 minutes) or c) p</li> <li>bximum 30 minutes) ar</li> <li>bximum 30 minutes) ar</li> <li>bed 3:7. *A take-home</li> <li>to be answered at hor</li> <li>is is the case when wr</li> <li>ASPO (general academ</li> <li>ecified by the examine</li> <li>bther language</li> <li>: no restrictions. Econ</li> <li>ulations for teaching-o</li> <li>(2011)</li> <li>(2010)</li> <li>(2014)</li> </ul>	oresentation (maxim nd take-home exam exam is a set of que ne independently ar iting term papers, th nic and examination er.	um 30 minutes) and 2 essays (time to complete: maximum estions its structure compa nd in a relatively short period nese aids must be thoroughly regulations) is in force. The e	3 ra- of t do- exan
nutes) (5 page days, a ble to t me. Us cumen will be Langua Allocat Politica lot. Additic  Worklo  Teachin  Referre Master Master Master	and wr es each approx. hat of a ing aid: ted. Se comple age of a <b>ion of p</b> al and S <b>onal inf</b> <b>onal inf</b> <b>oad</b> <b>ng cycl</b> <b>ed to in</b> <b>e appea</b> 's degru's degru	itten examination (appro ) or d) presentation (ma. 10 to 15 pages)*, weight a written examination	<ul> <li>bx. 90 minutes) or c) p</li> <li>bximum 30 minutes) ar</li> <li>bximum 30 minutes) ar</li> <li>bed 3:7. *A take-home</li> <li>to be answered at hor</li> <li>is is the case when wr</li> <li>ASPO (general academ</li> <li>ecified by the examine</li> <li>bther language</li> <li>: no restrictions. Econ</li> <li>ulations for teaching-o</li> <li>(2011)</li> <li>(2010)</li> <li>(2014)</li> </ul>	oresentation (maxim nd take-home exam exam is a set of que ne independently ar iting term papers, th nic and examination er.	um 30 minutes) and 2 essays (time to complete: maximum estions its structure compa nd in a relatively short period nese aids must be thoroughly regulations) is in force. The e	3 ra- of t do- exan
nutes) (5 page days, a ble to t me. Us cumen will be Langua Allocat Politica lot. Additic  Worklo  Teachin  Referre Master Master Master Master	and wr es each approx. hat of a ing aid ted. Se comple age of a ion of p al and S onal info pal and S onal info ad ed to in 's degru 's degru 's degru	itten examination (appro ) or d) presentation (ma 10 to 15 pages)*, weight a written examination	by some services of the service o	oresentation (maxim nd take-home exam exam is a set of que ne independently ar iting term papers, th nic and examination er.	um 30 minutes) and 2 essays (time to complete: maximum estions its structure compa nd in a relatively short period nese aids must be thoroughly regulations) is in force. The e laces. Places will be allocate	3 ra- oft do- exan

Module	e title				Abbreviation	
	Psychology 1				o6-MK-MedPsy1-102-mo1	
Module coordinator				Module offered by		
holder of the Chair of Media Psychology			y	Institute of Human	Computer Media	
			Only after succ. com	pl. of module(s)		
12	numerical gi	rade				
Duration Module level Other prerequ			Other prerequisites			
1 seme	ster under	rgraduate				
Conten	ts					
gy deve fundam as its th a) the s b) rese c) meth	elops theories nental knowle neories, findin subject itself, arch fields an	s and tests these in edge about the sub ngs, and methods. theories, and findi d current problems a psychology.	empirical studies. T	his introductory mod logy (e.g. traditional on the introduction logy	ng with media. Media psycholo- lule aims to equip students with l media and mass media) as well to	
			al concents and math	ods of media neuch	ology. They should have a basic	
knowle logical	dge of the su perspective a	bject-specific ques as well as the releva	tions and should une	derstand the relevan the field of the socia	ce and importance of a psycho- l sciences. Thus, a basis is provi- oriented) media skills.	
Course	<b>s</b> (type, numb	per of weekly conta	ct hours, language —	· if other than Germa	n)	
compo • o b	nent. 6-MK-MedPs le)	y1-1-102: V + V (no i	nformation on SWS (	weekly contact hour	sted separately for each module s) and course language availa- nd course language available)	
			nguage — if other tha an be chosen to earn		tion offered — if not every seme-	
low. Un		therwise, successf			e components as specified be- successful completion of all indi-	
		ule component o6- od of grading: nume	MK-MedPsy1-1-102:	Media Psychology 1	Media Psychology 1	
• a m	) written exar 1inutes)		20 minutes) or b) or	al examination of or	e candidate each (approx. 30	
			MK-MedPsy1-2-102:	Basic concepts		
• 4 • a	ECTS, Metho ) presentatio	od of grading: (not)	successfully complet	ted	) or b) term paper (approx. 20	
	ages)	ssessment: Germa	n Englich			
			n, Engusii			
Allocat	ion of places					
Additio	nal informati	on				
Worklo	ad					

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### Teaching cycle

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

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#### Module appears in

Bachelor' degree (1 major) Media Communication (2012) Bachelor' degree (1 major) Media Communication (2010) Master's degree (1 major) Economics (2014)

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Module t	title			Abbreviation	
Strategic	c Communication			06-MK-SC-132-m01	
Module o	coordinator		Module offered by		
holder of the Professorship of Media and Business Com- munication			Institute of Human	Computer Media	
	Method of grading	ing Only after succ. compl. of module(s)			
5 r	numerical grade				
Duration		Other prerequisites			
1 semest	er graduate				
Contents	5				
suitable		on strategies. Studen		f brands and the development of n use strategic communication to	
Intended	l learning outcomes				
				their own brand positioning pro- the field of brand communicati-	
Courses	(type, number of weekly conta	act hours, language –	- if other than Germa	n)	
S (no info	ormation on SWS (weekly con	tact hours) and cours	e language available	2)	
	<b>of assessment</b> (type, scope, la rmation on whether module o			tion offered — if not every seme-	
or c) pres e) portfo		ith written elaboratio regular completion of	n (10 to 15 pages) or	date each (approx. 30 minutes) d) term paper (15 to 20 pages) or prox. 60 hours)	
	on of places	-			
Addition	al information				
Workloa	d				
Teaching	z cycle				
	5 6 9 6 10				
Referred	to in LPO I (examination regi	lations for teaching.	legree programmes)		
Module	appears in				
	degree (1 major) Media Comr	nunication (2014)			
	degree (1 major) Media Comr	-			
	degree (1 major) Economics (				
	<u> </u>	Ч			

Master's with 1 major Economics (2	014	)	
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Module	Module title Abbreviation						
Business, Market and Media					o6-MK-WMM-WJ-Ex-142-mo1		
Module	coord	inator		Module offered by			
holder of the Professorship of Media and munication			nd Business Com-	Institute of Human	Computer Media		
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	undergraduate					
Conten	ts						
marketi	ing, ad		tions. It further provi	des an introduction t	evelopment of media markets, to central topics of work and or- agnosis).		
Intende	ed learı	ning outcomes					
when s	trategio	cally communicating on b	oehalf of/in the name	of media organisati	en planning media offers and ons. They should have a basic l communication of organisati-		
Course	<b>s</b> (type	, number of weekly conta	ct hours, language —	- if other than Germa	n)		
V (no in	Iformat	ion on SWS (weekly cont	act hours) and cours	e language available	2)		
		s <b>essment</b> (type, scope, la on on whether module ca			tion offered — if not every seme-		
		nation (approx. 50 minute ssessment: German, Eng					
Allocati	ion of p	olaces					
Additio	nal inf	ormation					
Worklo	ad						
Teachir	Teaching cycle						
	<u> </u>						
Referre	d to in	LPOI (examination regu	lations for teaching-o	legree programmes)			
Module	appea	irs in					
Master'	s degr	ee (1 major) Economics (2	2014)				

Module	e title				Abbreviation
Econor	nic and	Urban Geography: Globa	al Trade		09-HG-Exp-Wirtsch-
					geo-WH1-102-m01
Module	e coord	inator		Module offered by	
holder	of the F	Professorship of Economi	c Geography	Institute of Geogra	phy and Geology
ECTS	Metho	od of grading	Only after succ. con		
5		rical grade			
Duratio	on	Module level	Other prerequisites		
1 seme	ster	graduate			
Conten	its				
most ir	nportar ntents o	nt world trade flows will b	e analysed and theo	retical approaches o	n particular of global trade. The hecked and developed further. ussed with students in detail,
Intend	ed learı	ning outcomes			
(e.g. W of the ទួ	TO, UN global t	CTAD, EU). Critical analys rade as well as concernir	is of selected theore og the global trade ar	tical topics like the l nd fight against pove	•
		, number of weekly conta			
		ion on SWS (weekly cont			
		s <b>essment</b> (type, scope, la on on whether module ca			ition offered — if not every seme-
		nation (approx. 60 minut ssessment: German, Eng			
Allocat	ion of p	olaces			
Additio	onal inf	ormation			
Worklo	ad				
Teachi	ng cycl	9			
Referre	ed to in	LPOI (examination regu	lations for teaching-	legree programmes)	
Module	e appea	irs in			
Master Master Master Master	f's degro f's degro f's degro f's degro	ee (1 major) Economics (2 ee (1 major) Economics (2 ee (1 major) Economics (2 ee (1 major) Economics (2 ee (1 major) Political and ee (1 major) Political and	2010) 2014) 2013) Social Sciences (201	-	

Module title Abbreviation						
Adaption and Continuous System Engineering 12-ACSE-141-mo1					12-ACSE-141-m01	
Module	e coordi	inator		Module offered by		
holder o Informa		Chair of Business Manage vstems	ement and Business	Faculty of Business	Management and Economics	
ECTS	Metho	od of grading	Only after succ. com	pl. of module(s)		
5		rical grade		• • • •		
Duratio	n	Module level	Other prerequisites			
1 seme	ster	graduate				
Conten	ts					
forces of (Contin dule dis ple of tl amples ticipant gain pra Conten - Funda - Cloud	compar uous S scusse: he myS . <b>Busin</b> ts gain actical t: mental busine	nies to adapt their standa ystem Engineering), this is both the systematic imp AP Business Suite and th <b>ess Apps:</b> The course con an insight into the archit experience working with as of cloud computing as solutions	ard business software process of change ca plementation of adap the concept of Continu mbines theory and pr ecture of the ByDesig the corresponding so	e solutions. With the an be supported effe otation steps (so-call uous System Enginee ractice in the area of an platform and are p	d IT-oriented developments help of dynamic adaptation ctively and efficiently. This mo- led customising) using the exam- ering using various practical ex- cloud computing and ERP. Par- presented with an opportunity to t kit.	
- Platfor - Basics - Hands	rm ada 5 of sof 5-on SD	of the SAP Business ByDe ption and extensibility tware development in SA K: independently design	P Cloud Applications			
· · · · · ·		ning outcomes				
special of busin ledge w in cloud SAP Bu	Business Suite: Students learn about the various ways of adapting a standard business software solution to the special requirements of a company. They also develop a fundamental understanding of the dynamic adaptation of business software libraries. Based on selected examples from the SAP Business Suite that the acquired know-ledge will be deepened by using case studies. Business Apps: The course imparts knowledge and delivers skills in cloud computing for businesses, ERP systems architecture and software development at the example of the SAP Business ByDesign platform. The independent planning, implementation and documentation of a business app trains important core competencies of technology-oriented Business Informatics.					
Course	<b>s</b> (type,	number of weekly conta	ct hours, language –	· if other than Germa	n)	
• 1	2-ACSE	as 2 components; inform -1-141: V + Ü (no informat -2-141: V + Ü (no informa	tion on language and	number of weekly c	ontact hours available)	
		<b>essment</b> (type, scope, la on on whether module ca			tion offered — if not every seme-	
	This module has the following 2 assessment components. To pass the module as a whole students must pass one of the two assessment components.					
Busines 5 • a) p o th L	ss Suite ECTS c ) writte le/sing ral exan nree, ap anguag	e redits, method of grading n examination (approx. 6 le choice questions (app mination (one candidate	g: numerical grade o minutes) or b) writt rox. 60 minutes) or c) approx. 10 bis 15 min ntirely or partly comp	en examination coni ) schriftliche Ausarbe utes, groups of two,	ntinuous System Engineering - sting entirely or partly of multi- eitung (approx. 20 pages) or d) approx. 20 minutes, groups of nination (approx. 60 minutes).	

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Assessment component to module component 12-ACSE-2-141: Adaption and Continuous System Engineering -Business Apps

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

#### **Allocation of places**

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

- 12-ACSE-2-141: Number of places: 10. Should the number of applications exceed the number of available places, places will be allocated in a standardised procedure among all applicants irrespective of their subjects according to the following quotas: Quota 1 (50% of places): total number of ECTS credits already achieved in the respective degree subject; among applicants with the same number of ECTS credits achieved, places will be allocated by lot. Quota 2 (25% of places): number of subject semesters of the respective applicant; among applicants with the same number of subject semesters, places will be allocated by lot. Quota 3 (25% of places): allocation by lot. In this procedure, applicants who already have successfully completed at least one module component of the respective module will be given preferential consideration. Places on all courses of the module component with a restricted number of places will be allocated as they become available.
- 12-ACSE-1-141: Number of places: 20, thereof 15 places für Master's students of Business Information Systems. (1) Should the number of applications exceed the number of available places, places will be allocated in a standardised procedure among all applicants irrespective of their subjects according to the following quotas: Quota 1 (50% of places): total number of ECTS credits already achieved in the respective degree subject; among applicants with the same number of ECTS credits achieved, places will be allocated by lot. Quota 2 (25% of places): number of subject semesters of the respective applicant; among applicants with the same number of subject semesters of the respective applicant; among applicants with the same number of subject semesters, places will be allocated by lot. Quota 3 (25% of places): allocation by lot. In this procedure, applicants who already have successfully completed at least one module component of the respective module will be given preferential consideration. (2) Places on all courses of the module component with a restricted number of places will be allocated in the same procedure. (3) A waiting list will be maintained and places re-allocated as they become available.

#### Additional information

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Workload

Teaching cycle

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

### Module appears in

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

Master's with a	major Economics	5 (2014)
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Module title			Abbreviation		
Adaptive Business Platforms 2			12-AGP2-141-m01		
Module coordinator				Module offered by	
holder	of the (	Chair of Business Manage	ement and Business	Faculty of Business	Management and Economics
Informa	tion Sy	ystems			
ECTS		od of grading	Only after succ. com	pl. of module(s)	
5		rical grade			
Duratio		Module level	Other prerequisites		
1 semes		graduate			
Conten					
					raditional industrial enterprises
					conomies. New ICT technologies contribute to the success of the-
					iterprises. But we are still at the
					ome more adaptable to support
		ess models and allow diff			
					al transformation of the software
		a service industry is the m	lost prominent of the	se case.	
		ning outcomes			
					that services businesses in are processes applied in the ma-
					oday to deliver smart solutions
					have no evidence that a general
standar	rd can	be found applicable to m	ost subsectors simila		tion achieved for the manufactu-
		s after twenty years of res			
· · · · · ·	<b>Courses</b> (type, number of weekly contact hours, language — if other than German)				
		ion on SWS (weekly cont			
		<b>cessment</b> (type, scope, la on on whether module ca			tion offered — if not every seme-
a) written examination (approx. 60 minutes) or b) written examination consisting entirely or partly of multi-					
ple/single choice questions (approx. 60 minutes) or c) entirely or partly computerised written examination (ap-					
prox. 60 minutes)					
Language of assessment: German, English creditable for bonus					
Allocation of places					
Number of places: 30. Should the number of applications exceed the number of available places, places will be					
allocated in a standardised procedure among all applicants irrespective of their subjects according to the fol-					
lowing quotas: Quota 1 (50% of places): total number of ECTS credits already achieved in the respective degree subject; among applicants with the same number of ECTS credits achieved, places will be allocated by lot. Quo-					
ta 2 (25% of places): number of subject semesters of the respective applicant; among applicants with the same					
number of subject semesters, places will be allocated by lot. Quota 3 (25% of places): allocation by lot. In this					
procedure, applicants who already have successfully completed at least one module component of the respecti-					
	ve module will be given preferential consideration. Places on all courses of the module component with a restric- ted number of places will be allocated in the same procedure. A waiting list will be maintained and places re-al-				
located as they become available.					
Additional information					
Workload					
Workload					

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Master's with	ı major	Economics	(2014)
Master's with a	1 major	Economics	(2014)

### Teaching cycle

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

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#### Module appears in

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

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Modul	Module title Abbreviation				
Aspects of Business Information Systems 1			ems 1		12-AWI1-141-m01
Module coordinator				Module offered by	
holder	of the	Chair of Business Manage	ement and Business	Faculty of Business	Management and Economics
	ation S				
ECTS		od of grading	Only after succ. con	npl. of module(s)	
5		numerical grade			
Durati		Module level graduate	Other prerequisites		
Conte					
	-	a dummy module, e. g. fo	 or courses in the area	of business inform	atics taken abroad
		ning outcomes			
			dual module which	has been taken to tr	ansfer these credits to the Univer-
	Wuerzt		dual module, which		
Course	<b>es</b> (type	, number of weekly conta	ct hours, language –	- if other than Germa	an)
S (no i	nforma	tion on SWS (weekly cont	act hours) and cours	e language available	e)
		s <b>essment</b> (type, scope, la ion on whether module ca			tion offered — if not every seme-
<ul> <li>d) oral examination (one candidate each: approx. 10 to 15 minutes; groups of 2: approx. 20 minutes; groups of 3: approx. 30 minutes) or</li> <li>e) entirely or partly computerised written examination (approx. 60 minutes)</li> <li>Language of assessment: German, English</li> <li>Assessment offered: in the semester in which the course is offered and in the subsequent semester creditable for bonus</li> </ul>					
Alloca	tion of	places			
Additi	onal inf	ormation			
Workle	oad				
Teaching cycle					
Referred to in LPO I (examination regulations for teaching-degree programmes)					
	e appea				
Master's degree (1 major) Business Information Systems (2014) Master's degree (1 major) Business Management (2014) Master's degree (1 major) Economics (2014)					

Modu	le title				Abbreviation		
Aspec	ts of Bu	siness Information Sy	stems 2		12-AWI2-141-m01		
Modu	le coord	linator		Module offered by	<u> </u>		
	holder of the Chair of Business Management and Business Information Systems			Faculty of Business	Management and Economics		
			Only after succ. con	npl. of module(s)			
5	nume	rical grade					
Duration Module level Othe			Other prerequisites				
1 sem	ester	graduate					
Conte	ents						
This c	ourse is	a dummy module, e. g	g. for courses in the area	a of business informa	atics taken abroad.		
Intend	ded lear	ning outcomes					
	ompeter f Wuerzt		dividual module, which	has been taken to tra	ansfer these credits to the Univer		
Cours	es (type	, number of weekly co	ntact hours, language –	- if other than Germa	in)		
S (no	informa	tion on SWS (weekly c	ontact hours) and cours	e language available	e)		
ster, i a) writ ple/si (appro 2: app (appro Langu	nformat tten exa ingle cho ox. 20 p orox. 20 ox. 60 m lage of a	ion on whether module mination (approx. 60 r oice questions (approx ages), weighted 1:2 or minutes; groups of 3: ninutes) assessment: German, E	e can be chosen to earn ninutes) or b) written ex x. 60 minutes) or c) pres d) oral examination (on approx. 30 minutes) or	a bonus) amination consistin entation (15 to 20 m e candidate each: ap	tion offered — if not every seme- g entirely or partly of multi- inutes) with written elaboration oprox. 10 to 15 minutes; groups o omputerised written examinatior		
	able for ation of						
		places					
Additi	ional inf	ormation					
Workl	load						
Tooch	ing cycl						
	ing cycl						
Dofor							
Neiell	Referred to in LPO I (examination regulations for teaching-degree programmes)						
 Mada	1						
	••						
N A	Aodule appears in         Master's degree (1 major) Business Information Systems (2014)         Master's degree (1 major) Business Management (2014)						

Master's with 1 major Economics (2	014	)	
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Module title					Abbreviation		
Analyt	ical Info	ormation Systems			12-Bl-141-m01		
Modul	e coord	inator		Module offered by			
holder	of the (	Chair of Information Sy	stems Engineering	Faculty of Business	Faculty of Business Management and Economics		
ECTS		od of grading	Only after succ. cor	npl. of module(s)			
5	nume	rical grade					
Durati	on	Module level	Other prerequisites	5			
1 seme	ester	graduate					
Conter	nts						
cus is a prere	on indiv equisite	ovides an overview of t vidual quantitative met for participation in this	hods of data analysis.				
Intend	ed learı	ning outcomes					
(i) Data (ii) Ope	a Wareh erationa	rovides students with k ousing & OLAP Il application areas and , number of weekly cor	d methods of data ana	•	n)		
		mation on SWS (weekl					
		· · ·	·				
		essment (type, scope, on on whether module			ition offered — if not	t every seme-	
minute written Langua	es; grou 1 examii	vice questions (approx. ps of 2: approx. 20 mir nation (approx. 60 min ssessment: German, E	nutes; groups of 3: app utes)				
	tion of p						
Numbe allocat lowing subjec ta 2 (2 numbe proced ve mod ted nu	er of pla ted in a quotas t; amon 5% of p er of sub lure, ap dule wil mber of	ces: 30. Should the nu standardised procedu : Quota 1 (50% of place g applicants with the s laces): number of subj pject semesters, places plicants who already h l be given preferential places will be allocate y become available.	re among all applicants es): total number of EC same number of ECTS of ect semesters of the re will be allocated by lo ave successfully comp consideration. Places of	s irrespective of their TS credits already ac credits achieved, plac spective applicant; a ot. Quota 3 (25% of pl leted at least one mo on all courses of the p	subjects according hieved in the respe- ces will be allocated among applicants w laces): allocation by odule component of module component	to the fol- ctive degree l by lot. Quo- ith the same l lot. In this the respecti- with a restric-	
Additio	onal inf	ormation					
Worklo	oad						
Teaching cycle							
<b>Referred to in LPO I</b> (examination regulations for teaching-degree programmes)							
Modul	e appea	in in					
		ee (1 major) Business I	nformation Systems (2	014)			
Master's w	vith 1 majoı	Economics (2014)		urg • generated 26-Aug-2024		page 38 / 233	
			reg. data reco	ord Master (120 ECTS) Econom	itts - 2014		



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

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	reg. data record Master (120 ECTS) Economics - 2014	1

Module					Abbreviation
Adaptiv	ve Busi	iness Platforms 1			12-BSA-141-m01
Module	coord	inator		Module offered by	<u> </u>
		Chair of Business Manag	gement and Business		Management and Economics
		ystems		i acatly of Busiliess	
ECTS Method of grading			Only after succ. com	pl. of module(s)	
5 numerical grade					
Duration Module level Other prerequisites					
1 seme	ster	graduate			
Conten	ts				
nologie product 1. be se 2. be of 3. addro 4. allow 5. be su	es such t platfo ervices ffered a ess ne v for a l upplem	as cloud computing, bi orms to software. They w based as a service in the cloud w classes of users and t high degree of business nented by a broad offer o	g data and mobility. Th ill ypes of business espe adaptability and exten of partner add-ons sup	nese business servio cially in the service nsibility. porting accelerated	innovation.
		ning outcomes	s will play a key role in	the digital transform	nation of the software industry.
				hu DIC in the least re	years. Understand the limitati-
ons of t sess th	these s e busiı	systems in spite of the d ness potential of new IC	igital transformation o technologies. Underst	f the software indus and the business de	try ahead. Be able to critically as emand for change. Understand usiness change management.
Course	<b>s</b> (type	, number of weekly cont	act hours, language —	- if other than Germa	ın)
V (no in	format	tion on SWS (weekly cor	ntact hours) and cours	e language available	e)
		sessment (type, scope, ion on whether module			tion offered — if not every seme
ple/sin prox. 60	gle cho o minu ge of a	bice questions (approx. ites) issessment: German, En	60 minutes) or c) entir		g entirely or partly of multi- erised written examination (ap-
Allocati	ion of ۱	places			
allocate lowing subject ta 2 (25 number procedu ve mod ted nun	ed in a quotas ; amor 5% of p r of sul ure, ap ule wil nber of	standardised procedure c: Quota 1 (50% of place ng applicants with the sa laces): number of subject opject semesters, places oplicants who already ha l be given preferential c	e among all applicants s): total number of ECT ame number of ECTS c ct semesters of the res will be allocated by lo we successfully compl onsideration. Places o	irrespective of their IS credits already ac redits achieved, plac spective applicant; a t. Quota 3 (25% of p leted at least one mo n all courses of the	available places, places will be subjects according to the fol- hieved in the respective degree ces will be allocated by lot. Quo- among applicants with the same laces): allocation by lot. In this odule component of the respecti module component with a restri- be maintained and places re-al-
Additio	nal inf	ormation			
Worklo	ad				

# Teaching cycle

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

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### Module appears in

Master's with 1 major Economics (2014)	JMU Würzburg • generated 26-Aug-2024 • exam.	page 41 / 233
	reg. data record Master (120 ECTS) Economics - 2014	

	Module title Abbreviation					
Busine	ess Proc	esses Organisation, Bus	iness Software and F	Process Industries	12-GLP-141-m01	
Modul	e coord	inator		Module offered by	·	
holder of the Chair of Business Management and Busines Information Systems			ement and Business	Faculty of Business	Management and Economics	
ECTS	Metho	od of grading	Only after succ. con	pl. of module(s)		
5	nume	rical grade				
Durati	on	Module level	Other prerequisites			
1 semester graduate						
Conter	nts					
ger be en use solutio	manage d for a l ons. This	ed without using such ER ong time, but business p	P systems. In financi processes e. g. for log	al departments of co istical tasks have so	ocesses in companies can no lon- ompanies, such systems have be- o far not been supported by ERP at constraints and what depen-	
Intend	ed learr	ning outcomes				
<ul> <li>After completing this module, students should be able to</li> <li>(i) know about actual business processes in companies;</li> <li>(ii) understand selected problems in the organization and design of logistical business processes and work out solutions;</li> <li>(iii) know and design basic data structures and data flows of an ERP system;</li> <li>(iv) map businesss processes within an ERP system;</li> <li>(v) consider the specifics of a certain industry (e. g. the process industry) when organizing business processes;</li> </ul>						
	-	ore business processes v , number of weekly conta			an)	
		mation on SWS (weekly				
	-	· ·			ition offered — if not every seme-	
		on on whether module ca			alon oncica – in not every senie	
ple/sir prox. 6	ngle cho So minu	oice questions (approx. 6	o minutes) or c) entir		g entirely or partly of multi- erised written examination (ap-	
Allocat	tion of p	olaces				
Number of places: 20. Should the number of applications exceed the number of available places, 15 places will be set aside for Master's students of Business Information Systems. (1) Should the number of applications exceed the number of available places, places will be allocated in a standardised procedure among all applicants irrespective of their subjects according to the following quotas: Quota 1 (50% of places): total number of ECTS credits already achieved in the respective degree subject; among applicants with the same number of ECTS credits achieved, places will be allocated by lot. Quota 2 (25% of places): number of subject semesters of the respective applicants with the same number of subject semesters, places will be allocated by lot. Quota 3 (25% of places): allocation by lot. In this procedure, applicants who already have successfully completed at least one module component of the respective module will be given preferential consideration. (2) Places on all courses of the module component with a restricted number of places will be allocated in the same procedure. (3) A waiting list will be maintained and places re-allocated as they become available.						
		ormation				
	shat mit					
Worklo						
WUIKU	Jau					

# Teaching cycle

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

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### Module appears in

Master's with 1 major Economics (2014)	JMU Würzburg • generated 26-Aug-2024 • exam.	page 43 / 233
	reg. data record Master (120 ECTS) Economics - 2014	

Busines	e title				Abbreviation	
	ss Soft	ware 1: IS-based Enter	prise Management		12-GPU-141-m01	
Module	e coord	inator		Module offered by		
		Chair of Business Mana	gement and Business		Management and Economics	
Informa			Sement and Business		management and Leonomies	
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						
Conten	ts					
ByDesi Outline	odule p gn) in c of syll	depth. abus:			nformation system (SAP Busine	
2. Work	king wi	nformation systems: in th standard business s in integrated informatio	oftware	·	ecture rganisation, presentation skills	
groups, softwar If you w	ture wi , the er re, dea /ould li	nterprise resource plan ling with a wide variety	ning system operated b of business processes ourse, please submit a	by the Chair in its ER n application to the d	in opportunity to access, in sma P laboratory and to work with th consultants (cover letter, CV, ce	
Intende	ed lear	ning outcomes				
(i) unde (ii) und	erstand erstand cute b	ing the course "Busines I an ERP system in its d d the interaction of bus usiness tasks and proc	epth; iness processes;		er participation in the practice	
Course	<b>s</b> (type	, number of weekly con	tact hours, language –	- if other than Germa	ın)	
V + Ü (r	no infoi	rmation on SWS (weekl	y contact hours) and co	ourse language avail	abla	
		accmont (tuna ccono		00	able)	
	formati	ion on whether module		an German, examina	ition offered — if not every sem	
ster, inf a) writte ple/sin minutes written	en exal gle cho s; grou exami ge of a	ion on whether module mination (approx. 60 m bice questions (approx. ps of 2: approx. 20 min nation (approx. 60 min ssessment: German, E	can be chosen to earn inutes) or b) written ex 60 minutes) or c) oral nutes; groups of 3: app utes)	an German, examina a bonus) camination consistin examination (one ca		
ster, inf a) writte ple/sin minutes written Langua	en exa gle cho s; grou exami ge of a ble for	ion on whether module mination (approx. 60 m bice questions (approx. ps of 2: approx. 20 mir nation (approx. 60 min ssessment: German, E bonus	can be chosen to earn inutes) or b) written ex 60 minutes) or c) oral nutes; groups of 3: app utes)	an German, examina a bonus) camination consistin examination (one ca	ition offered — if not every sem g entirely or partly of multi- indidate each: approx. 10 to 15	
ster, inf a) writte ple/sin minutes written Langua credital Allocati Numbe student availab located ng quot ject; an (25% of ber of s	en exa gle cho s; grou examin ge of a ble for ion of J r of pla ts of Bu le plac l in a st tas: Qu nong a f place subject	ion on whether module mination (approx. 60 m bice questions (approx. ps of 2: approx. 20 min nation (approx. 60 min ssessment: German, E bonus places aces: 20, thereof 15 places usiness Management w tes. (1) Should the num tandardised procedure tota 1 (50% of places): pplicants with the sam s): number of subject s semesters, places will	can be chosen to earn inutes) or b) written ex 60 minutes) or c) oral nutes; groups of 3: appl utes) nglish ces for Master's studen ith specialization BIS, ber of applications exc among all applicants in total number of ECTS credi emesters of the respect be allocated by lot. Qu	an German, examina a bonus) amination consistin examination (one ca rox. 30 minutes) or c its of Business Inform if the number of app eed the number of a prespective of their s redits already achiev ts achieved, places tive applicant; amor ota 3 (25% of places	ition offered — if not every sem g entirely or partly of multi- indidate each: approx. 10 to 15	

#### Julius-Maximilians-UNIVERSITÄT WÜRZBURG

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

# Additional information

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Workload

# Teaching cycle

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

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Module appears in Master's degree (1 major) Business Information Systems (2014) Master's degree (1 major) Business Management (2014)

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

Master's with 1 major Economics (2014)	JMU Würzburg • generated 26-Aug-2024 • exam.	page 45 / 233
	reg. data record Master (120 ECTS) Economics - 2014	

Module					Abbreviation
Work a	nd Info	rmation			12-ITA-141-m01
Module	e coord	inator		Module offered by	<u> </u>
holder	of the (	Chair of Business Manag	ement and Business	Faculty of Business	Management and Economics
Information Systems			r		
ECTS	1	od of grading	Only after succ. con	compl. of module(s)	
5 numerical grade					
Duration         Module level         Other prerequisites           1 semester         graduate					
Contents					
impact	on org	anisational and process			ess information processing and i
		ning outcomes			es can be interpreted and clas-
vestme cies, w	ent, and hich co	l a company's strategy, tl	ne students will get to on processing into ac	o know all the releva count as the so call	o human resources planning, in int concepts and interdependen ed "fourth" factor of production. an)
		mation on SWS (weekly			
		· · · · ·			ation offered — if not every seme
		on on whether module c			alon oncrea in not every serie
ple/sin minute written	igle cho s; grou exami	oice questions (approx. 6	o minutes) or c) oral tes; groups of 3: app es)	examination (one ca	g entirely or partly of multi- andidate each: approx. 15 to 20 d) entirely or partly computerised
Allocat	ion of <sub>l</sub>	olaces			
Additio	onal inf	ormation			
Worklo	ad				
Teachi	ng cycl	e			
Referre	ed to in	LPOI (examination regu	lations for teaching-o	legree programmes)	
Module					
		ee (1 major) Business Inf		014)	
	-	ee (1 major) Business Ma ee (1 major) Economics (:			
master	3 uegi		2014)		

Module title Abbreviation						
Informa	ation P	rocessing within Organ	izations		12-IV-141-m01	
Module	e coord	inator		Module offered by		
holder Informa		Chair of Business Manag ystems	gement and Business	Faculty of Business Management and Economics		
ECTS	r	od of grading	Only after succ. con	pl. of module(s)		
5		rical grade		• • • • •		
Duratio	on	Module level	Other prerequisites			
1 seme	ster	graduate				
Conten	Contents					
This co manag Outline 1. What 2. Softv 3. As-is 4. To-b 5. Obje 6. Char 7. Offic Intende (i) unde (ii) asse ments, (iii) sel (with p	Contents Contents Content: This course provides students with an in-depth overview of the structure and the application areas of business management information systems in enterprises and public institutions. Outline of syllabus: 1. What is software: concepts, categories, application 2. Software life cycle: duration, phases, steps 3. As-is analysis: tasks, problems 4. To-be concept: system design, data design, dialog design, function design 5. Object orientation: paradigm shift 6. Change management: meaning, methodologies, project management 7. Office automation: tasks, areas of application Intended learning outcomes After completing the course "Integrated Information Processing", students will be able to (i) understand the importance of integration in enterprises, especially in information systems; (ii) assess the progress of development of a software project, estimate cycle costs, know and consider requirements, which brings a software implementation with; (iii) select the correct procedures or practices in an as-is analysis and target conception and practically apply					
thods f	or spec	d the importance of cha ific applications.				ropriate me-
Course	<b>s</b> (type	, number of weekly cont	act hours, language –	- if other than Germa	n)	
V + Ü (r	no infoi	mation on SWS (weekly	contact hours) and co	ourse language avail	able)	
		<b>essment</b> (type, scope, l on on whether module			tion offered — if not	every seme-
ple/sin prox. 6	a) written examination (approx. 60 minutes) or b) written examination consisting entirely or partly of multi- ple/single choice questions (approx. 60 minutes) or c) entirely or partly computerised written examination (ap- prox. 60 minutes) Language of assessment: German, English					
Allocat	ion of p	olaces				
Additio	nal inf	ormation				
Worklo	Workload					
WORKIU	WUIKUdu					
Tooch		0				
Teachi	ing Cycl	e				
Referre	ed to in	LPOI (examination reg	ulations for teaching-o	legree programmes)		
 Master's w	ith 1 majo	r Economics (2014)		rg • generated 26-Aug-2024 « rd Master (120 ECTS) Econom		page 47 / 233

# Module appears in

Master's with 1 major Economics (2014)	JMU Würzburg ● generated 26-Aug-2024 ● exam.	page 48 / 233
	reg. data record Master (120 ECTS) Economics - 2014	

Module title				Abbreviation
Advanced Se	minar: Logistics			12-LogSem-141-m01
Module coor	dinator		Module offered by	
	Chair of Logistics and Qu	antitative Methods	<b>·</b>	Management and Economics
	od of grading	Only after succ. com		
	erical grade		1	
Duration	Module level	Other prerequisites		
1 semester	graduate			
Contents				
	ar, students will learn, on planning methods to optir			ve successfully implemented ly chain management.
Intended lea	rning outcomes			
problems; (ii) understa (iii) recogniz	nd, evaluate and scrutinize e, describe and asses the	e critically the results limitations of formal	of such models; models in a practica	
	e, number of weekly conta			•
	ation on SWS (weekly cont			
	<b>ssessment</b> (type, scope, la tion on whether module c			tion offered — if not every seme-
	approx. 20 to 25 pages) ar assessment: German, Eng		ox. 20 minutes), wei	ghted 2:1
Allocation of	places			
allocated as stics and Qu ber of succes achieved in a Managemen	follows: (1) Students who antitative Methods will be ssfully completed modules nandatory courses of the f c) or Value Chain Manager	already have success given preferential co s, places will be alloc focus Logistik und Su nent or another speci	sfully completed counsideration. Among ated according to the pply Chain Managen alisation the applica	available places, places will be rses offered by the Chair of Logi- applicants with the same num- e total number of ECTS credits nent (Logistics and Supply Chain int has selected which includes IS credits, places will be alloca-
Additional in	formation			
Workload				
Teaching cy	le			
Referred to i	n LPO I (examination regu	lations for teaching-c	legree programmes)	
Module appe	ars in			
-	ree (1 major) Business Ma	- ,		
Master's deg	ree (1 major) Economics (2	2014)		

Module t				Abbreviation
Work Ord	er Planning for Automated Ma	anufacturing		12-M-AGAF-141-m01
Module c	oordinator		Module offered by	
holder of	the Chair of Business Manage	ement and Business		Management and Economics
Informati	on Systems			-
I	lethod of grading	Only after succ. con	pl. of module(s)	
	umerical grade			
Duration	Module level er graduate	Other prerequisites		
Contents				
in terms o ply netwo stomer or	of business application areas, ork) and connection of legal ta	their temporal overlasks (eGovernment). I 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
Intended	learning outcomes			
Business		conceptual as well a	is practical insight ir	l as the orientation of the Chair o nto the challenges of this in the
Courses (	type, number of weekly conta	ct hours, language –	- if other than Germa	an)
V + Ü (no	information on SWS (weekly o	contact hours) and co	ourse language avail	able)
	<b>f assessment</b> (type, scope, la mation on whether module ca			tion offered — if not every seme
ple/singl prox. 60 I		o minutes) or c) entir		g entirely or partly of multi- erised written examination (ap-
Allocatio	n of places			
Additiona	al information			
Workload				
Teaching	cycle			
Referred	to in LPO I (examination regu	lations for teaching-o	degree programmes)	
Module a	ppears in			
	degree (1 major) Business Info	-	014)	
	degree (1 major) Business Ma	- ,		
masters	degree (1 major) Economics (2	2014)		

Module				-	Abbreviation	
Advand	ced Mic	roeconomics			12-M-AM-141-m01	
Modul	e coord	inator		Module offered by	<u> </u>	
		Chair for Economics, Con	tract Theony and In		Management and E	conomics
		nomics	and meory and m-		management and E	CONTINUES
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					
Whinst pics su 1. Gam 2. Princ 3. Theo 4. Gene	con, Gre ich as the theor cipal-ag ory of au eral equ	ent models actions alibrium theory				
-		design				
Intend	ed lear	ning outcomes	_			
2. appl 3. reco	y the in gnize, i	ential findings of microe volved methods to giver n which real life situation	simple examples on ns and how the result	s can be applied.		
		, number of weekly conta				
		mation on SWS (weekly				
		s <b>essment</b> (type, scope, la on on whether module c			tion offered — if not	every seme-
metho	dology; age of a	nination (approx. 60 to 9 approx. 120 minutes) or ssessment: German, Eng bonus	c) term paper (appro		estions concerning r	nathematica
Allocat	ion of <sub>l</sub>	olaces				
Additio	onal inf	ormation				
Worklo	ad					
Teachi	ng cycl	e				
Referre	ed to in	LPOI (examination regu	llations for teaching-	legree programmes)		
Referre	ed to in	LPO I (examination regu	llations for teaching-o	legree programmes)		
Referre  Module			llations for teaching-	legree programmes)		
 <b>Module</b> Master	<b>e appea</b> 's degr	n <b>rs in</b> ee (1 major) Business Inf	ormation Systems (20			
 <b>Module</b> Master Master	<b>e appea</b> 's degr	a <b>rs in</b> ee (1 major) Business Inf ee (1 major) Business Ma	ormation Systems (20 Inagement (2014)			
 <b>Module</b> Master Master Master	<b>e appea</b> 's degr 's degr	n <b>rs in</b> ee (1 major) Business Inf	ormation Systems (20 Inagement (2014) 2014)			page 51 / 233

Modul	e title				Abbreviation
Incent	ives in (	Organizations			12-M-AO-132-m01
Modul	e coord	inator		Module offered by	<u> </u>
			o Monogore ant av d		Managament and Francis-
	isation	Chair for Human Resourc	e Management and	Faculty of Business	Management 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				
This th betwee pirical	ieory wi en empl results	ll be used to develop fina	ancial and economic addition to the most	solutions to help ove	on the principal agent theory. ercome the conflict of interests s, estimation techniques and em
Intend	ed lear	ning outcomes			
		lectures is to enable stu results in the area incen			l theories, estimation techniques
		, number of weekly conta			
		mation on SWS (weekly			
					tion offered — if not every seme-
		on on whether module c			tion onered — If not every senie-
		mination (approx. 6o mir ssessment: German, Enន្		er (approx. 15 pages)	
Alloca	tion of p	olaces			
Additi	onal inf	ormation			
Workle	oad				
Teachi	ing cycl	e			
Referre	ed to in	LPOI (examination regu	ulations for teaching-	degree programmes)	
Modul	e appea	ars in			
Maste	r's degr	ee (1 major) Business Inf	ormation Systems (20	013)	
	-	ee (1 major) Business Inf		014)	
	-	ee (1 major) Business Ma			
	-	ee (1 major) Business Ma	• · ·		
	-	ee (1 major) Economics (			
Maste	r's degr	ee (1 major) Economics (	2013)		

Module	e title				Abbreviation
Advanc	ed Ope	erations & Logistics Man	agement		12-M-AOLM-141-m01
Module	e coord	inator		Module offered by	<u> </u>
holder	of the (	Chair of Logistics and Qua	antitative Methods	Faculty of Business	Management and Economics
ECTS	2	od of grading	Only after succ. com	npl. of module(s)	
5	nume	rical grade			
Duratio		Module level	Other prerequisites		
1 seme	ster	graduate			
Conten	ts				
plannir	ng of in				s with advanced methods for the application of these with the help
Intende	ed lear	ning outcomes			
(ii) dev (iii) eva (iv) app	elop ar iluate t oly cone	d evaluate integrated pro ad apply appropriate met he consequences of unce cepts and methods to pla , number of weekly conta	hods to plan complex ertainties in processe in uncertainties proce	x production and log s, and esses.	
		mation on SWS (weekly conta			
ster, in a) writt	formati en exai ige of a	on on whether module ca mination (approx. 60 min ssessment: German, Eng	an be chosen to earn utes) or b) written ela	a bonus)	tion offered — if not every seme-
Allocat	ion of p	olaces			
Additio	nal inf	ormation			
Worklo	ad				
Teachi	ng cycl	e			
			-		
Referre	d to in	LPOI (examination regu	lations for teaching-o	legree programmes)	
Module	e appea	urs in			
Master	's degr	ee (1 major) Business Info ee (1 major) Business Ma ee (1 major) Economics (2	nagement (2014)	014)	

Master	's with	1 ma	ijor	Econom	ics	(2014)	)

Semin	e title				Abbreviation	
	ar: Sele	ected Topics in Business	Management and Eco	onomics	12-M-APS-132-m01	
Modul	e coord	linator		Module offered b	У	
Dean c mics	of the Fa	aculty of Business Mana	gement and Econo-	Faculty of Busine	ss Management and E	conomics
ECTS	Meth	od of grading	Only after succ. cor	npl. of module(s)		
10	nume	rical grade				
Durati	on	Module level	Other prerequisites	5		
1 seme	ester	graduate				
Conter	nts					
• ( • ā • (	courses additio courses	serves the purpose of tra taken at other German nal courses offered on a offered by new Chairs t f the respective Chairs v	or non-German univer short-term basis hat are yet to be inclu	sities ded in the FSB (su		ns)
		ning outcomes				
		accrediting multiple kin	ds of modules. a desc	ription of acquired	skills cannot be giver	l.
		, number of weekly cont			-	
		tion on SWS (weekly cor				
Metho	d of as	sessment (type, scope, lion on whether module	language — if other th	an German, exami	· ·	every seme
Langua	age of a	pprox. 20 pages) and pr assessment: German, En offered: in the semester	glish	_	red 2:1	
Alloca	tion of	places				
		aces: 15. Should the nun				aces will be
allocat lowing subjec ta 2 (2 numbe procec ve moo ted nu	g quotas ct; amor 5% of p er of su dure, ap dule wi mber o	standardised procedure s: Quota 1 (50% of place ng applicants with the sa places): number of subje bject semesters, places pplicants who already ha Il be given preferential c f places will be allocated by become available.	s): total number of EC ame number of ECTS of ct semesters of the re will be allocated by lo ave successfully comp onsideration. Places of	TS credits already redits achieved, p spective applicant t. Quota 3 (25% of leted at least one i on all courses of th	laces will be allocated ; among applicants wi places): allocation by module component of e module component	to the fol- tive degree by lot. Quo- th the same lot. In this the respecti- with a restric
allocat lowing subjec ta 2 (2 numbe procec ve moo ted nu locatee	g quotas ct; amor 5% of p er of su dure, ap dule wi mber o d as the	s: Quota 1 (50% of place ng applicants with the so places): number of subje bject semesters, places oplicants who already ha Il be given preferential c f places will be allocated	s): total number of EC ame number of ECTS of ct semesters of the re will be allocated by lo ave successfully comp onsideration. Places of	TS credits already redits achieved, p spective applicant t. Quota 3 (25% of leted at least one i on all courses of th	achieved in the respect laces will be allocated ; among applicants wi places): allocation by module component of e module component	to the fol- tive degree by lot. Quo- th the same lot. In this the respecti- with a restrict
allocat lowing subjec ta 2 (2 numbe procec ve moo ted nu locatee	g quotas ct; amor 5% of p er of su dure, ap dule wi mber o d as the	s: Quota 1 (50% of place ng applicants with the sa places): number of subje bject semesters, places pplicants who already ha Il be given preferential c f places will be allocated by become available.	s): total number of EC ame number of ECTS of ct semesters of the re will be allocated by lo ave successfully comp onsideration. Places of	TS credits already redits achieved, p spective applicant t. Quota 3 (25% of leted at least one i on all courses of th	achieved in the respect laces will be allocated ; among applicants wi places): allocation by module component of e module component	to the fol- tive degree by lot. Quo- th the same lot. In this the respecti- with a restric
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allocat lowing subjec ta 2 (2 numbe procec ve mod ted nu located <b>Additio</b>  <b>Workle</b>	g quotas 5% of p er of su dure, ap dule wi mber o d as the onal inf	s: Quota 1 (50% of place ng applicants with the sa places): number of subje bject semesters, places oplicants who already ha Il be given preferential c f places will be allocated by become available.	s): total number of EC ame number of ECTS of ct semesters of the re will be allocated by lo ave successfully comp onsideration. Places of	TS credits already redits achieved, p spective applicant t. Quota 3 (25% of leted at least one i on all courses of th	achieved in the respect laces will be allocated ; among applicants wi places): allocation by module component of e module component	to the fol- tive degree by lot. Quo- th the same lot. In this the respecti- with a restric
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Master's degree (1 major) Economics (2014) Master's degree (1 major) Economics (2013)

Master's with 1 major Economics (2014)	JMU Würzburg • generated 26-Aug-2024 • exam.	page 55 / 233
	reg. data record Master (120 ECTS) Economics - 2014	

	e title				Abbreviation
Select	ed Topi	cs in Business Manage	ment and Economics 1		12-M-APW1-141-m01
Modul	e coord	inator		Module offered by	I
	of the Fa	culty of Business Mana	agement and Econo-	Faculty of Business	Management and Economics
mics	Math	d of avading	Only offer avec con	 	
<b>ECTS</b> 5		od of grading rical grade	Only after succ. con	npl. of module(s)	
<u>)</u> Duratio		Module level	Other prerequisites		
1 seme	-	graduate			
Conter		0			
• a	additior courses	taken at other German nal courses offered on a offered by new Chairs f the respective Chairs	n short-term basis that are yet to be inclu	ded in the FSB (subj	ect-specific provisions) credit transfer.
	-	ning outcomes			
		accrediting multiple kin			¥
Course	<b>es</b> (type	, number of weekly con	tact hours, language –	- if other than Germa	an)
V + Ü (	no info	mation on SWS (weekl	y contact hours) and co	ourse language avai	lable)
ster, in a) writt b) writ c) term	nformati ten exa ten exa n paper	on on whether module mination (approx. 60 to mination (questions co (approx. 15 to 20 pages	can be chosen to earn 90 minutes) or ncerning mathematica 5) or	a bonus)	ation offered — if not every sem
Langua Assess	age of a	n (approx. 30 to 45 mir ssessment: German, Er ffered: in the semester bonus	nglish	offered	
Alloca	tion of <sub>l</sub>	olaces			
Additio	onal inf	ormation			
	oad				
Worklo					
Worklo					
	ing cycl	e			
		e			
 Teachi 	ng cycl	e LPO I (examination reg	gulations for teaching-	degree programmes)	)
 Teachi 	ng cycl		gulations for teaching-	degree programmes)	)
 Teachi  Referro 	ng cycl	LPOI (examination reg	gulations for teaching-	degree programmes	)

Module					Abbreviation
Selecte	ed Topi	cs in Business Managem	ent and Economics 2		12-M-APW2-141-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 Business	Management and Economics
ECTS	Metho	od of grading	Only after succ. con	pl. of module(s)	
5		rical grade		• • • •	
Duratio	on	Module level	Other prerequisites		
1 seme	ster	graduate			
Conten	ts				
• c • a • c	ourses dditior ourses	erves the purpose of trar taken at other German o nal courses offered on a s offered by new Chairs th the respective Chairs wi	r non-German univer hort-term basis at are yet to be inclue	ded in the FSB (subj	
Intend	ed learı	ning outcomes			
As a re	sult of a	accrediting multiple kind	s of modules, a desc	ription of acquired s	kills cannot be given.
Course	<b>s</b> (type	, number of weekly conta	ict hours, language –	- if other than Germa	an)
V + Ü (I	no infor	mation on SWS (weekly	contact hours) and co	ourse language avail	lable)
ster, in a) writt b) writt c) term d) pres Langua Assess credita	formati en exan paper entatio age of a ment o ble for	on on whether module comination (approx. 60 to g mination (questions cond (approx. 15 to 20 pages) n (approx. 30 to 45 minu ssessment: German, Eng ffered: in the semester in bonus	an be chosen to earn oo minutes) or cerning mathematica or tes) ;lish	a bonus) l methodology; appr	ation offered — if not every seme-
Allocat	ion of p	olaces			
Additio	onal info	ormation			
Worklo	ad				
Teachi	ng cycl	9			
Referre	ed to in	LPOI (examination regu	lations for teaching-	degree programmes)	
Module					
Master	's degr	ee (1 major) Business Inf ee (1 major) Business Ma ee (1 major) Economics (:	nagement (2014)	o14)	

Selecte	title			Abbreviation
	d Topics in Business Mana	gement and Economics 3	3	12-M-APW3-141-m01
Module	coordinator		Module offered by	
Dean of mics	f the Faculty of Business Ma	inagement and Econo-	Faculty of Busines	s Management and Economics
ECTS	Method of grading	Only after succ. cor	npl. of module(s)	
5	numerical grade		• • • •	
Duratio	n Module level	Other prerequisites	5	
1 semes	ster graduate			
Content	ts			
• a • c	ourses taken at other Germa dditional courses offered or ourses offered by new Chair ders of the respective Chair	n a short-term basis rs that are yet to be inclu	ded in the FSB (subj	
Intende	ed learning outcomes			
As a res	sult of accrediting multiple l	kinds of modules, a desc	ription of acquired s	skills cannot be given.
Courses	<b>s</b> (type, number of weekly c	ontact hours, language –	– if other than Germa	an)
V + Ü (n	o information on SWS (wee	kly contact hours) and co	ourse language avai	lable)
b) writte c) term d) prese Languag Assessi	en examination (approx. 60 en examination (questions paper (approx. 15 to 20 pag entation (approx. 30 to 45 n ge of assessment: German, ment offered: in the semest ble for bonus	concerning mathematica ges) or hinutes) English		rox. 120 minutes) or
	ion of places			
Allocati	ion of places			
Allocati 				
Allocati 	nal information			
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Allocati 	nal information			
Allocati  Additio  Workloa 	nal information ad			
Allocati  Additio  Workloa 	nal information			
Allocati  Additio  Workloa  Teachin	nal information ad ng cycle			
Allocati  Additio  Workloa  Teachin	nal information ad	regulations for teaching-	degree programmes	)
Allocati  Additio  Workloa  Teachin  Referre 	nal information ad ng cycle d to in LPO I (examination	regulations for teaching-	degree programmes	)
Allocati  Additio  Workloa  Teachin  Referre  Module	nal information ad ng cycle			)

Module					Abbreviation	
Selecte	ed Topi	cs in Business Managem	ent and Economics 4		12-M-APW4-141-m01	
Module	e coord	inator		Module offered by	<u> </u>	
Dean of the Faculty of Business Management and Econo- mics			gement and Econo-	Faculty of Business	Management and Economics	
ECTS	Metho	od of grading	Only after succ. con	pl. of module(s)		
5		rical grade		• • • •		
Duratio	on	Module level	Other prerequisites			
1 seme	ster	graduate				
Conten	its					
• a • c	additior ourses	taken at other German o al courses offered on a s offered by new Chairs th the respective Chairs wi	short-term basis at are yet to be inclue	ded in the FSB (subj		
Intend	ed learı	ning outcomes				
As a re	sult of a	accrediting multiple kind	s of modules, a desc	ription of acquired s	kills cannot be given.	
Course	<b>s</b> (type	, number of weekly conta	act hours, language –	- if other than Germa	an)	
V + Ü (I	no infor	mation on SWS (weekly	contact hours) and co	ourse language avail	able)	
a) writt b) writt c) term d) pres Langua Assess credita	Method of assessment (type, scope, language — if other than German, examination offered — if not every seme- ster, information on whether module can be chosen to earn a bonus) a) written examination (approx. 60 to 90 minutes) or b) written examination (questions concerning mathematical methodology; approx. 120 minutes) or c) term paper (approx. 15 to 20 pages) or d) presentation (approx. 30 to 45 minutes) Language of assessment: German, English Assessment offered: in the semester in which the course is offered creditable for bonus					
Allocat	ion of p	olaces				
Additio	onal info	ormation				
Worklo	ad					
	ng cycl	9				
Referre	ed to in	LPOI (examination regu	llations for teaching-	degree programmes)		
	e appea					
Master	's degr	ee (1 major) Business Inf ee (1 major) Business Ma ee (1 major) Economics (;	anagement (2014)	014)		

Module					Abbreviation
Advand	ed Ser	ninar: Advanced Topics i	n Contract Theory		12-M-ATC-132-m01
Module coordinator				Module offered by	<u> </u>
					Management and Economics
formation Economics					
ECTS		od of grading	Only after succ. con	npl. of module(s)	
10	I	rical grade			
Duratio		Module level	Other prerequisites		
1 seme		graduate			
Conten	ts				
quired	to inde		emselves with the res	pective topics as we	ontract theory. Students will be re Il as to summarise these topics
Intend	ed lear	ning outcomes			
		able to analyze independ minar thesis and present			vance for a given theme. They c standards.
Course	<b>s</b> (type	, number of weekly conta	ict hours, language –	- if other than Germa	ın)
S (no ir	nformation	tion on SWS (weekly cont	act hours) and cours	e language available	<u>e)</u>
		sessment (type, scope, la ion on whether module ca			tion offered — if not every seme
		pprox. 15 pages) and pres ssessment: German, Eng		minutes), weighted	2:1
Allocat	ion of <sub>l</sub>	olaces			
allocat lowing subject ta 2 (29 numbe proced ve moc ted nur	ed in a quotas t; amor 5% of p r of sul ure, ap lule wil nber of	standardised procedure Quota 1 (50% of places) g applicants with the sat laces): number of subjec pject semesters, places w plicants who already hav l be given preferential co	among all applicants ): total number of EC me number of ECTS c t semesters of the re- vill be allocated by lo ve successfully comp nsideration. Places o	Firrespective of their IS credits already ac redits achieved, plac spective applicant; a t. Quota 3 (25% of pl leted at least one mo n all courses of the	available places, places will be subjects according to the fol- hieved in the respective degree ces will be allocated by lot. Quo- among applicants with the same laces): allocation by lot. In this odule component of the respecti module component with a restric be maintained and places re-al-
Additio	nal inf	ormation			
Worklo	ad				
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	d to in				
Referre	eu to m	LPOI (examination regu	lations for teaching-o	degree programmes)	
Referre		LPOI (examination regu	lations for teaching-o	degree programmes)	
Referre  Module			lations for teaching-o	degree programmes)	
 Module	e appea	ars in		degree programmes)	
 <b>Module</b> Master	<b>e appea</b> 's degr		nagement (2013)	degree programmes)	
 <b>Module</b> Master Master	<b>e appea</b> 's degr 's degr	<b>ars in</b> ee (1 major) Business Ma	nagement (2013) nagement (2014)	degree programmes)	

Topics in International Economics         International Economics         International Economics         Eaculty of Business Management and Economics           Module cordinator         Module of reading         Only after succ. compL of module(s)         Image: Conomics         Eaculty of Business Management and Economics           ECTS         Methode level         Other prerequisites         Image: Conomics         <	Module title Abbreviation						
holder of the Chair of international Economics       Faculty of Business Management and Economics         ECTS       Method of grading       Only after succ. compl. of module(s)         5       numerical grade          Doration       Module level       Other prerequisites         1 semester       graduate          Contents       Description:          The workshop discusses pioneering work and monographs in the field of international economics published in international journals. These works focus on the patterns of specialisation in the world economy, international competition between locations and its policy implications.         Reading:       Current journal articles and/or monographs.         Intended learning outcomes          The workshop is intended for advanced graduate students and doctoral candidates. Through detailed study of selected technical papers, students are methods and content introduced to the research front in the field of international focumers.         International Economics.       Students acquire the ability to complex technical papers to penetrate independently and understand the highly compact design of such studies. Thus, the workshop promotes in particularly the ability to write their own work.         The workshop primari-like Character lives by the interaction of teachers with students. Students are systematically involved in the event, because they are asked to prepare brief summaries of the technical papers and present the in the reading workshop and actrited welap participate in the workshop and actively pa	Topics in International Economics			12-M-ATIÖ-132-mo1	l		
ECTS       Method of grading       Only after succ. compL. of module(s)         5       numerical grade          Duration       Module level       Other prerequisites         1 semester       graduate          Contemts           Description:       The workshop discusses pioneering work and monographs in the field of international economics published in international journals. These works focus on the patterns of specialisation in the world economy, international competition between locations and its policy implications.         Reading:       Current journal articles and/or monographs.         Intended learning outcomes          The workshop promotes in particular data and data and a content introduced to the research front in the field of international conomistic students are methods and content introduced to the research front in the field of international conomistic design of such studies. Through detailed study of selected technical papers, students acquire the ability to communicate complex technical papers operaterate independently and understand the highly compact design of such studies. Thus, the workshop promoters in particularly the ability to write their own work.         The workshop brains-like knaracter lives by the interaction of teachers with students. Students are systematically involved in the event, because they are asked to prepare brief summaries of the technical papers and present their in the reading workshop and actical event particular suita studies and an understand the discussion of the essays in the events. The workshop trains both analytical skills and an understand th	Module coordinator			Module offered by			
5     numerical grade	holder of the Chair of International Economics			onomics	Faculty of Business	Management and E	conomics
Duration         Module level         Other prerequisites           1 semester         graduate            Contents	ECTS			Only after succ. con	npl. of module(s)		
1 semester graduate		L					
Contents       Description:         The workshop discusses pioneering work and monographs in the field of international economics published in international journals. These works focus on the patterns of specialisation in the world economy, international competition between locations and its policy implications.         Reading:       Current journal articles and/or monographs.         Intended learning outcomes       Intended learning outcomes are methods and content introduced to the research front in the field of international papers, students are methods and content introduced to the research front in the field of international commits. Set complex technical papers to penetrate independently and understand the highly compact design of such studies. Thus, the workshop promotes in particularly the ability to complex technical papers to penetrate independently and understand the highly compact design of such studies. Thus, the workshop promotes in particularly the vents there event, because they are asked to prepare brief summaries of the technical papers and present the workshop seminar-like character lives by the interaction of teachers with students. Students are systematically involved in the event, because they are asked to prepare brief summaries of the technical papers and present the in the reading workshop and actively participate in the work-up and detailed discussion of the essays in the events. The workshop trains both analytical skills and an understanding of the respective current application questions.         Courses (type, number of weekly contact hours, language — if other than German)       C         V + 0 (no information on SWS (weekly contact hours) and course language available)         Method of assessment: (type, scope, language – if other than German, examination ofp				Other prerequisites	<b>i</b>		
Description: The workshop discusses pioneering work and monographs in the field of international economics published in international journals. These works focus on the patterns of specialisation in the world economy, international competition between locations and its policy implications. Reading: Current journal articles and/or monographs. Intended learning outcomes The workshop is intended for advanced graduate students and doctoral candidates. Through detailed study of selected technical papers, students are methods and content introduced to the research front in the field of in- ternational Economics. Students are unethods and content introduced to the research front in the field of in- ternational Economics. Students are unethods and content introduced to the research front in the field of in- ternational Economics. Students are unethods and content introduced to the research front in the field of in- ternational Economics. Students are unethods and content introduced to the research front in the field of in- ternational Economics. Students are unethods and content introduced to the research front in the field of in- ternational Economics. Students are unethods and content introduced to the research front in the field of in- ternational Economics. Students are unethods and content introduced to the research front in the field of in- ternational Economics. Students are unethods and understanding of the technical papers and pre- sent them in the reading workshop tan analytical skills and an understanding of the technical papers and pre- sent the min the reading workshop trains both analytical skills and an understanding of the respective current applica- tion questions. Courses (type, number of weekly contact hours) and course language available) Method of assessment (type, scope, language — if other than German) V + 0 (no information on SWS (weekly contact hours) and course language available) Method of assessment: German, English Allocation of places			graduate				
The workshop discusses pioneering work and monographs in the field of international economics published in international journals. These works focus on the patterns of specialisation in the world economy, international competition between locations and its policy implications. Reading: Current journal articles and/or monographs. Intended learning outcomes The workshop is intended for advanced graduate students and doctoral candidates. Through detailed study of selected technical papers, students are methods and content introduced to the research front in the field of International Economics. Students acquire the ability to communicate complex technical papers in particularly the ability to write their own work. The workshop seminar-like character lives by the interaction of teachers with students. Students are systematically involved in the event, because they are asked to prepare brief summaries of the technical papers and present them in the reading workshop and actively participate in the work-up and detailed discussion of the essays in the events. The workshop trains both analytical skills and an understanding of the respective current application questions. Courses (type, number of weekly contact hours, language — if other than German) V + U (no information on SWS (weekly contact hours) and course language available) Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus) a) written examination (approx. 60 minutes) or b) term paper (approx. 15 pages) or c) summaries of texts, contributions to the discussion and written examination consisting of multiple choice questions, weighted 2:1:2 Language of assessment: German, English Allocation of places	Conten	lts					
The workshop is intended for advanced graduate students and doctoral candidates. Through detailed study of selected technical papers, students are methods and content introduced to the research front in the field of International Economics. Students acquire the ability to communicate complex technical papers to penetrate independently and understand the highly compact design of such studies. Thus, the workshop promotes in particularly the ability to write their own work. The workshop seminar-like character lives by the interaction of teachers with students. Students are systematically involved in the event, because they are asked to prepare brief summaries of the technical papers and present them in the reading workshop and actively participate in the work-up and detailed discussion of the essays in the events. The workshop trains both analytical skills and an understanding of the respective current application questions. Courses (type, number of weekly contact hours, language — if other than German) V + Ü (no information on SWS (weekly contact hours) and course language available) Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus) a) written examination (approx. 60 minutes) or b) term paper (approx. 15 pages) or c) summaries of texts, contributions to the discussion and written examination consisting of multiple choice questions, weighted 2:1:2 Language of assessment: German, English Allocation of places	The wo interna compe Readin	rkshop itional j tition b g:	ournals. These works fo etween locations and its	cus on the patterns of policy implications.			
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Method of assessment (type, scope, language – if other than German, examination offered – if not every seme-         ster, information on whether module can be chosen to earn a bonus)         a) written examination (approx. 60 minutes) or b) term paper (approx. 15 pages) or c) summaries of texts, contributions to the discussion and written examination consisting of multiple choice questions, weighted 2:1:2         Language of assessment: German, English         Allocation of places            Additional information         Lecture (V) and exercise (Ü) may be replaced by W.         Workload            Teaching cycle            Referred to in LPO I (examination regulations for teaching-degree programmes)            Module appears in         Master's degree (1 major) Business Management (2013)         Master's degree (1 major) Business Management (2014)         Master's with 1 major Economics (2014)	Course	<b>s</b> (type	, number of weekly cont	act hours, language –	- if other than Germa	n)	
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Referred to in LPO I (examination regulations for teaching-degree programmes)            Module appears in         Master's degree (1 major) Business Management (2013)         Master's degree (1 major) Business Management (2014)         Master's degree (1 major) Economics (2014)         Master's with 1 major Economics (2014)         Master's with 1 major Economics (2014)							
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Master's with 1 major Economics (2014) JMU Würzburg • generated 26-Aug-2024 • exam. page 61 / 233	Master Master	's degre 's degre	ee (1 major) Business M ee (1 major) Business M	anagement (2014)			
		_	-	-			
	Master's w	ith 1 major	Economics (2014)				page 61 / 233



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

Master's with 1 major Economics (2014)	JMU Würzburg • generated 26-Aug-2024 • exam.	page 62 / 233
	reg. data record Master (120 ECTS) Economics - 2014	

Module	e title				Abbreviation	
Advand	ed Ser	ninar: Selected Aspects	of Managerial Accour	nting	12-M-AUAS-132-mo	1
Module coordinator				Module offered by		
holder of the Chair of Business Management, Controlling and Accounting			ement, Controlling	Faculty of Business	Management and E	conomics
ECTS	Metho	od of grading	Only after succ. con	npl. of module(s)		
10		rical grade				
Duratio	on	Module level	Other prerequisites			
1 seme	ster	graduate				
Conten	Its					
		, students will acquire im nd to present the results				
Intende	ed lear	ning outcomes				
(i) unde (ii) use (iii) cre	erstand elabor ate pre	ing the controlling maste I and apply scientific lite ated contents to write sc sentations and speeche , number of weekly conta	rature reviews; ientific papers; s independently.		n)	
		tion on SWS (weekly con			•	
	-	sessment (type, scope, la				0.000.0000
		ion on whether module c				every seme-
Langua Assess Allocat Numbe	age of a ment o <b>ion of j</b> er of pla	aces: 20. Should the num	glish mer semester ber of applications e	xceed the number of	f available places, pl	
lowing subject ta 2 (25 numbe proced ve mod ted nur	quotas t; amor 5% of p r of sub ure, ap lule wil mber of	standardised procedure s: Quota 1 (50% of places ing applicants with the sa laces): number of subject oject semesters, places v plicants who already hav l be given preferential co f places will be allocated by become available.	): total number of EC me number of ECTS c at semesters of the re- vill be allocated by lo ve successfully comp nsideration. Places o	TS credits already ac redits achieved, plac spective applicant; a t. Quota 3 (25% of pl leted at least one mo on all courses of the p	hieved in the respectes will be allocated among applicants with aces): allocation by odule component of to module component v	tive degree by lot. Quo- h the same lot. In this he respecti- vith a restric
Additio	onal inf	ormation				
Worklo	ad					
Teachi	ng cycl	e				
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			0			
Module	e appea	ars in				
		ee (1 major) Business Ma	nagement (2013)			
	-	ee (1 major) Business Ma				
		ee (1 major) Economics (				
Master	's degr	ee (1 major) Economics (	2013)			
Master's w	ith 1 majo	r Economics (2014)		rg • generated 26-Aug-2024		page 63 / 233
			reg. data reco	rd Master (120 ECTS) Econom	ics - 2014	

Module	title				Abbreviation
Portfoli	o Sele	ction and Capital Market	Theory		12-M-B1a-132-m01
Madula anavdinatav					
Module coordinator				Module offered by	
		Chair of Business Manage	ement, Banking and	Faculty of Business	Management and Economics
Finance					
ECTS		od of grading	Only after succ. com	pl. of module(s)	
5	<u> </u>	rical grade			
Duratio	n	Module level	Other prerequisites		
1 seme	ster	graduate			
Conten	ts				
Conten	t:				
This co	urse de	eals with the fundamenta	ls of individual inves	tment decisions (poi	rtfolio selection), the capital mar-
ket equ	ilibriur	n and the resulting CAPN	l.		
0+1:	الربحام	ahua.			
Outline		abus: als of decision theory			
2. Portf					
3. CAPA					
4. Infor	mation	efficiency and event ana	lysis		
Intende	ed learı	ning outcomes			
		ng the course "Portfolio S	Selection and Canital	Market Theory" the	students will be able
					nt investment opportunities and
		utility function in theory a		0	
(ii) to u	ndersta	and the central proposition	ons made by the CAP	M and use the CAPM	for valuating assets and firms.
Course	<b>s</b> (type	, number of weekly conta	ct hours, language —	· if other than Germa	n)
V + Ü (r	no infor	mation on SWS (weekly o	contact hours) and co	ourse language availa	able)
Method	l of ass	sessment (type, scope, la	nguage — if other tha	an German. examina	tion offered — if not every seme-
		on on whether module ca			,
written	exami	nation (approx. 60 minut	es)		
		ssessment: German, Eng			
Allocat	ion of r	olaces			
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Auuilio	natill				
Worklo	ad				
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Referre	d to in	LPOI (examination regu	lations for teaching-o	legree programmes)	
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Master's with 1 major Economics (2014)	JMU Würzburg • generated 26-Aug-2024 • exam.	page 64 / 233
	reg. data record Master (120 ECTS) Economics - 2014	

Master's with 1 major Economics (2014)

Agency Theory       12:M:B1b:132:m01         Module coordinator       Module offered by         holder of the Chair of Business Management, Banking and       Facuity of Business Management and Economics         Finance       Finance       Facuity of Business Management and Economics         ECTS       Method of grading       Only after succ. compl. of module(s)       Imagement and Economics         5       numerical grade        Imagement and Economics         1 semester       graduate        Imagement and Economics         Content:       Imagement and Economics       Imagement and Economics       Imagement and Economics         Outline of syllabus:        Imagement and Economics       Imagement and Economics       Imagement and Economics         After completing the course "Agency Theory and Financial contracting", the students with information symmetric       Imagement and evaluate financial contracting ", the students will be able       Imagement and evaluate financial contracting ", the students will be able       Imagement and evaluate financial contracting with a size and evaluate financial contracting given a, a different capital endowments:       Imagement and evaluate financial contracting with a size and evaluate financial contracting given a, a sessement to evaluate financial contracting with a size and evaluate financial contracting given a nortrivial risk allocation after evaluting agency problems         Interded learning on whether module can be chosen to earn a bonu	Module title			Abbreviation		
holder of the Chair of Business Management, Banking and Finance  FIGE Method of grading Only after succ. compl. of module(s)  numerical grade  Touration Module level Other prerequisites  I semester graduate  Content:  After completing business fagency theory and financial contracting with information symmetric and information asymmetric.  Outline of sylabus:  After completing the course "Agency Theory and Financial contracting", the students will be able (1) to understand the fundamentals of agency theory and solve problems concerning optimal financial contracting ing given e.g. different capital endowments; (ii) to generate and evaluate financial contracting given a anon-trivial risk allocation and the resulting agency problems  Courses (type, number of weekly contact hours, language — if other than German) V + 0 (no information on SWS (weekly contact hours) and course language available)  Method of agessement (type, scope, language — if other than German) V + 0 (no information on whether module can be chosen to earn a bonus) written examination (approx. 6 on minutes) Language of assessment: German, English Allocation of places						12-M-B1b-132-m01
Finance       Immerical grade       Only after succ. compl. of module(s)         5       numerical grade       -         Duration       Module level       Other prerequisites         1 semester       graduate       -         Content:       -       -         Content:       -       -         Content:       -       -         Only after succ. compl. of module(s)       -       -         Outline of syllabus:       -       -         . Agency theory       -       -         . Financial contracting       -       -         Intended learning outcomes       -       -         After completing the course "Agency Theory and Financial contracting", the students will be able       ()         () to understand the fundamentals of agency theory and solve problems concerning optimal financial contracting given a contrivial risk allocation and the resulting agency problems.         (ii) to generate and evaluate financial contracting given a non-trivial risk allocation and the resulting agency problems.         Courses (type, number of weekly contact hours, language — if other than German)       V + 0 (no information on SWS (weekly contact hours) and course language available)         Method of assessment (type, scope, language — if other than German).       V + 0 (no information con whether module can be chosen to earn a borus)	Module	coord	inator		Module offered by	
5       numerical grade          Duration       Module level       Other prerequisites         1 semester       graduate          Content:           This course deals with the fundamentals of agency theory and financial contracting with information symmetric and information asymmetric.          Outline of syllabus:            . Agency theory            . Intended learning outcomes            . Agency theory             (i) to understand the central problems of controlling work assignments in theory and solve basic case studies;           (ii			Chair of Business Manage	ement, Banking and	Faculty of Business	Management and Economics
Duration         Module level         Other prerequisites           1 semester         graduate	ECTS	Metho	od of grading	Only after succ. com	pl. of module(s)	
1 semester       graduate          Contents          Content:       This course deals with the fundamentals of agency theory and financial contracting with information symmetric and information asymmetric.          Outline of syllabus:           2. Financial contracting           Intended learning outcomes           After completing the course "Agency Theory and Financial contracting", the students will be able       ()          (i) to understand the fundamentals of agency theory and solve problems concerning optimal financial contracting given e.g. different capital endowments;          (ii) to generate and evaluate financial contracting given a non-trivial risk allocation and the resulting agency problems.          Courses (type, number of weekly contact hours, language – if other than German)       V + U (no information on SWS (weekly contact hours) and course language available)         Method of assessment (type, scope, language – if other than German, examination offered – if not every semester, information on whether module can be chosen to earn a bonus)          written examination (approx. 60 minutes)           Language of assessment: German, English           Additional information <td< td=""><td>5</td><td>nume</td><td>rical grade</td><th></th><td></td><th></th></td<>	5	nume	rical grade			
Contents Content: This course deals with the fundamentals of agency theory and financial contracting with information symmetric and information asymmetric. Outline of syllabus: 1. Agency theory 2. Financial contracting Intended learning outcomes After completing the course "Agency Theory and Financial contracting", the students will be able () to understand the fundamentals of agency theory and solve problems concerning optimal financial contracting given e.g. different capital endowments; (ii) to understand the fundamentals of agency theory and solve problems concerning optimal financial contracting given e.g. different capital endowments; (ii) to understand the cural problems of controlling work assignments in theory and solve basic case studies; (iii) to generate and evaluate financial contracting given a non-trivial risk allocation and the resulting agency problems. Courses (type, number of weekly contact hours, language — if other than German) V + Ü (no information on SWS (weekly contact hours) and course language available) Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a borus) written examination (approx. 60 minutes) Language of assessment: German, English Allocation of places	Duratio	n	Module level	Other prerequisites		
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Intended learning outcomes After completing the course "Agency Theory and Financial contracting", the students will be able (i) to understand the fundamentals of agency theory and solve problems concerning optimal financial contrac- ting given e.g. different capital endowments; (ii) to understand the central problems of controlling work assignments in theory and solve basic case studies; (ii) to understand the central problems of controlling work assignments in theory and solve basic case studies; (ii) to understand the central problems of controlling work assignments in theory and solve basic case studies; (iii) to generate and evaluate financial contracting given a non-trivial risk allocation and the resulting agency problems. Courses (type, number of weekly contact hours, language — if other than German) V + Ü (no information on SWS (weekly contact hours) and course language available) Method of assessment (type, scope, language — if other than German, examination offered — if not every seme- ster, information on whether module can be chosen to earn a bonus) written examination (approx. 60 minutes) Language of assessment: German, English Allocation of places						
After completing the course "Agency Theory and Financial contracting", the students will be able (i) to understand the fundamentals of agency theory and solve problems concerning optimal financial contrac- ting given e.g. different capital endowments; (ii) to understand the central problems of controlling work assignments in theory and solve basic case studies; (ii) to understand the central problems of controlling work assignments in theory and solve basic case studies; (iii) to generate and evaluate financial contracting given a non-trivial risk allocation and the resulting agency pro- blems. Courses (type, number of weekly contact hours, language — if other than German) V + Ü (no information on SWS (weekly contact hours) and course language available) Method of assessment (type, scope, language — if other than German, examination offered — if not every seme- ster, information on whether module can be chosen to earn a bonus) written examination (approx. 60 minutes) Language of assessment: German, English Allocation of places						
V + Ü (no information on SWS (weekly contact hours) and course language available)  Method of assessment (type, scope, language — if other than German, examination offered — if not every seme- ster, information on whether module can be chosen to earn a bonus)  written examination (approx. 60 minutes) Language of assessment: German, English  Allocation of places  Additional information  Workload  Teaching cycle  Referred to in LPO I (examination regulations for teaching-degree programmes)  Module appears in  Master's degree (1 major) Business Information Systems (2013) Master's degree (1 major) Business Management (2014) Master's degree (1 major) Business Management (2014) Master's degree (1 major) Business Management (2014)	(i) to ur ting giv (ii) to u (iii) to g	ndersta en e.g. ndersta	nd the fundamentals of a different capital endown and the central problems	agency theory and so nents; of controlling work a	lve problems concer ssignments in theor	ning optimal financial contrac- y and solve basic case studies;
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, English Allocation of places  Additional information  Workload  Teaching cycle  Referred to in LPO I (examination regulations for teaching-degree programmes)  Module appears in Master's degree (1 major) Business Information Systems (2013) Master's degree (1 major) Business Management (2014) Master's degree (1 major) Business Management (2013) Master's degree (1 major) Business Management (2014) Master's degree (1 major) Business Management (2014) Master's degree (1 major) Business Management (2014)	Course	<b>s</b> (type	, number of weekly conta	ct hours, language —	if other than Germa	n)
ster, information on whether module can be chosen to earn a bonus) written examination (approx. 60 minutes) Language of assessment: German, English Allocation of places Additional information Workload Teaching cycle Referred to in LPO I (examination regulations for teaching-degree programmes) Module appears in Master's degree (1 major) Business Information Systems (2013) Master's degree (1 major) Business Management (2013) Master's degree (1 major) Business Management (2014)	V + Ü (r	no infor	mation on SWS (weekly o	contact hours) and co	ourse language availa	able)
Language of assessment: German, English Allocation of places Additional information Workload Teaching cycle Referred to in LPO I (examination regulations for teaching-degree programmes) Module appears in Master's degree (1 major) Business Information Systems (2013) Master's degree (1 major) Business Management (2013) Master's degree (1 major) Business Management (2014)						tion offered — if not every seme-
Additional information Additional information Additional information Additional information Additional information Workload Teaching cycle Referred to in LPO I (examination regulations for teaching-degree programmes) Module appears in Master's degree (1 major) Business Information Systems (2013) Master's degree (1 major) Business Information Systems (2014) Master's degree (1 major) Business Management (2013) Master's degree (1 major) Business Management (2014)						
 Workload Teaching cycle Referred to in LPO I (examination regulations for teaching-degree programmes) Module appears in Master's degree (1 major) Business Information Systems (2013) Master's degree (1 major) Business Information Systems (2014) Master's degree (1 major) Business Management (2013) Master's degree (1 major) Business Management (2014)	Allocat	ion of p	olaces			
 Workload Teaching cycle Referred to in LPO I (examination regulations for teaching-degree programmes) Module appears in Master's degree (1 major) Business Information Systems (2013) Master's degree (1 major) Business Information Systems (2014) Master's degree (1 major) Business Management (2013) Master's degree (1 major) Business Management (2014)						
Teaching cycle Referred to in LPO I (examination regulations for teaching-degree programmes) Module appears in Master's degree (1 major) Business Information Systems (2013) Master's degree (1 major) Business Information Systems (2014) Master's degree (1 major) Business Management (2013) Master's degree (1 major) Business Management (2014)	Additio	nal info	ormation			
Teaching cycle Referred to in LPO I (examination regulations for teaching-degree programmes) Module appears in Master's degree (1 major) Business Information Systems (2013) Master's degree (1 major) Business Information Systems (2014) Master's degree (1 major) Business Management (2013) Master's degree (1 major) Business Management (2014)						
Referred to in LPO I (examination regulations for teaching-degree programmes)            Module appears in         Master's degree (1 major) Business Information Systems (2013)         Master's degree (1 major) Business Information Systems (2014)         Master's degree (1 major) Business Management (2013)         Master's degree (1 major) Business Management (2014)         Master's degree (1 major) Business Management (2014)         Master's degree (1 major) Business Management (2014)	Worklo	ad				
Referred to in LPO I (examination regulations for teaching-degree programmes)            Module appears in         Master's degree (1 major) Business Information Systems (2013)         Master's degree (1 major) Business Information Systems (2014)         Master's degree (1 major) Business Management (2013)         Master's degree (1 major) Business Management (2014)         Master's degree (1 major) Business Management (2014)         Master's degree (1 major) Business Management (2014)	Teachir	ng cycl	P			
Module appears in Master's degree (1 major) Business Information Systems (2013) Master's degree (1 major) Business Information Systems (2014) Master's degree (1 major) Business Management (2013) Master's degree (1 major) Business Management (2014) Master's degree (1 major) Economics (2014)		.5	•			
Master's degree (1 major) Business Information Systems (2013) Master's degree (1 major) Business Information Systems (2014) Master's degree (1 major) Business Management (2013) Master's degree (1 major) Business Management (2014) Master's degree (1 major) Economics (2014)	Referre	d to in	LPOI (examination regu	lations for teaching-c	legree programmes)	
Master's degree (1 major) Business Information Systems (2013) Master's degree (1 major) Business Information Systems (2014) Master's degree (1 major) Business Management (2013) Master's degree (1 major) Business Management (2014) Master's degree (1 major) Economics (2014)	•• Maadaal		un in			
Master's degree (1 major) Business Information Systems (2014) Master's degree (1 major) Business Management (2013) Master's degree (1 major) Business Management (2014) Master's degree (1 major) Economics (2014)				umption Customer (		
Master's degree (1 major) Business Management (2013) Master's degree (1 major) Business Management (2014) Master's degree (1 major) Economics (2014)		-		•	-	
Master's degree (1 major) Business Management (2014) Master's degree (1 major) Economics (2014)		-		•	514)	
Master's degree (1 major) Economics (2014)		-				
		-				

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mouul	e title				Abbreviation
Outling Delais a Theorem					12-M-B2-132-m01
Module coordinator				Module offered by	<u> </u>
holder of the Chair of Business Management, Banking Finance			gement, Banking and	Faculty of Business	Management and Economics
ECTS		od of grading	Only after succ. con	pl. of module(s)	
10	1	erical grade		• • •	
Duratio	on	Module level	Other prerequisites		
1 semester graduate					
Conten	ts				
	nies as ios.	s well as shares as deriv			Binominial models. It assesses delta hedging to hedge equity
1. Shar 2. Othe	e optic er finan		rest rate changes		
Intende	ed lear	ning outcomes			
(i) to pr	rice op	ing the course "Option p tions using the Black-Sc and the use of options a	holes formula and the	binominal model;	dging.
Course	<b>s</b> (type	e, number of weekly con	tact hours, language –	- if other than Germa	n)
V + Ü (r	no info	rmation on SWS (weekly	/ contact hours) and co	ourse language avail	able)
		<b>sessment</b> (type, scope, ion on whether module			tion offered — if not every seme-
		nation (approx. 120 min assessment: German, Er			
Allocat	ion of	places			
Additio	onal inf	formation			
	-				
Worklo	ad				
Worklo	ad				
Worklo  Teachin		le			
		le			
 Teachii 	ng cycl	le LPOI (examination reg	ulations for teaching-o	degree programmes)	
 Teachii 	ng cycl		ulations for teaching-o	degree programmes)	
 Teachii 	ng cycl ed to in	LPOI (examination reg	ulations for teaching-o	degree programmes)	
 Teachin  Referre  Module Master	ng cycl ed to in e appea	I <b>LPO I</b> (examination reg ars in ree (1 major) Business Ir	formation Systems (20		
 Teachin  Referre  Module Master Master	ng cycl ed to in e appea 's degr 's degr	a <b>LPO I</b> (examination reg ars in ree (1 major) Business Ir ree (1 major) Business <i>N</i>	formation Systems (20 lanagement (2013)		
 Teachin  Referre  Module Master Master Master	ng cycl ed to in e appea 's degr 's degr 's degr	I <b>LPO I</b> (examination reg ars in ree (1 major) Business Ir	formation Systems (20 lanagement (2013) lanagement (2014)		

Master's with 1	major	Economics	(2014)	
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Module title				Abbreviation		
Financial Markets: Institutions and Regulation					12-M-B3-132-m01	
Module coordinator				Module offered by		
holder of the Chair of Business Management, Banking and Finance			Faculty of Business	Management and Ec	onomics	
ECTS	Metho	od of grading	Only after succ. con	pl. of module(s)		
10	nume	rical grade				
Duratio	n	Module level	Other prerequisites			
1 seme	ster	graduate				
Conten	ts					
This consystem regulativations Outline	Content: This course deals with the fundamentals of the organisation and functioning of the German commerical banking system, the aims and restrictions of operating decisions in commercial banks, the special characteristics of bank regulation and of balance sheets of commercial banks as well as the construction and function of financial inno- vations. Outline of syllabus: 1. The German commerical banking system					
3. Equit	ty and l	estrictions of operating de balance sheet analysis of novations				
	nn-We	ndels, Pfingsten, Weber: agement and Financial In				
Intende	ed leari	ning outcomes				
fundam (i) the c (ii) the (iii) the	After completing the course "Finanzmarktinstitutionen und Finanzmarktregulierung", the students will provide fundamental and advanced knowledge of (i) the organisation and function of the german commerical banking system; (ii) the aims and restrictions of operating decisions in commercial banks; (iii) the special characteristics of bank regulation and of the balance sheet of commercial banks; (iv) the construction and function of financial innovations.					
Course	s (type	, number of weekly conta	ct hours, language –	· if other than Germa	n)	
V + Ü (r	no infor	mation on SWS (weekly o	contact hours) and co	ourse language avail	able)	
		essment (type, scope, la on on whether module ca			tion offered — if not e	every seme-
		nation (approx. 120 minu ssessment: German, Eng				
Allocat	ion of p	olaces				
Additio	nal inf	ormation				
Worklo						
Teachir		0				
reaciiii	is tyte					
 Deferm			lations for the state			
Kererre	a to in	LPOI (examination regu	lations for teaching-o	legree programmes)		
 Master's wi	ith 1 major	Economics (2014)		rg ● generated 26-Aug-2024 ° rd Master (120 ECTS) Econom		page 67 / 233

### Module appears in

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Module title					Abbreviation		
Project Seminar: Management of Sustainability					12-M-BCS-141-m01		
Module	e coord	inator		Module offered by			
holder	ofthe	Chair of Entrepreneurship	and Strategy	Faculty of Business	Management and Economics		
ECTS		od of grading	Only after succ. com	npl. of module(s)			
5	nume	rical grade					
Duratio	on	Module level	Other prerequisites				
1 seme	ster	graduate					
Conten	Its						
		vill be discontinued, no c ue to one of the following		rrently or will be offe	ered in future.		
• t	he lect he con	urer who offered the cour tents are no longer taugh	se is no longer emplo t and were substitute	oyed at the Universited with comparable of			
and Ec	onomic	S.					
Intend	ed lear	ning outcomes					
Due to module		k of relevance, no learnir	g outcomes descript	ion is available beca	use no courses are held for this		
Course	<b>s</b> (type	, number of weekly conta	ct hours, language —	- if other than Germa	in)		
S (no ir	nforma	tion on SWS (weekly cont	act hours) and cours	e language available			
		sessment (type, scope, la ion on whether module ca			tion offered — if not every seme-		
a) written examination (approx. 60 minutes) or b) written elaboration (approx. 15 to 20 pages) Language of assessment: German, English Assessment offered: once a year, winter semester							
Allocation of places							
Additional information							
Workload							
Teaching cycle							
Poforra	d to in	LPOI (examination regu	lations for teaching	legree programmes)			
Keleffe		LIOI (examination regu					
Madul							
Module		ee (1 major) Business Info	ormation Sustame (as	214)			
	-	ee (1 major) Business Ma ee (1 major) Business Ma	•	514)			
	-	ee (1 major) Economics (2					
	5		12				

Module ti	tle			Abbreviation
Procurem	ent Management		1	12-M-BE-141-m01
Module co	oordinator		Module offered by	
		anagement and Industrial		Aanagement and Economics
Managem			,	
	ethod of grading	Only after succ. com	ıpl. of module(s)	
-	umerical grade			
Duration	Module level	Other prerequisites	S	
1 semeste	r graduate	-		
ses with a verse) auc	special focus on catalo	gue-based procurement sy	ystems, electronic ten	supported procurement proces dering systems, electronic (re- eSupply chain management s
stems.	earning outcomes			
supplier r dule, stud applicatio	elationship managemen ents can define and ana n-oriented possible solu	t systems and eSupply ch	ain management syst I processes and show nal level.	rse) auctions, e-marketplaces, ems. After completing this mo or develop theory-based and )
		contact hours) and course		,
				on offered — if not every seme
		ule can be chosen to earn		,
on (appro computer Language		nted 1:1 or c) written elabo 1 (approx. 60 minutes)		minutes) with written elaborat 40 pages) or d) entirely or partl
Allocation	of places			
be set asi Master's s available subjects a ved in the ces will be among ap places): a module co the modul	de for Master's students students of Business Info places, places will be al according to the followin respective degree subje allocated by lot. Quota plicants with the same r llocation by lot. In this p omponent of the respect e component with a res	of Business Management ormation Systems. (1) Sho located in a standardised g quotas: Quota 1 (50% of ect; among applicants with 2 (25% of places): number number of subject semester rocedure, applicants who ive module will be given p	and Economics and y uld the number of app procedure among all places): total number of subject semester ers, places will be all already have success preferential considerat will be allocated in the	available places, 15 places will 5 places will be set aside for olications exceed the number of applicants irrespective of their r of ECTS credits already achie ECTS credits achieved, pla- s of the respective applicant; ocated by lot. Quota 3 (25% of fully completed at least one tion. (2) Places on all courses of same procedure. (3) A waiting
Additiona	linformation			
 Workload				

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# Teaching cycle

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

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### Module appears in

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Modul	le title				Abbreviation	
Busine	ess Ana	lytics			12-M-BUA-132-m01	
Module coordinator				Module offered by	<u> </u>	
		Chair of Information Sys	tems Engineering	· · ·	Management and Economics	
ECTS		od of grading	Only after succ. cor			
10		rical grade				
Durati	on	Module level	Other prerequisites	5		
1 seme	ester	graduate	Admission prerequisite to assessment: regular attendance (minim			
Conte	nts					
tured t manag	term paj gement	per and to present the r	esults of their work wi ethods and their appl	th the help of relevar ication in the develor	able them to prepare a well-struc nt topics in the field of business oment of decision-support sy- ita analysis.	
Intend	led lear	ning outcomes				
1. Scie 2. Inte	entific lit gration	rovides students with k cerature of developed results in esentations and lecture	scientific papers			
		, number of weekly cont		– if other than Germa	n)	
		ion on SWS (weekly co				
		•			tion offered — if not every seme	
		on on whether module			alon oncica in not every serie	
Langu	age of a	oprox. 20 to 25 pages) a ssessment: German, Er ffered: once a year, win	nglish	rox. 20 minutes), we	ighted 2:1	
Alloca	tion of p	olaces				
allocat lowing subjec ta 2 (2 numbe procec ve mou ted nu locate	ted in a g quotas ct; amor 5% of p er of sub dure, ap dule wil mber of d as the	standardised procedure : Quota 1 (50% of place ig applicants with the s- laces): number of subject piect semesters, places plicants who already have the given preferential of places will be allocated y become available.	e among all applicants s): total number of EC ame number of ECTS of ect semesters of the re will be allocated by lo ave successfully comp onsideration. Places of	s irrespective of their TS credits already ac credits achieved, plac spective applicant; a st. Quota 3 (25% of pl leted at least one mo on all courses of the p	f available places, places will be subjects according to the fol- hieved in the respective degree ces will be allocated by lot. Quo- among applicants with the same laces): allocation by lot. In this odule component of the respecti- module component with a restric be maintained and places re-al-	
Additi	onal inf	ormation				
Workle	oad					
	ing cycl	e				
Teachi						
Teachi 	3 - ) - 1					
		LPOI (examination reg	ulations for teaching-	degree programmes)		
 Referro			ulations for teaching-	degree programmes)		

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

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	reg. data record Master (120 ECTS) Economics - 2014	

Module t	itle				Abbreviation
Contract	Contract Economics				12-M-CE-141-m01
Module	oordi	nator		Module offered by	
holder of	the C	hair for Economics, Cor	tract Theory and In-		Management and Economics
formatio			,		
1		d of grading	Only after succ. con	pl. of module(s)	
-	- r	ical grade			
Duration 1 semest		Module level graduate	Other prerequisites		
Contents		graduate	1		
ble to sea 1. Static 2. Dynam 3. Incom 4. Advers	arch fé moral nic mo plete é se sele	or the optimal contract f hazard ral hazard contracts	or these partners, an		ling partners. This makes it possi- f contract theory. Typical topics:
		ing outcomes			
2. apply 1 3. recogn	the inv ise, ir	essential results of cont volved methods to given n which real life situatio number of weekly cont	n simple examples on ns and how the result	s can be applied.	ın)
		mation on SWS (weekly			
Method	of ass	•	anguage — if other th	an German, examina	tion offered — if not every seme-
b) writter c) term p Language	n exan aper ( e of as ent of	nination (approx. 60 to nination (questions con approx. 15 to 20 pages) ssessment: German, En fered: once a year, sum ponus	cerning mathematica glish	l methodology; appr	ox. 120 minutes) or
Allocatio	n of p	laces			
Addition	al info	ormation			
Workload	d				
Teaching	cycle	2			
Referred	to in	LPOI (examination reg	ulations for teaching-o	degree programmes)	
Module a			. /		
		ee (1 major) Business Ma ee (1 major) Economics (			

Module title Abbreviation						
DSGE Modelling 12-M-DMM-132-m01						
Module coordinator Module offered by						
holder of the Chair of Monetary Policy and International Economics Faculty of Business Management and Economic						
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 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.						
Intended learning outcomes						
The course offers analytical tools designed to solve DSGE models. These analytical skills encompas:						
<ul> <li>Solving of intertemporal optimization problems (e.g., consumption Euler-equations).</li> <li>Linearization methods (e.g., Taylor-expansions).</li> <li>Solving linear difference expectations by minimum state variabel techniques (MSV-solution).</li> <li>Basic time series concepts such as impilse response functions, variance decompositions.</li> <li>Basic insights in MATLAB/ Dynare programming: specifying, solving and estimating DSGE models.</li> <li>Courses (type, number of weekly contact hours, language — if other than German)</li> <li>V + Ü (no information on SWS (weekly contact hours) and course language available)</li> <li>Method of assessment (type, scope, language — if other than German, examination offered — if not every se ster, information on whether module can be chosen to earn a bonus)</li> <li>a) written examination (approx. 60 minutes) or b) term paper (approx. 15 pages)</li> <li>Language of assessment: German, English</li> </ul>						
Additional information						
Workload						
Teaching cycle						
<b>Referred to in LPO I</b> (examination regulations for teaching-degree programmes)						
Module appears in						
Master's degree (1 major) Business Management (2013) Master's degree (1 major) Business Management (2014) Master's degree (1 major) Economics (2014)						
Master's degree (1 major) Economics (2013)						

Module title					Abbreviation	
Decisio	on Supp	oort Systems			12-M-DSS-141-m01	
Modul	e coord	inator		Module offered by		
holder	of the (	Chair of Information Sys	stems Engineering	Faculty of Business Management and Economics		
ECTS		od of grading	Only after succ. cor	· · · ·		
5	nume	rical grade				
Duratio	on	Module level	Other prerequisites	;		
1 seme	ester	graduate				
Conter	its					
		scusses advanced appi nsights are used to de				
Intend	ed learı	ning outcomes				
• ( •   • 9	Jnderst solate k Solve di stochas	ully completing the cou and the structure of cla ey elements from gene fferent classes of opti tic) ent spreadsheet-based	ssic business decisior ral problem descriptior mization problems (lir	n problems ns and convert them t near, network, intege	•	
Course	<b>s</b> (type	, number of weekly con	tact hours, language –	– if other than Germa	ın)	
V + Ü (	no infor	mation on SWS (weekl	y contact hours) and c	ourse language avail	able)	
		e <b>ssment</b> (type, scope, on on whether module			tion offered — if not	every seme-
minute written Langua	es; grou examin	vice questions (approx. ps of 2: approx. 20 mir nation (approx. 60 min ssessment: German, En bonus	utes; groups of 3: app utes)			
	tion of p					
allocat lowing subjec ta 2 (24 numbe proced ve mod ted num	ed in a quotas t; amon 5% of p er of sub lure, ap dule wil mber of	ces: 30. Should the nu standardised procedur : Quota 1 (50% of place g applicants with the s laces): number of subj oject semesters, places plicants who already h l be given preferential of places will be allocate y become available.	e among all applicants es): total number of EC ame number of ECTS of ect semesters of the re will be allocated by lo ave successfully comp consideration. Places of	s irrespective of their TS credits already ac redits achieved, plac spective applicant; a t. Quota 3 (25% of pl leted at least one mo on all courses of the p	subjects according hieved in the respec- ces will be allocated among applicants wi laces): allocation by odule component of module component	to the fol- ctive degree by lot. Quo- th the same lot. In this the respecti- with a restric-
Additio	onal inf	ormation				
Worklo	ad					
Teachi	ng cycl	e				
Referre	ed to in	LPOI (examination reg	gulations for teaching-	degree programmes)		
Master's w	ith 1 major	Economics (2014)		urg • generated 26-Aug-2024 Ind Master (120 ECTS) Econom		page 76 / 233

# Module appears in

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Module title				Abbreviation				
European Pu	European Public Finance 12-M-EFP-132-m01							
Module coor	dinator		Module offered by	<u> </u>				
holder of the	Chair of Public Finance		Faculty of Business Management and Economics					
ECTS Meth	od of grading	Only after succ. cor	npl. of module(s)					
5 num	erical grade							
Duration	Module level	Other prerequisites	5					
1 semester	graduate							
Contents								
Description: In this course, students will acquire a basic understanding of the financial system of the European Union as well as selected aspects of European agricultural, tax and climate policy. Reading: lecture notes provided by Chair.								
<ol> <li>The budge</li> <li>The Comm</li> <li>The Stabili</li> <li>Tax competition</li> </ol>	Outline of syllabus: 1. The budget of the European Union 2. The Common Agricultural Policy (CAP) 3. The Stability and Growth Pact (SGP) 4. Tax competition or tax coordination in Europe? 5. Emissions trading and European climate policy							
Intended lea	rning outcomes							
the budget o the debt prob and climate i	ting the course "Europäi f ther European Union. T olem within the Europea ssues using simple part	hey also know the mos n currency union. Fina al equilibrium models	st important instrum Ily they will be able to	ents of the agricultu o discuss internation	ral policy and			
	e, number of weekly con							
	ormation on SWS (weekly							
ster, informa	sessment (type, scope, tion on whether module	can be chosen to earn	a bonus)		every seme-			
	amination (approx. 60 m assessment: German, Er		er (approx. 15 pages)					
Allocation of	places							
Economics N	nagement Master's, Eco aster's, Chinese and Eco Human Geography Masi t.	onomics Master's and	China Business und	Economics Master's	: no restricti-			
Additional in	formation							
Workload								
Teaching cyc	le							
Referred to in	LPOI (examination reg	gulations for teaching-	degree programmes)					
Module appe	ars in							
Master's deg	ree (1 major) Business Ir ree (1 major) Business Ir ree (1 major) Media Com	nformation Systems (2	-					
-	or Economics (2014)	JMU Würzbı	ırg • generated 26-Aug-2024 rd Master (120 ECTS) Econom		page 78 / 233			

### Julius-Maximilians-UNIVERSITÄT WÜRZBURG

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

Master's with 1 major Economics (2014)	JMU Würzburg • generated 26-Aug-2024 • exam.	page 79 / 233
	reg. data record Master (120 ECTS) Economics - 2014	

Master's with 1 major Economics (2014)

Module	Module title Abbreviation					
_		netary Policy - Closed Ecc	onomy		12-M-EG1-132-m01	
Module	coord	inator		Module offered by		
holder Econom		Chair of Monetary Policy a	and International	Faculty of Business	Management and Economics	
ECTS	Metho	od of grading	Only after succ. con	npl. of module(s)		
5		rical grade				
Duratio	n	Module level	Other prerequisites			
1 semester graduate						
Conten	ts					
<ol> <li>Intert savings</li> <li>Bank an ecor</li> <li>Macr of bank</li> <li>Mono</li> <li>The r model.</li> <li>Defla</li> <li>Intende</li> <li>By com licy and transmi</li> </ol>	empor ? Why ing, fir nomy? V oecond ing T ey dem noneta Descri ation ed learr pleting I the fir ission d	are financial markets effi nancial markets and crisis What are the reasons and omic analysis of banks The role of banks during t and What are the key of ry transmission channel ption of the basic model. Consequences of deflation <b>ning outcomes</b> this course, students re- nancial system. Next to a channel. Students will be	ouseholds and firms cient? What is the m s What are the main d solutions for liquidi Banks as intermedia he financial crisis. leterminants of mone Connection betwee Extension of the bas on on macro variable ceive a profound und profound knowledge	eaning of financial a n functions of banks ity and solvency prob ries vs. originators o ey demand? en monetary policy a sic model of fiscal po s on the basis of diff lerstanding of theory e of banking in gener	? What are the roles of banks in olems of banks? f saving deposits. Macro models nd the real economy in the BMW licy.	
		nistorical experience. , number of weekly conta	ct hours, language –	- if other than Germa	n)	
		mation on SWS (weekly o				
Method	l of ass		nguage — if other th	an German, examina	tion offered — if not every seme-	
		nination (approx. 60 min ssessment: German, Eng		er (approx. 15 pages)		
Allocat	ion of p	olaces				
allocate lowing subject ta 2 (25 number procedu ve mod ted num	Allocation of places Number of places: 30. Should the number of applications exceed the number of available places, places will be allocated in a standardised procedure among all applicants irrespective of their subjects according to the fol- lowing quotas: Quota 1 (50% of places): total number of ECTS credits already achieved in the respective degree subject; among applicants with the same number of ECTS credits achieved, places will be allocated by lot. Quo- ta 2 (25% of places): number of subject semesters of the respective applicant; among applicants with the same number of subject semesters, places will be allocated by lot. Quota 3 (25% of places): allocation by lot. In this procedure, applicants who already have successfully completed at least one module component of the respecti- ve module will be given preferential consideration. Places on all courses of the module component with a restric- ted number of places will be allocated in the same procedure. A waiting list will be maintained and places re-al- located as they become available.					
Additio	nal info	ormation				
Worklo	ad					
Teachir	ng cycl	6				
	3 - , - (	-				

JMU Würzburg • generated 26-Aug-2024 • exam. reg. data record Master (120 ECTS) Economics - 2014

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

#### Module appears in

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

Master's with 1 major Economics (2014)	JMU Würzburg • generated 26-Aug-2024 • exam.	page 81 / 233
	reg. data record Master (120 ECTS) Economics - 2014	

	Module title Abbreviation						
Econor	Economic Geography 12-M-EG-141-m01						
Module	e coordinator		Module offered by				
holder	of the Chair of International Ec	onomics	s Faculty of Business Management and Economics				
ECTS	Method of grading	Only after succ. cor	npl. of module(s)				
5	numerical grade						
Duratio		Other prerequisites	6				
1 seme							
Conten							
Description: The course covers the determinants of economic activity in space: basics of urban and regional economics; the origins of the new economic geography and model tools involving mobile labour and mobile capital; applicati- ons to trade, tax and regional policy issues are examined and the empirics of agglomeration and trade are dis- cussed. Outline of syllabus:							
1. Intro 2. Ecor 3. From 4. The 5. The 6. Hous 7. The 8. Polic	duction nomic activity in space: basics in the new trade theory to the ne core-periphery model and beyo footloose-capital model and ap sing, welfare and regional poli empirics of agglomeration and cy issues re to go from here?	ond oplications cy	ny				
The con Brakma bridge Baldwi cy, Prin Combe ceton L Fujita,	Reading: The course uses a combination of textbooks and journal articles. The main textbooks used are: Brakman, W., H. Garretsen and Ch. van Marrewijk, 2009, The New Introduction to Geographical Economics, Cam- bridge University Press. Baldwin, R., R. Forslid, P. Martin, G. Ottaviano and F. Robert-Nicoud, 2003, Economic Geography and Public Poli- cy, Princeton. Combes, P.P, Th. Mayer and J.F. Thisse, 2008, Economic Geography. The Integration of Regions and Nations, Prin- ceton University Press. Fujita, M., P.R. Krugman and A.J. Venables, 1999, The Spatial Economy, MIT Press. Krugman, P.R., 1991, Geography and Trade, MIT Press.						
Intend	ed learning outcomes						
they le	its acquire a knowledge of the arn to apply fundamental mod ation and regional policy ques	els of agglomeration t	o understand and an	alyze policy issues involving tra-			
Course	<b>s</b> (type, number of weekly con	tact hours, language –	– if other than Germa	in)			
V + Ü (I	no information on SWS (weekly	contact hours) and c	ourse language avail	able)			
	<b>d of assessment</b> (type, scope, formation on whether module			tion offered — if not every seme-			
	en examination (approx. 60 to age of assessment: German, Er	-	n paper (approx. 15 p	bages)			
Allocat	ion of places						
Additio	onal information						
L							

# Workload

Teaching cycle

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

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# Module appears in

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

Master's with 1 major Economics (2014)	JMU Würzburg ● generated 26-Aug-2024 ● exam.	page 83 / 233
	reg. data record Master (120 ECTS) Economics - 2014	

Module title Abbreviation						
Europe	ean Mo	netary Policy - Open Eco	onomy		12-M-EG2-132-m01	
Modul	e coord	inator		Module offered by	,	
holder Econor		Chair of Monetary Policy	and International	Faculty of Busines	s Management and E	conomics
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	ester	graduate				
Conten	nts					
The co	urse de	als with the following t	opics:			
Functionspecul	oning o ation w	cchange market: f foreign exchange marl vith FX. e economics:	kets; market structure,	players and evoluti	on; FX transactions; H	nedging and
Theore and pu busch-	etical ba irchasir ) overs roach;	ackground and empirica ng power parity (PPP); N hooting model; Balassa Real effective exchange	Nonetary approach: Fle -Samuelson effect; FX	exible price monetar valuation via the Pl	y model and sticky pr PP and the macroecor	ice (Dorn- 10mic balan-
Classif	ication	e regimes and monetary of exchange rate regim monetary system; centr	es; the policy trilemm	a in open economie	s; historical developn	nent of the
Implica tes. The BN	ations o	en economy macroecon of the Mundell-Fleming MP-PC) model of the op xchange rates; optimun	model for monetary an en economy and its im	d fiscal policy unde	ary and fiscal policy ι	-
		experience with currend	y crises since the 1970	os; modelling currer	ncy crises within the M	Aundell-Fle-
Manag	ed-floa	ting as a solution for th	e policy trilemma.			
			, , ,			
Intend		ning outcomes				
By com market Next to investr econor	npleting ts, the o a prof nent st nies, ir	ning outcomes g this course, students of drivers of exchange rate ound knowledge of excl rategy. In the second pa focluding its trade-offs a pretical models as well	movements and some hange rate theory the art of the course stude nd risks like currency of	e exchange rate valu course highlights its nts learn the princip crises. Students will	uation methods used practical applicabilit ples of monetary polic	in practice. zy, e.g. as an zy in open
By com market Next to investr econor based	npleting ts, the o a prof ment st mies, ir on theo	g this course, students drivers of exchange rate ound knowledge of excl rategy. In the second pa ocluding its trade-offs a	movements and som hange rate theory the art of the course stude nd risks like currency o as the international hi	e exchange rate valu course highlights its nts learn the princip crises. Students will storical experience.	uation methods used practical applicabilit ples of monetary polic be able to analyze th	in practice. zy, e.g. as an zy in open
By com market Next to investr econor based <b>Course</b>	npleting ts, the o o a profi- ment st mies, ir on theo es (type	g this course, students of drivers of exchange rate ound knowledge of exc rategy. In the second pa ncluding its trade-offs a pretical models as well	movements and some hange rate theory the art of the course stude nd risks like currency of as the international hi tact hours, language -	e exchange rate valu course highlights its nts learn the princip crises. Students will storical experience. – if other than Germ	uation methods used practical applicabilit bles of monetary polic be able to analyze th an)	in practice. zy, e.g. as an zy in open
By com market Next to investr econor based Course V + Ü (n Methor	npleting ts, the c a profi- ment st mies, ir on thec es (type no info d of as:	g this course, students of drivers of exchange rate ound knowledge of exc rategy. In the second pa focluding its trade-offs a pretical models as well , number of weekly con	movements and some hange rate theory the art of the course stude nd risks like currency of as the international hi tact hours, language – y contact hours) and co language — if other th	e exchange rate valu course highlights its nts learn the princip crises. Students will storical experience. – if other than Germ ourse language ava an German, examin	uation methods used practical applicabilit oles of monetary polic be able to analyze th an) ilable)	in practice. y, e.g. as an y in open ese issues
By com market Next to investr econor based <b>Course</b> V + Ü (1 <b>Metho</b> ster, in a) writt	npleting ts, the o a profi- ment st mies, ir on theo es (type no info d of ass format	g this course, students in drivers of exchange rate ound knowledge of excl rategy. In the second particular or cluding its trade-offs a pretical models as well or number of weekly con rmation on SWS (weekly sessment (type, scope,	movements and some hange rate theory the of art of the course stude nd risks like currency of as the international hi tact hours, language – y contact hours) and c language — if other th can be chosen to earr inutes) or b) term pap	e exchange rate valu course highlights its nts learn the princip crises. Students will storical experience. – if other than Germ ourse language ava an German, examin a bonus)	uation methods used practical applicabilit oles of monetary polic be able to analyze th an) ilable) ation offered — if not	in practice. zy, e.g. as an zy in open ese issues

# UNIVERSITÄT WÜRZBURG

### Allocation of places

Number of places: 30. Should the number of applications exceed the number of available places, places will be allocated in a standardised procedure among all applicants irrespective of their subjects according to the following quotas: Quota 1 (50% of places): total number of ECTS credits already achieved in the respective degree subject; among applicants with the same number of ECTS credits achieved, places will be allocated by lot. Quota 2 (25% of places): number of subject semesters of the respective applicant; among applicants with the same number of subject semesters, places will be allocated by lot. Quota 3 (25% of places): allocation by lot. In this procedure, applicants who already have successfully completed at least one module component of the respective module will be given preferential consideration. Places on all courses of the module component with a restricted number of places will be allocated in the same procedure. A waiting list will be maintained and places re-allocated as they become available.

### Additional information

Workload

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Teaching cycle

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

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### Module appears in

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

Master's with 1 major Economics (2014)	JMU Würzburg • generated 26-Aug-2024 • exam.	page 85 / 233
	reg. data record Master (120 ECTS) Economics - 2014	

					Abbreviation	
		earch in Entrepreneurs	hip and Management		12-M-EGF-141-m01	
Module	Module coordinator			Module offered by		
holder	-	Chair of Entrepreneurs			Management and E	conomics
ECTS	+	od of grading	Only after succ. con	npl. of module(s)		
10		rical grade				
Duratio		Module level	Other prerequisites	i		
1 seme		graduate				
Contents						
Description: The module will introduce students to qualitative / quantitative research paradigms, using, among others, the example of empirical studies in the area of founding and management research. During the course, participants will be required to present significant substantive and methodological findings of a recent empirical essay. In their presentations, students will address the following key questions: What contribution does the paper ma- ke? How are empirically testable hypotheses derived? What method of empirical data collection is used? What evaluation methodology is used? What are the implications for science and practice, what are the strengths and weaknesses of the paper? Content (subject to change): 1. Introduction 2. Philosophy of science 3. Study design 4. Correlations 5. Methods of data collection 6. Simple linear regression 7. Specification problems and distributions 8. Time series analysis 9. Logistic regression						
Studen	its acqu		purposefully in comple	x situations with em	pirical expertise on a	a practice-ori-
ented s		· · · · · · · · · · · · · · · · · · ·	ntact hours, language –	if other than Corma	n)	
		· · · · ·	ly contact hours) and co			
			language — if other th			overy seme-
			can be chosen to earn			every serife
Langua	age of a ment o	ssessment: German, E ffered: once a year, su	-	5 minutes), weighted	d 2:1	
Allocat	ion of p	olaces				
allocat lowing subject ta 2 (29 numbe proced ve moo ted num located	ed in a quotas t; amor 5% of p r of sub ure, ap lule wil mber of d as the	standardised procedu : Quota 1 (50% of plac g applicants with the laces): number of subj oject semesters, places plicants who already h l be given preferential places will be allocate y become available.	imber of applications e re among all applicants es): total number of EC same number of ECTS c ect semesters of the re s will be allocated by lo ave successfully comp consideration. Places c ed in the same procedu	s irrespective of their TS credits already ac redits achieved, plac spective applicant; a t. Quota 3 (25% of pl leted at least one mo on all courses of the r re. A waiting list will	subjects according hieved in the respec- ces will be allocated among applicants wi laces): allocation by odule component of module component be maintained and	to the fol- ctive degree by lot. Quo- th the same lot. In this the respecti- with a restric- places re-al-
Master's w	ith 1 majo	r Economics (2014)		ırg • generated 26-Aug-2024 rd Master (120 ECTS) Econom		page 86 / 233

### Additional information

# Workload

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# Teaching cycle

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

# Module appears in

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

Master's with 1 major Economics (2014)	JMU Würzburg • generated 26-Aug-2024 • exam.	page 87 / 233
	reg. data record Master (120 ECTS) Economics - 2014	

Module title				Abbreviation		
Economics of Information and Network Industries 12-M-EIN				12-M-EIN-141-m01		
Module coordinator			Module offered by			
holder of the Chair of Industrial Economics		iomics	Faculty of Business	Management and E	conomics	
ECTS Meth	nod of grading	Only after succ. con	npl. of module(s)			
5 num	erical grade					
Duration	Module level	Other prerequisites	;			
1 semester	1 semester graduate					
Contents						
Outline of syllabus: 1. Network effects - Consumer demand in markets with network effects and rational expectations						
- Monopoly p		network enects and ra	lional expectations			
- Competition	n in markets with netwo ty and multihoming	rk effects				
	n policy issues in indust	ries with network effec	ts			
2. Competitio	on in markets with swite	hing costs				
	period models of marke	_	5			
	delling possibilities for osts and long-run price					
	-Sided Markets and Pla					
- Monopoly p	oricing in platform mark					
	n in platform markets					
- Divide and - Non-price s	conquer strategies					
	n policy issues in platfo	rm markets				
4. Access pri	cing in network industri	es				
	mpetition and role of ac	cess prices				
- Regulation	of access prices					
The course w	vill be taught in English.					
Intended lea	rning outcomes					
advanced co tation form). strategies an ve of the stat	tion of the module stud ncepts of economics, in They will be able to refe d can predict the marke e and, if necessary, app	formation and network er to the modeling exam et outcome, evaluate in propriate policy action a	industries (including pples from the praction formation and netwo alternatives derived.	g their mathematica ce by impute obviou ork industries from th They will sufficiently	Il represen- Is corporate he perspecti- y understand	
	n order to open up that e, number of weekly cor	· · · · · · · · · · · · · · · · · · ·	·		у.	
	ormation on SWS (week					
		· · · ·			avon como	
<b>Method of assessment</b> (type, scope, language — if other than German, examination offered — if not every seme- ster, information on whether module can be chosen to earn a bonus)						
a) written examination (approx. 60 to 90 minutes) or b) written examination (questions concerning mathematical methodology; approx. 120 minutes) or c) term paper (approx. 15 to 20 pages)						
Language of assessment: German, English creditable for bonus						
Allocation of places						
Additional information						
Master's with 1 mai	or Economics (2014)	IMU Würzbı	urg • generated 26-Aug-2024	• exam.	page 88 / 233	
			rd Master (120 ECTS) Econom			

### Workload

Teaching cycle

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

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# Module appears in

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

Master's with 1 major Economics (2014)	JMU Würzburg • generated 26-Aug-2024 • exam.	page 89 / 233
	reg. data record Master (120 ECTS) Economics - 2014	

Module title Abbreviation					
		strial Organization			12-M-EIO-141-m01
<b>NA</b> - 1-1-		·		Madula offers disc	
Module				Module offered by	
	r	Chair of Industrial Econor			Management and Economics
ECTS		od of grading rical grade	Only after succ. con	ipl. of module(s)	
5	L	Module level			
Duratio		graduate	Other prerequisites		
Conten		Sladuate	<u> </u>		
		1			
Outline of syllabus: 1. Recap of econometric methods - Identification and estimation of simultaneous equation models - Endogeneity - Variants of GMM and ML estimation 2. Estimation of demand - Representative consumer models - Discrete choice models with individual data - Discrete choice models with aggregate data - Demand models with consumer heterogeneity 3. Estimation of static market models - Supply and demand estimation: NEIO framework - Inferring/estimation of marginal costs 4. Applications - Market definition - Empirical merger analysis					
Intende	ed learı	ning outcomes			
The students taking this class will learn modern empirical methods in studying questions related to industry out- comes. They will become familiar with methods used in estimating demand and during exercises will learn how one can do it in practice. They will have a thorough understanding of the so-called New Empirical Industrial Orga- nization (NEIO) methodology. They will become familiar with methods used in estimating demand and imperfect competition models among firms. They will learn how to use such models to infer marginal costs as well as con- structing policy simulations based on the estimated models to evaluate the effects of changes in the competitive environment, such as mergers. A student which successfully completes this course will not only be able to read empirical academic papers but will also implement a few important models in computer exercises. Furthermore, they will be able to draw implications of empirical studies for economic policy in areas such as antitrust and re- gulation.					
Course	<b>s</b> (type	, number of weekly conta	ct hours, language –	- if other than Germa	n)
V + Ü (r	no infor	mation on SWS (weekly o	contact hours) and co	ourse language avail	able)
		e <b>ssment</b> (type, scope, la on on whether module ca			tion offered — if not every seme-

a) written examination (approx. 60 to 90 minutes) or b) written examination (questions concerning mathematical methodology; approx. 120 minutes) or c) term paper (approx. 15 to 20 pages) Language of assessment: German, English

creditable for bonus

**Allocation of places** 

#### Additional information

Aaster's with 1	major	Economics	(2014)	

### Workload

Teaching cycle

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

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# Module appears in

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

Master's with 1 major Economics (2014)	JMU Würzburg • generated 26-Aug-2024 • exam.	page 91 / 233
	reg. data record Master (120 ECTS) Economics - 2014	

Modul	e title				Abbreviation
European Macroeconomic Policy					12-M-EMP-132-m01
Module coordinator Mod				Module offered by	
	holder of the Chair of Monetary Policy and International Economics		Faculty of Business Management and Economics		
ECTS	Methe	od of grading	Only after succ. co	mpl. of module(s)	
5	nume	rical grade			
Duration Module level Other prerequisite		Other prerequisites	5		
1 semester graduate					
Contents					

#### Description:

The course provides students with an overview of the macroeconomic conditions and consequences of European integration and monetary union. The course thus helps students gain a deeper understanding of the current crisis in the euro area as well as the debate on the future of European economic integration.

#### Content:

The first part of the course provides students with an overview of the history of European integration with a focus on economic and monetary integration. We then discuss the institutional framework of the European Monetary System, the predecessor of the euro area in the period from 1979 to 1998. Next, the criteria for admission to the European Monetary Union (EMU) and the monetary policy strategy of the European Central Bank will be presented and discussed. Building on the traditional Mundell-Fleming model, the course will make students familiar with the theory of the optimum monetary area and will then provide them with deeper insights into this theory on the basis of a simple New Keynesian model. Students will thus be able to make a well-founded assessment of the advantages and disadvantages of monetary union as well as the conditions under which monetary union can be successful. In the final part of the course, we analyse the coordination and incentive problems that arise for fiscal policy in a monetary union. In particular, we deal with the question of how these issues are addressed within the European Monetary Union. Current macroeconomic developments within the euro area as well as the causes and consequences of the euro crisis are discussed at various points in the course.

#### Intended learning outcomes

After completing this course students will have gained a profound understanding of the costs and benefits of monetary integration in general and specifically in the EMU. Thus, they will enhance their general macroeconomic understanding by applying it to real world problems. In addition, students will have knowledge of the institutions of common fiscal and monetary policy in Europe.

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

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

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

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

#### **Allocation of places**

Number of places: 30, thereof 10 places for Master's students of Business Management and Master's students of Economics assigned as described below and 10 places each for Master's students of Applied Human Geography and Master's students of Political and Social Sciences, assigned by lot. (1) Should the number of applications exceed the number of available places, places will be allocated in a standardised procedure among all applicants irrespective of their subjects according to the following quotas: Quota 1 (50% of places): total number of ECTS credits already achieved in the respective degree subject; among applicants with the same number of ECTS credits achieved, places will be allocated by lot. Quota 2 (25% of places): number of subject semesters of the respective applicant; among applicants with the same number of subject semesters, places will be allocated by lot. Quota 3 (25% of places): allocation by lot. In this procedure, applicants who already have successfully completed at least one module component of the respective module will be given preferential consideration. (2) Pla-

Master's with 1 major Economics (2014)	JMU Würzburg • generated 26-Aug-2024 • exam.	page 92 / 233
	reg. data record Master (120 ECTS) Economics - 2014	1

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

#### Additional information

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Workload

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### Teaching cycle

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

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#### Module appears in

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

Master's with 1 major Economics (2014)	JMU Würzburg • generated 26-Aug-2024 • exam.	page 93 / 233
	reg. data record Master (120 ECTS) Economics - 2014	

			Abbreviation			
	Empirical HR Research with Stata 12-M-EPF-141-m01					
Module coordinator				Module offered by		
holder of the Chair for Human Resource Management and Organisation			e Management and	Faculty of Business	Management and Economics	
ECTS	Metho	od of grading	Only after succ. con	npl. of module(s)		
5		rical grade		• • • •		
Duratio	n	Module level	Other prerequisites			
1 seme	ster	graduate				
Conten	ts					
most in learn, w STATA.	nportar vith the	it estimation problems a	nd their application i	n the software packa	) introduces and discusses the age STATA. In addition, students programs are programmed in	
	-	ning outcomes				
		-	dents to understand	and apply the most i	important estimation program-	
mes an	d their	application in STATA wit	h a focus on problem	s in personnel econo	omics.	
Courses	<b>s</b> (type,	number of weekly conta	ct hours, language –	- if other than Germa	n)	
Ü (no ir	format	ion on SWS (weekly cont	act hours) and cours	e language available	e)	
		e <b>ssment</b> (type, scope, la on on whether module ca			tion offered — if not every seme-	
Langua	ge of a	oprox. 10 pages) ssessment: German, Eng ffered: once a year, sumr				
Allocat	ion of p	olaces				
Allocation of places Number of places: 12. Should the number of applications exceed the number of available places, places will be allocated in a standardised procedure among all applicants irrespective of their subjects according to the fol- lowing quotas: Quota 1 (50% of places): total number of ECTS credits already achieved in the respective degree subject; among applicants with the same number of ECTS credits achieved, places will be allocated by lot. Quo- ta 2 (25% of places): number of subject semesters of the respective applicant; among applicants with the same number of subject semesters, places will be allocated by lot. Quota 3 (25% of places): allocation by lot. In this procedure, applicants who already have successfully completed at least one module component of the respecti- ve module will be given preferential consideration. Places on all courses of the module component with a restric- ted number of places will be allocated in the same procedure. A waiting list will be maintained and places re-al- located as they become available.						
Additio	nal info	ormation				
Worklo	ad					
Teaching cycle						
Referre	d to in	LPO I (examination regu	lations for teaching-o	degree programmes)		
••		<b>!</b>				
Module						
	-	ee (1 major) Business Ma				
Master's degree (1 major) Economics (2014)						

Master's with 1 major Economics (2	2014)
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				Abbreviation
Advanced Fir	nancial Accounting (Germ	an GAAP, IFRS)		12-M-ER-141-m01
Module coordinator			Module offered by	<u> </u>
holder of the Chair of Business Management and Accounting		gement and Accoun-	· · ·	Management and Economics
	nod of grading	Only after succ. con	npl. of module(s)	
	erical grade			
Duration	Module level	Other prerequisites	;	
1 semester	graduate			
Contents		_		
Outline of sy ced financial sets, hedge a group financ statement of Reading list t Intended lea After comple 1. analyze co standards	accounting, e. g. pension accounting; purchase prio ial statements; capital co cash flow and segment r to be provided during cou rning outcomes ting this course, students omplex financial accounti and develop predominar	mpirical foundations on accounting, fair valu ce allocation and impa- nsolidation in multile eporting; notes and m urse. s will be able to ng problems accordin ntly self-directed solut	ie accounting (finan airmant test; leasing vel corporate group nanagement report. g to national and inf ions for these probl	ng; selected topics of advan- cial instruments, biological as- ;; deferred taxes in individual and s; presentation of equity changes; ernational financial reporting ems; cial accounting and design rese-
	plication-oriented projec			\ \
	e, number of weekly cont			
	ormation on SWS (weekly			
	tion on whether module of			ation offered — if not every seme-
Language of creditable fo				
Allocation of	places			
Additional in	formation			
 Workload				
 Workload 				
 Workload  Teaching cyc	le			
	le			
 Teaching cyc	: <b>le</b> n LPO I (examination reg	ulations for teaching-	degree programmes	)
 Teaching cyc  Referred to in 	n LPO I (examination reg	ulations for teaching-	degree programmes	)
 Teaching cyo  Referred to in  Module appe	n LPO I (examination reg		degree programmes	)

Module	e title				Abbreviation
Busine	ss Soft	ware 2: Enterprise-Reso	urce-Planning-Syster	ns	12-M-ERP-141-m01
Module coordinator Module offe			Module offered by		
holder	of the (	Chair of Business Manag	ement and Business		Management and Economics
	Information Systems				
ECTS		od of grading	Only after succ. con	npl. of module(s)	
5	I	rical grade			
Duratio		Module level	Other prerequisites		
1 seme		graduate			
Conten	ts				
	odule p	provides students with ar lection and implementat			ormation systems in width as ganisations.
2. Sele	grated i ction of	nformation systems: inte f integrated information :	systems: methods, co	st-benefit analysis	ectures, operating models ect organisation, project marke-
groups	, the er	, ,	ng system operated b	by the Chair in its ERI	n opportunity to access, in smal P laboratory and to work with the
Intend	ed lear	ning outcomes			
2. unde 3. com stem 4. exec sons	erstand e to a s is; ute bus 5).	siness tasks and process	ess processes; ERP system using a st ses in an ERP system i	ructured approach a independently (after	nd compare different ERP sy- participation in the practice les-
		, number of weekly conta			
		rmation on SWS (weekly			
		sessment (type, scope, la ion on whether module c			tion offered — if not every seme
a) written examination (approx. 60 minutes) or b) written examination consisting entirely or partly of multi- ple/single choice questions (approx. 60 minutes) or c) oral examination (one candidate each: approx. 10 to 15 minutes; groups of 2: approx. 20 minutes; groups of 3: approx. 30 minutes) or d) entirely or partly computerised written examination (approx. 60 minutes) Language of assessment: German, English creditable for bonus					
Allocat	ion of <sub>l</sub>	olaces			
studen availab located ng quo ject; ar (25% o ber of s dure, a dule wi	ts of Bu ole place d in a st tas: Qu nong a f place subject pplicar ill be gi	usiness Management wit es. (1) Should the numb andardised procedure a tota 1 (50% of places): to pplicants with the same s): number of subject se semesters, places will b nts who already have suc	h specialization BIS, er of applications exc mong all applicants in tal number of ECTS cr number of ECTS credi mesters of the respec e allocated by lot. Qu ccessfully completed a ration. (2) Places on a	if the number of app eed the number of a rrespective of their s redits already achiev ts achieved, places tive applicant; amor ota 3 (25% of places at least one module	

#### Julius-Maximilians-UNIVERSITÄT WÜRZBURG

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

# Additional information

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Workload

# Teaching cycle

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

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#### Module appears in

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

Master's with 1 major Economics (2014)	JMU Würzburg • generated 26-Aug-2024 • exam.	page 97 / 233
	reg. data record Master (120 ECTS) Economics - 2014	

Module	e title				Abbreviation	
Advanc	ed Sen	ninar: Enterprise Syste	ms		12-M-ES-141-m01	
Module coordinator			Module offered by			
holder of the Chair of Business Management and Business			compant and Rusinoss		Managament and E	conomics
Informa			gement and business	raculty of busiliess	Management and E	CONTINUES
ECTS Method of grading Only after succ. compl. of module(s)						
10		rical grade		• • •		
Duratio	on	Module level	Other prerequisites			
1 seme	ster	graduate				
Conten	ts					
tured te	erm pap ems ar	students will acquire i per and to present the r id enterprise systems.				
		ding to topic	_			
		ning outcomes				
1. unde 2. integ	erstand grate ela	ng the course "Enterpri the fundamentals of so aborated content in a s entations independentl	cientific literature revie cientific thesis;			
Course	<b>s</b> (type	, number of weekly con	tact hours, language –	- if other than Germa	ın)	
S (no ir	nformat	ion on SWS (weekly co	ntact hours) and cours	e language available	2)	
		<b>essment</b> (type, scope, on on whether module			tion offered — if not	every seme-
Langua	ge of a	oprox. 20 to 25 pages) a ssessment: German, Er ffered: once a year, sur	nglish	ox. 20 minutes), we	ighted 2:1	
Allocat	ion of p	olaces				
studen availab located ng quo ject; an (25% o ber of s dure, a dule wi numbe	ts of Bu le plac l in a st tas: Qu nong aj f place subject pplicar ill be gi r of pla	ces: 20, thereof 15 plac usiness Management w es. (1) Should the numl andardised procedure ota 1 (50% of places): t oplicants with the same s): number of subject s semesters, places will ts who already have su ven preferential consid ces will be allocated in become available.	ith specialization BIS, ber of applications exc among all applicants in otal number of ECTS creat e number of ECTS credi emesters of the respect be allocated by lot. Qu accessfully completed eration. (2) Places on a	if the number of app eed the number of a rrespective of their s redits already achiev ts achieved, places tive applicant; amor ota 3 (25% of places at least one module all courses of the mo	licatoins exceeds the vailable places, place ubjects according to red in the respective will be allocated by lang applicants with the s): allocation by lot. component of the red dule component with	e number of ces will be al- the followi- degree sub- lot. Quota 2 se same num- in this proce- spective mo- h a restricted
Additio	nal inf	ormation				
Worklo	ad					
Teachi	ng cycl	e				
Referre	d to in	LPOI (examination reg	gulations for teaching-o	degree programmes)		
 Naster's wi	ith 1 major	Economics (2014)		rg ● generated 26-Aug-2024 rd Master (120 ECTS) Econom		page 98 / 233
,				, , , , , , , , , , , , , , , , , , , ,		

# Module appears in

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

Master's with 1 major Economics (2014)	JMU Würzburg • generated 26-Aug-2024 • exam.	page 99 / 233
	reg. data record Master (120 ECTS) Economics - 2014	

Module	e title				Abbreviation
Common European Labor Market				12-M-EW-132-m01	
Module	Module coordinator			Module offered by	
holder	holder of the Chair of Economic Order and Social Policy		and Social Policy	Faculty of Business Management and Economics	
ECTS	Metho	od of grading	Only after succ. compl. of module(s)		
5	nume	rical grade			
Duratio	on	Module level	Other prerequisites	i	
1 seme	ster	graduate			
Conten	Contents				

Description:

This course provides an overview of the current situation on the European labour markets, their institutions as well as common and country-specific regulations in the area of structural and social policy. In addition, students are introduced to economic theories that can explain the concentration of economic activity.

Outline of syllabus:

- 1. European integration an introduction
- 2. European labour markets overview and explanations
- 3. The common European labour market European regulations
- 4. The impact of European structural funds
- 5. Public cluster policy a new miracle solution?

Basic reading:

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

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

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

#### Intended learning outcomes

The students gain knowledge about the impact of the process of the European Integration on the national labour markets. They receive an overview of the possible labour market measures and they can discuss approaches aimed to reduce income disparities within the European Union. Additionally the students will be enabled to understand the emergence of geographically and economically concentrated areas. Subsequently possible public policies to intervene in the process of concentration are evaluated.

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

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

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

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

#### Allocation of places

Business Management Master's, Economics Master's, Business Information Systems Master's, Mathematics for Economics Master's, Chinese and Economics Master's and China Business und Economics Master's: no restrictions. Applied Human Geography Master's and Political and Social Sciences Master's: 10 places. Places will be allocated by lot.

#### Additional information

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Master's with 1 major Economics (2014)	JMU Würzburg • generated 26-Aug-2024 • exam.	page 100 / 233
	reg. data record Master (120 ECTS) Economics - 2014	

### Workload

Teaching cycle

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

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# Module appears in

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

Master's with 1 major Economics (2014)	JMU Würzburg • generated 26-Aug-2024 • exam.	page 101 / 233
	reg. data record Master (120 ECTS) Economics - 2014	

Module title		Abbreviation			
European Economic Statistics			12-M-EWS-132-m01		
Module coordinator			Module offered by		
holder	of the (	Chair of Econometrics		Faculty of Business	Management and Economics
ECTS		od of grading	Only after succ. com	pl. of module(s)	
5		rical grade			
Duratio		Module level	Other prerequisites		
1 seme		graduate			
Conten	ts				
2. The I 3. The I 4. Struc 5. Mon	ect and Europe narmor ctural in ey and	abus: I tasks of business and ed an system of national acc iised consumer price inde ndicators loans in the European me of EuroStat	counting ex		
		ning outcomes			
Studen Germar conom	ts acqı 1 busin ic ques	uire comprehension on th ess and economic statist tions.	ics. They will be able	to use these reporti	ing systems of the European and ng systems for different macroe-
		, number of weekly conta			
V + Ü (r	no info	mation on SWS (weekly o	contact hours) and co	urse language avail	able)
		<b>sessment</b> (type, scope, la ion on whether module ca			tion offered — if not every seme-
		mination (approx. 60 min ssessment: German, Eng		r (approx. 15 pages)	
Allocat	ion of <sub>l</sub>	olaces			
Additio	nal inf	ormation			
Worklo	ad				
Teachi	ng cvcl	e			
Referre	ed to in	LPOI (examination regu	lations for teaching-c	legree programmes)	
			0		
Module appears in					
		ee (1 major) Business Info	ormation Systems (20	013)	
	-	ee (1 major) Business Info		-	
	-	ee (1 major) Media Comm			
	-	ee (1 major) Business Ma			
	-	ee (1 major) Business Ma			
	-	ee (1 major) Economics (2 ee (1 major) Economics (2			
master	s uegr	ee (1 major) Economics (2	2013)		

Module title			Abbreviation				
Policy of Taxation				12-M-F1-132-m01			
Module coordinator			Module offered by				
holder	of the C	hair of Public Finance	- <u>(</u>		Management and E	conomics	
ECTS	· · · · · · · · · · · · · · · · · · ·	od of grading	Only after succ. con	npl. of module(s)			
5	nume	rical grade					
Duratio		Module level	Other prerequisites				
1 seme		graduate					
Conter	-						
holds i Readin Conter 1. Fisca 2. Mec 3. Tax i 4. Inco 5. Taxa 6. Prog 7. Taxa Intend After co they ar cific ta using s	module n Germ g: lectu ats: al harmo hanics ncideno me tax tion of gressive tion an <b>ed learr</b> ompleti e divide xes usir simple p	married couples and fa taxation and income le d household decisions <b>ing outcomes</b> ng the course "Tax Policed between the Federat ng simple case studies. partial equilibrium mod	urse will include simpl nair. many T system milies eveling cy" students know the ion and the federal pro Finally they can discu els.	e tax incidence anal most important tax r ovinces. They are abl ss tax induiced disto	vses of specific tax p evenues in Germany e to explain the incid rtions of individual o	oolicies. y and how dence of spe-	
Course	<b>s</b> (type,	number of weekly con	tact hours, language –	- if other than Germa	n)		
V + Ü (	no infor	mation on SWS (weekly	/ contact hours) and co	ourse language avail	able)		
		<b>essment</b> (type, scope, on on whether module			tion offered — if not	every seme-	
		nination (approx. 60 m ssessment: German, Er		er (approx. 15 pages)			
Allocat	ion of p	laces					
Additio	onal info	ormation					
Worklo	ad						
Teachi	ng cycl	2					
Referre	ed to in	LPOI (examination reg	ulations for teaching-	degree programmes)			
Modul	e appea	rs in					
Master Master	's degre 's degre	ee (1 major) Business Ir ee (1 major) Business Ir ee (1 major) Business N ee (1 major) Business N	formation Systems (20 lanagement (2013)	-			
Master's w	ith 1 major	Economics (2014)		rg • generated 26-Aug-2024 rd Master (120 ECTS) Econom		page 103 / 233	
					2014		



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

Master's with 1 major Economics (2014)	JMU Würzburg • generated 26-Aug-2024 • exam.	page 104 / 233
	reg. data record Master (120 ECTS) Economics - 2014	

Module title				Abbreviation		
Public	Debt				12-M-F2-132-m01	
Module coordinator				Module offered by		
holder of the Chair of Public Finance				Faculty of Business	Management and E	conomics
ECTS	<u> </u>	od of grading	Only after succ. com	pl. of module(s)		
5 numerical grade						
Duration 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						
		ning outcomes				
After completing the course "National Debt" students are able to distinguish and discuss the most important measurement concepts and problems of public debt. They can discuss the growth and distributional conse- quences using simple equilibrium models of closed and open economies. They can evaluate the relevance of Ri- cardian neutrality and know the political economny explanations of rising debt levels and debt overhangs in spe- cific countries.						
Course	<b>s</b> (type	, number of weekly cont	act hours, language –	· if other than Germa	n)	
V + Ü (r	no infor	mation on SWS (weekly	contact hours) and co	ourse language availa	able)	
		essment (type, scope, l on on whether module c			tion offered — if not	every seme-
	a) written examination (approx. 60 minutes) or b) term paper (approx. 15 pages) Language of assessment: German, English					
Allocat	ion of p	olaces				
Additio	nal inf	ormation				
Worklo	ad					
Teachi	ng cycl	e				
Referre	ed to in	LPOI (examination reg	ulations for teaching-o	legree programmes)		
Module appears in						
Master's degree (1 major) Business Information Systems (2013) Master's degree (1 major) Business Information Systems (2014) Master's degree (1 major) Business Management (2013)						
		Economics (2014)	JMU Würzbu	rg • generated 26-Aug-2024 • d Master (120 ECTS) Economi		page 105 / 233

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

Master's with 1 major Economics (2014)	JMU Würzburg • generated 26-Aug-2024 • exam.	page 106 / 233
	reg. data record Master (120 ECTS) Economics - 2014	

Module title	Abbreviation					
Social Insurance and the Welfare State				12-M-F3-132-m01		
Module coordinator		Module offered by				
holder of the Chair of Public Fina	Faculty of Business Management and Economics			conomics		
ECTS Method of grading		Only after succ. compl. of module(s)				
	5 numerical grade					
Duration Module level		Other prerequisites				
1 semester graduate						
Contents Description: This module discusses the economic justification for implementing social security systems in a market economy and provides students with deeper insights into this topic with the help of specific issues of public health and retirement policy. Reading: lecture notes provided by Chair.						
Contents: 1. Public intervention in insurance markets 2. The insurance function of social security 3. Social security and social morale 4. The optimal health insurance contract 5. Alternative financing schemes for public health in Germany 6. Why do we need a public pension system? 7. Funding vs pay-as-you-go financing of public pensions						
Intended learning outcomes						
After completing the module "Theorie der Sozialversicherung" students are able to explain the theoretical foun- dation of the social security system in a market economy. Using simple partial equilibrium models they can dis- cuss the financing and contract structure of the public health and pension system. Finally they are able to analy- ze the consequences of policy reforms.						
Courses (type, number of weekly	y conta	ct hours, language —	· if other than Germa	n)		
V + Ü (no information on SWS (w	veekly c	contact hours) and co	ourse language availa	able)		
<b>Method of assessment</b> (type, sc ster, information on whether mo				tion offered — if not o	every seme-	
a) written examination (approx. Language of assessment: Germa			er (approx. 15 pages)			
Allocation of places						
Additional information	,					
Workload						
Teaching cycle						
<b>Referred to in LPO I</b> (examination regulations for teaching-degree programmes)						
Module appears in						
Master's degree (1 major) Business Information Systems (2013)						
Master's degree (1 major) Business Information Systems (2014)						
Master's degree (1 major) Business Management (2013)						
Master's with 1 major Economics (2014)			rg • generated 26-Aug-2024 • d Master (120 ECTS) Economi		page 107 / 233	

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

Master's with 1 major Economics (2014)	JMU Würzburg • generated 26-Aug-2024 • exam.	page 108 / 233
	reg. data record Master (120 ECTS) Economics - 2014	

Module title Abbreviation					Abbreviation	
-	Optimal Tax Theory     12-M-F4-132-m01					
Module coordinator				Module offered by		
	r	hair of Public Finance		· · · ·	Management and Economics	
ECTS	·	d of grading	Only after succ. com	pl. of module(s)		
5	<u> </u>	ical grade				
Duratio		Module level	Other prerequisites			
1 seme	!	graduate				
Conten						
for a ta pital. Examir studen Readin Outline	urse wil x syster ing spe ts will t g: Lectu e of sylla	n to be optimal. Lectures cific taxation issues such hen gain more in-depth in rre notes will be provided	will introduce key ru n as eco-tax, family ta nsights into these rul	lles for taxing commo	earn what criteria have to be met odities as well as income and ca- tion of international enterprises,	
3. Opti	mal taxa	ome taxation ation of families Il tax competition				
		ing outcomes				
They ar	re able t		pecific normative qu	estions of tax policy	eant with "optimal taxation". in practice. Students also learn cy issues in groups.	
Course	<b>s</b> (type,	number of weekly conta	ct hours, language —	if other than Germa	n)	
V + Ü (ı	no infor	mation on SWS (weekly o	contact hours) and co	ourse language availa	able)	
		<b>essment</b> (type, scope, la on on whether module ca			tion offered — if not every seme-	
		nination (approx. 60 min ssessment: German, Eng		er (approx. 15 pages)		
Allocat	ion of p	laces				
Additio	onal info	ormation				
Worklo	ad					
Teachi	Teaching cycle					
Referred to in LPO I (examination regulations for teaching-degree programmes)						
Module	e appea	rs in				
Master Master	Module appears in Master's degree (1 major) Business Management (2013) Master's degree (1 major) Business Management (2014) Master's degree (1 major) Economics (2014) Master's degree (1 major) Economics (2013)					

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Modul	Module title Abbreviation					
Analys	Analysis of Financial Market Data 12-M-FMO-141-mo1					
Module coordinator Module offered by						
	of the Chair of Econometrics		Faculty of Business	Management and Economics		
ECTS	Method of grading Only after succ. compl. of module(s)					
5 numerical grade						
Durati		Other prerequisites				
1 seme						
Conter	nts					
The mo ta. The pothes lied in cal find corpor ARCH , the CA Outling 1. Infor 2. Ran 3. Theo 4. Even 5. Univ 6. Moo 7. Estin Readir Alexan Campb Geyer,	Contents         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 o corporate news on the share price and discusses issues of univariate time series analysis such as AR(I)MA and ARCH / GARCH models that are indispensable for modelling financial market data. In the final part of the course, the CAPM is discussed and examined, in particular, with regard to its empirical applicability.         Outline of syllabus:         1. Information efficiency         2. Random walk         3. Theoretical market models         4. Event studies         5. Univariate modelling of time series data         6. Models to explain volatility (ARCH and GARCH)         7. Estimation of the capital asset pricing model         Reading:         Alexander, C.: A Guide to Financial Data Analysis, Wiley.         Campbell, JY, Lo, AW, MacKinley, AC: The Econometrics of Financial Markets, Princeton University Press.         Geyer, A.: Information, Erwartung und Risiko. Aspekte der Verteilung, Abhängigkeit und Varianz von finanzwirt- schaftlichen Zeitreihen, Verlag V. Florentz.					
Intend	ed learning outcomes					
rical aı progra studer	Students have significant knowledge of the fundamentals, methods and concepts that are needed for the empirical analysis of financial market data. They can autonomously perform statistical test decisions with statistics programs such as EViews or Gretl and critically analyze in terms of their economic importance. In addition, the students learn the independent handling of empirical capital market data and have at the end of the course the ability to develop also own functions and routines, for example for EViews.					
Course	<b>Courses</b> (type, number of weekly contact hours, language — if other than German)					
V + Ü (	no information on SWS (weekly	contact hours) and co	ourse language avail	able)		
	<b>d of assessment</b> (type, scope, la Iformation on whether module c			tion offered — if not every seme-		
Langua	ten examination (approx. 60 mir age of assessment: German, Eng able for bonus		er (approx. 15 pages)			
Alloca	tion of places					

Master's with 1 major Economics (2014)	
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#### Additional information

# Workload

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## Teaching cycle

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

## Module appears in

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

Master's with 1 major Economics (2014)	JMU Würzburg • generated 26-Aug-2024 • exam.	page 111 / 233
	reg. data record Master (120 ECTS) Economics - 2014	

Module	e title				Abbreviation	
Manag	Management and Leadership in Organizations 12-MFO-132-mo1					
Module coordinator				Module offered by		
holder Informa		Chair of Business Manago ystems	ement and Business	Faculty of Business	Management and Economics	
ECTS	Metho	od of grading	Only after succ. con	pl. of module(s)		
5		rical grade		• • • • •		
Duratio	on	Module level	Other prerequisites			
1 seme	ster	graduate				
Conten	Contents					
panies manag tasks a ming e	lead to ing the ind inst ver mor	a demand for young ma organisational world. Th ruments as well as the cl re complex.	ngers with a high div e lecture will provide	ersity of expertise th students with an ins	ganisational structures of com- at are able to play their part in sight into the characteristics, is and situations that are beco-	
- Funda - Tasks - Leade - Assur - Concl tinuous The ma that no The su	luction amenta and in ership in ance of usion	Power in the daily man ls of management in com struments of management n an intercultural context employability - Management of supervity is in a global context. Me of change processes does gh attention is paid to the	nplex organisations nt sors and colleagues l rgers, integrations ar not have the desired e complexity of these sful change processes	nd acquisitions - thes d effect or even fails. processes and to en	d of work is characterised by con- se are key terms in this context. This is not least due to the fact nployees. sibility of managers as well as a	
- Introd - Psych - Appro - Meast - The rc	Outline of syllabus: - Introduction - typical change scenarios - Psychological basics and concepts - Approaches and control in change projects - Measures and instruments of change management - The role of management - Conclusion - example of application acquisitions and cases					
Intende	ed learı	ning outcomes	-			
<ul> <li>Part I: Course objectives:</li> <li>Provide a widespread insight into the current status of theory and practice regarding management in complex organizations</li> <li>Introduction of essential tasks and instruments of managers and their apply to authentic cases.</li> <li>To illustrate and reflect the tensions of management in complex situations and international context Part II: Course objectives:</li> <li>Provide a widespread insight into the current status of theory and practice regarding changes</li> <li>Introduction, suitability of daily use and critical reflection of essential concepts, models and methods</li> <li>Foster the understanding for the necessity, complexity of changes as well as their constraints and barriers.</li> </ul>						
Course	<b>s</b> (type	, number of weekly conta	ict hours, language –	- if other than Germa	n)	
This mo compo • 1 • 1	odule c nent. 2-MFO- 2-MFO-	omprises 2 module comp 1-132: V (no information 2-132: V (no information	oonents. Information on SWS (weekly cont	on courses will be lis	sted separately for each module se language available)	
Master's w	ith 1 major	r Economics (2014)		rg • generated 26-Aug-2024 • rd Master (120 ECTS) Econom		

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

Assessment in this module comprises the assessments in the individual module components as specified below. Unless stated otherwise, successful completion of the module will require successful completion of all individual assessments.

Assessment in module component 12-MFO-1-132: General Management - Key Skills for Young Professionals

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

Allocation of places

Additional information

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Workload

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Teaching cycle

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

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#### Module appears in

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

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

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

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

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

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

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	reg. data record Master (120 ECTS) Economics - 2014	

Module	e title				Abbreviation
Global	Logisti	cs & Supply Chain Mana	gement		12-M-GLSC-141-m01
Module coordinator				Module offered by	
holder	of the (	Chair of Logistics and Qua	antitative Methods		Management and Economics
ECTS		od of grading	Only after succ. com		
5	nume	rical grade			
Duratio	on	Module level	Other prerequisites		
1 seme	ster	graduate			
Conten	ts				
	ng of gl				with advanced methods for the ese with the help of multiple case
Intende	ed lear	ning outcomes			
(ii) dev (iii) eva proces	elop ar Iluate t ses.		hods to plan product ertainties in processe	s and apply concept	s and methods to plan uncertain
		, number of weekly conta			
		mation on SWS (weekly o			
		<b>sessment</b> (type, scope, la on on whether module ca			tion offered — if not every seme-
	ige of a	mination (approx. 60 min ssessment: German, Eng bonus		aboration (approx. 1	5 to 20 pages)
Allocat	ion of p	olaces			
Additio	nal inf	ormation			
Worklo	ad				
Teachi	ng cycl	e			
Referre	d to in	LPOI (examination regu	lations for teaching-c	legree programmes)	
Module	e appea	urs in			
		ee (1 major) Business Info	ormation Systems (20	014)	
Master's degree (1 major) Business Management (2014)					
		ee (1 major) Economics (2			

Module title				Abbreviation	
Global Value	Global Value Management 12-M-GVM-132-m01				
Module coordinator Module offered by					
holder of the Management	holder of the Chair of Business Management and Industrial Faculty of Business Management and Economics				
	od of grading	Only after succ. com	pl. of module(s)		
	rical grade		· · · · · ·		
Duration	Module level	Other prerequisites			
1 semester	graduate				
Contents					
In this course,	students will explore sel	ected issues of proc	urement, production	and logistics management.	
Intended lear	ning outcomes				
ciplinary and gement at lea	social competences are ta st partially independent o	aught, because these capabilities provide a	e from procurement, not important succe	rks, in this seminar (inter-) dis- production and logistics mana- ess factor of a successful (global global value management.	
Courses (type	, number of weekly conta	ct hours, language –	- if other than Germa	n)	
	mation on SWS (weekly o				
	<b>sessment</b> (type, scope, la ion on whether module ca	5 5		tion offered — if not every seme-	
<ul> <li>b) 2 written ex</li> <li>c) written exa</li> <li>d) written exa</li> <li>e) presentatio</li> <li>f) written elab</li> <li>Language of a</li> </ul>	mination (approx. 60 min caminations (approx. 30 r mination (approx. 40 min mination (approx. 40 min n (approx. 20 minutes) w oration (approx. 30 to 40 ssessment: German, Eng ffered: in the semester in	ninutes each), weigh utes) and presentatio utes) with written ela ith written elaboratio pages) lish	on (approx. 20 minut aboration (approx. 15 on (approx. 15 to 20 p	; to 20 pages), weighted 2:1 or bages), weighted 1:1 or	
Allocation of	olaces				
Additional inf	ormation				
Workload					
Teaching cycl	e				
<b>Referred to in LPO I</b> (examination regulations for teaching-degree programmes)					
Module appea	ars in				
Master's degr Master's degr	Master's degree (1 major) Business Management (2013) Master's degree (1 major) Business Management (2014) Master's degree (1 major) Economics (2014) Master's degree (1 major) Economics (2013)				

Module	e title				Abbreviation
Human	Resou	rce Management and Inc	lustrial Relations		12-M-HRM-132-m01
Module	e coord	inator		Module offered by	<u> </u>
		Chair for Human Resourc	e Management and		Management and Economics
Organi			e management and		
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				
Industr of hum	rial Rela Ian resc		nced theories, estima	tion techniques and	man Resource Management and I empirical results from the areas
Intend	ed lear	ning outcomes			
	npirical				l theories, estimation techniques elations on the basis of scientific
Course	<b>s</b> (type	, number of weekly conta	act hours, language –	- if other than Germa	an)
v + Ü (r	no infoi	rmation on SWS (weekly	contact hours) and co	ourse language avail	able)
ster, in	formati	sessment (type, scope, la ion on whether module c mination (approx. 60 mir	an be chosen to earn	a bonus)	ation offered — if not every seme-
Langua	age of a	ssessment: German, Eng			,
Allocat	ion of p	olaces			
Econor	nics Ma		nomics Master's and	China Business und	stems Master's, Mathematics for Economics Master's: no restricti by lot.
Additio	onal inf	ormation			
Worklo	ad				
Teachi	ng cycl	e			
Referre	ed to in	LPOI (examination regu	llations for teaching-	degree programmes)	
		. 0			
Module	e appea	ars in			
		ee (1 major) Business Inf	ormation Systems (20	013)	
	-	ee (1 major) Business Inf	-	014)	
		ee (1 major) Business Ma			
	-	ee (1 major) Business Ma			
	-	ee (1 major) Economics (	•		
waster	s aegr	ee (1 major) Economics (	2013)		

Master's with 1 major E	Economics (2014)
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Module title					Abbreviation	
E-Busi	iess St	rategies			12-M-IBS-141-m01	
Module coordinator				Module offered by		
holder of the Chair of Information Systems Engineering			stems Engineering	Faculty of Business	Management and E	conomics
ECTS	<u> </u>	od of grading	Only after succ. con	pl. of module(s)		
5	nume	rical grade				
Duratio	on	Module level	Other prerequisites			
1 seme	emester graduate					
Conten	Contents					
			he relationships betwe gic management of a c		o-based platforms (e	electronic
Intend	ed learr	ning outcomes				
(i) Theo (ii) The meanir	oretical strengt ngful ap	ths and weaknesses of oplication;	nowledge of: evelopment and implei different frameworks a ations of entrepreneur	nd approaches as w		s for their
Course	<b>s</b> (type	, number of weekly con	tact hours, language –	- if other than Germa	n)	
V + Ü (I	no infor	mation on SWS (weekl	y contact hours) and co	ourse language avail	able)	
			language — if other the can be chosen to earn		tion offered — if not	every seme-
ple/sin minute written Langua	gle cho s; grou examir	vice questions (approx. ps of 2: approx. 20 mir nation (approx. 60 min ssessment: German, E		examination (one ca	ndidate each: appro	ox. 10 to 15
Allocat	ion of p	olaces				
Number of places: 30. Should the number of applications exceed the number of available places, places will be allocated in a standardised procedure among all applicants irrespective of their subjects according to the following quotas: Quota 1 (50% of places): total number of ECTS credits already achieved in the respective degree subject; among applicants with the same number of ECTS credits achieved, places will be allocated by lot. Quota 2 (25% of places): number of subject semesters of the respective applicant; among applicants with the same number of subject semesters, places will be allocated by lot. Quota 3 (25% of places): allocation by lot. In this procedure, applicants who already have successfully completed at least one module component of the respective module will be given preferential consideration. Places on all courses of the module component with a restricted number of places will be allocated in the same procedure. A waiting list will be maintained and places re-allocated as they become available.						
Additio	onal info	ormation				
Worklo	Workload					
Teaching cycle						
Referre	ed to in	LPOI (examination re	gulations for teaching-	degree programmes)		
Module	e appea	in in				
Master's w	ith 1 major	Economics (2014)		rg • generated 26-Aug-2024 rd Master (120 ECTS) Econom		page 117 / 233

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	reg. data record Master (120 ECTS) Economics - 2014	

Module	e title				Abbreviation
		Marketing			12-M-IMM-141-m01
Module	e coord	inator		Module offered by	
holder ting	of the C	hair of Business Admini	stration and Marke-	Faculty of Business	Management and Economics
ECTS	Metho	od of grading	Only after succ. con	npl. of module(s)	
5	numei	rical grade			
Duratio	on	Module level	Other prerequisites		
1 seme	ster	graduate			
Conten	ts				
(stage I nal con nalisati as a tin ket ent Outline 1. Intern - Globa - Comp 2. Intern - Marke - Timing - Intern 3. Theo - Foreig - Multir	dule bu I studie I studie I studie I studie I studie I strans of sylla nationa I isatior etitiver nationa et entry et devel g strate ational pries an gn trade nationa	s). It provides a systema 'hese are explained main tegies, which require cou the countries market dev narket development. abus: lisation of the economy hess of countries, industr al strategic marketing dec forms opment strategies gies organisation structures d strategies of internatio	tic introduction to str ly by Porter's diamor untry analyses and de elopment. In additio and regional integrat ies and companies in cisions	ategic marketing de nd and cluster mode ecisions on the selec n, the module discus ion processes	gramme or the <i>Grundstudium</i> cisions in global and internatio- ls. Another focus is on internatio- ction of national markets as well sses different strategies for mar-
on).	, H. / B , R. / Fa				Stuttgart etc. (most recent editi- ement, Berlin etc. (most recent
Intende	ed learr	ning outcomes			
the inte of inter	ernation nationa	nal context. Students ach	ieve particular exper	tise in the analysis,	ement with particular attention to assessment and implementation f marketing and management po-
Course	<b>s</b> (type,	number of weekly conta	ct hours, language –	- if other than Germa	n)
V + Ü (r	no infor	mation on SWS (weekly o	contact hours) and co	ourse language avail	able)
		essment (type, scope, la on on whether module ca			tion offered — if not every seme-
written	examir	nation (approx. 60 minut	es)		
		ssessment: German, Eng			
Allocat	ion of p	olaces			

#### Additional information

Workload

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Teaching cycle

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

## Module appears in

Master's with 1 major Economics (2014)	JMU Würzburg ● generated 26-Aug-2024 ● exam.	page 120 / 233
	reg. data record Master (120 ECTS) Economics - 2014	

Module	title			Abbreviation
Instrume	ents of Strategic Controllin	ng		12-M-INST-141-m01
Module	coordinator		Module offered by	
holder o	f the Chair of Business Ma	nagement, Controlling	Faculty of Business	Management and Economics
and Acco				
	Method of grading	Only after succ. con	npl. of module(s)	
-	numerical grade			
Duration		Other prerequisites		
1 semest	0			
enterpris se techn	ses. The module covers an	alytical and heuristic tecl et costing, life cycle analy	nniques of planning ysis, value chain ana	t of the strategic management of and control. In the context of the- alysis and various portfolio tech- oplication.
	l learning outcomes		······	
control w hs and w manager	vithin enterprises is acquin veaknesses and therewith ment used by practitioners	red. What is more, the mo fields of application and 5.	odule conveys obtair limits of prevalent ir	f decision-making and behavior ning knowledge about the strengt- nstruments of strategic corporate
Courses	(type, number of weekly c	ontact hours, language –	- if other than Germa	ın)
V + Ü (no	information on SWS (wee	ekly contact hours) and co	ourse language avail	able)
	<b>of assessment</b> (type, scop rmation on whether modu			ition offered — if not every seme-
	xamination (approx. 60 m e of assessment: German,			
Allocatio	on of places			
Addition	al information			
Workloa	d			
Teaching	g cycle			
Referred	to in LPO I (examination	regulations for teaching-	degree programmes)	
Module	appears in			
Master's	degree (1 major) Busines degree (1 major) Busines degree (1 major) Economi	s Management (2014)	014)	

Master's with 1 major Economics (2	014	)	
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Module					Abbreviation
		/stems research			12-M-ISR-141-m01
Module	e coord	inator		Module offered by	
holder	of the (	Chair of Information Syste	ems Engineering	Faculty of Business	Management and Economics
ECTS		od of grading	Only after succ. con	npl. of module(s)	
5	nume	rical grade			
Duratio	on	Module level	Other prerequisites	i	
1 seme	ster	graduate			
Conten	ts				
		ovides an overview of the research in business info		undations, theories,	research topics and methods of
Intende	ed learı	ning outcomes			
(i) Expl (ii) Gett (iii) Rec	oration ting to l cognitic	rovides students with kno of classical themes of W know the relevant paradi on of the interfaces to oth rience in finding and eval	I / IS research; gms, theories and mo er areas of business	administration and	management practice;
Course	<b>s</b> (type	, number of weekly conta	ct hours, language –	- if other than Germa	n)
V + Ü (r	no infor	mation on SWS (weekly o	contact hours) and co	ourse language avail	able)
		essment (type, scope, la on on whether module ca			tion offered — if not every seme-
ple/sin minute written	gle cho s; grou examin ge of a	vice questions (approx. 6 ps of 2: approx. 20 minut nation (approx. 60 minut ssessment: German, Eng	o minutes) or c) oral tes; groups of 3: app es)	examination (one ca	g entirely or partly of multi- ndidate each: approx. 10 to 15 ) entirely or partly computerised
Allocat	ion of p	olaces			
allocate lowing subject ta 2 (25 numbe proced ve mod ted nur	ed in a quotas t; amon 5% of p r of sub ure, ap lule wil nber of	standardised procedure : Quota 1 (50% of places) g applicants with the sar laces): number of subjec oject semesters, places w plicants who already hav l be given preferential co	among all applicants ): total number of EC me number of ECTS c t semesters of the re- vill be allocated by lo re successfully comp nsideration. Places o	Firrespective of their TS credits already ac redits achieved, plac spective applicant; a t. Quota 3 (25% of pl leted at least one mo on all courses of the r	Favailable places, places will be subjects according to the fol- hieved in the respective degree ces will be allocated by lot. Quo- among applicants with the same aces): allocation by lot. In this odule component of the respecti- module component with a restric- be maintained and places re-al-
Additio	nal inf	ormation			
Worklo	ad				
Teachi	ng cycl	6			
	3 - 9 - 0	-			
Referre	d to in	LPOI (examination regu	lations for teaching.	legree programmes)	
Module		ors in			
mouule	- appea				

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Module	title				Abbreviation
IT-Mana	ageme	nt			12-M-ITM-141-m01
Module	coord	inator		Module offered by	
holder o Informa		Chair of Business Manage /stems	ement and Business	Faculty of Business	Management and Economics
ECTS		od of grading	Only after succ. com	pl. of module(s)	
5		rical grade			
Duratio	n	Module level	Other prerequisites		
1 semes	ster	graduate			
Conten	ts				
Content This cou ment. Outline	urse pr		in-depth overview of	aims, tasks and app	ropriate methods of IT manage-
2. IT stra 3. IT org 4. Mana 5. Enter	ategy ganisat agemer prise A oject m curity v	nt of IT systems Architecture Management anagement	:		
- Tieme	ann/Sc yer: Ha	hmidt: Masterkurs IT-Ma ndbuch IT-Management, trategisches Managemen	Munich.		
Intende	ed learn	ning outcomes			
1. overv 2. unde	view the rstand pender	ng the course "IT Manage e different aspects to be and apply appropriate m Itly perform system searc	considered regarding ethods and tools;	a purposeful IT mar	nagement; Ter participation in the practice
Courses	<b>s</b> (type,	, number of weekly conta	ct hours, language —	if other than Germa	n)
V + Ü (n	io infor	mation on SWS (weekly o	contact hours) and co	ourse language avail	able)
		s <b>essment</b> (type, scope, la on on whether module ca			tion offered — if not every seme-
ple/sing minutes written	gle chc s; grou examir ge of a	vice questions (approx. 6 ps of 2: approx. 20 minut nation (approx. 60 minut ssessment: German, Eng	o minutes) or c) oral tes; groups of 3: appi es)	examination (one ca	g entirely or partly of multi- ndidate each: approx. 15 to 20 ) entirely or partly computerised
Allocati	ion of p	olaces			
Additio	nal info	ormation			

#### Workload

Teaching cycle

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

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## Module appears in

Master's degree (1 major) Business Information Systems (2014) Master's degree (1 major) Business Management (2014) Master's degree (1 major) Economics (2011) Master's degree (1 major) Economics (2010) Master's degree (1 major) Economics (2014) Master's degree (1 major) Economics (2013)

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Module	Module title Abbreviation				Abbreviation
Interna	tional	Trade and the Multinatio	nal Firm		12-M-ITMF-141-m01
Module	e coord	linator		Module offered by	<u> </u>
holder	ofthe	Chair of International Eco	nomics	Faculty of Business	Management and Economics
ECTS	Meth	od of grading	Only after succ. com	pl. of module(s)	
5	nume	rical grade			
Duratio		Module level	Other prerequisites		
1 seme		graduate			
Conten	ts				
scher-C trade. T Outline 1. Struc 2. Rical 3. Heck 4. The s 5. Secto 6. New 7. Firm	urse sta Dhlin) f The fina e of syll cture of rdian tr scher- genera or-spec trade t hetero multina	ollowed by theories base al part covers firm heterog	d on monopolistic an geneity and multinati /iner model	d oligopolistic comp onal firms.	advantage (Ricardo and Heck- betition to explain intra-industry
Barba I Press Caves, Feensti Gandol Helpma Markus	Navare R., R.W ra, R.C. Ifo, G. ( an, Elh sen, J.R led list	/. Jones and J.A. Frankel ( (2004), Advanced Intern (1998), International Trad anan (2011), Understandi , J.R. Melvin, W.H. Kaemj c of references with furthe	2007), World Trade an ational Trade. Theory e Theory and Policy. S ng Global Trade, Han ofer, K. E. Maskus (19	nd Payments. Addiso and Evidence. Princ Springer-Verlag, Berl vard University Press 95), International Tr	eton University Press. lin and New York. 5.
Intende	ed lear	ning outcomes	·		
ments lopmer	of spea nts and	cialization patterns in the to apply the tools and m	global economy. The ethods to evaluate co	y 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-
Course	<b>s</b> (type	, number of weekly conta	ct hours, language —	if other than Germa	n)
V + Ü (r	no info	rmation on SWS (weekly	contact hours) and co	ourse language avail	able)
		<b>sessment</b> (type, scope, la ion on whether module ca			tion offered — if not every seme-
		mination (approx. 60 mir ssessment: German, Eng		er (approx. 15 pages)	
Allocat	ion of	places			
	1				
Additio	onal inf	ormation			

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Master's with 1 major Economics (2014)	
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#### Workload

## Teaching cycle

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

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## Module appears in

Master's with 1 major Economics (2014)	JMU Würzburg ● generated 26-Aug-2024 ● exam.	page 127 / 233
	reg. data record Master (120 ECTS) Economics - 2014	

Coordinatio				Abbreviation
Coordination	n, Budgeting and Incentiv	es in Enterprises		12-M-KOBO-132-m01
Module coor	rdinator		Module offered by	
holder of the and Account	e Chair of Business Manag ing	ement, Controlling	Faculty of Business	Management and Economics
ECTS Met	hod of grading	Only after succ. cor	npl. of module(s)	
	erical grade		• • • •	
Duration	Module level	Other prerequisites	;	
1 semester	graduate			
Contents				
course first o well as infor value-oriento	discusses the role of acco mational analyses. Afterw ed management, transfer	unting in the context ards, the most comm	of decision making a on instruments of be	lecentralised enterprises. The nd behavioural controlling as chavioural controlling (budgeting y and practice.
	rning outcomes			
Requirement	•	r behavioral controllir	ng are discussed and	in enterprises. Knowledge abou competencies for deployment,
Courses (typ	e, number of weekly cont	act hours, language –	- if other than Germa	ın)
V + Ü (no inf	ormation on SWS (weekly	contact hours) and co	ourse language avail	able)
	<b>ssessment</b> (type, scope, la ation on whether module c			tion offered — if not every seme
	amination (approx. 60 mi	nutes) or b) term pape	er (annrox 15 nages)	
Language of	assessment: German, En	glish		
Allocation of		glish		
		glish		
	fplaces	glish		
Allocation of	fplaces	glish		
Allocation of	fplaces	glish		
Allocation of  Additional in	fplaces	glish		
Allocation of  Additional in  Workload	f places nformation	glish		
Allocation of  Additional in	f places nformation	glish		
Allocation of  Additional in  Workload  Teaching cyo	f places nformation cle			
Allocation of  Additional in  Workload  Teaching cyo	f places nformation			
Allocation of  Additional in  Workload  Teaching cyd  Referred to i 	f places nformation cle n LPO I (examination reg			
Allocation of  Additional in  Workload  Teaching cyd  Referred to i  Module appo	f places nformation cle n LPO I (examination regr ears in	ulations for teaching-	degree programmes)	
Allocation of  Additional in  Workload  Teaching cyo  Referred to i  Module apport	f places nformation cle n LPO I (examination regr ears in gree (1 major) Business Int	ulations for teaching-	degree programmes) 013)	
Allocation of  Additional in  Workload  Teaching cyo  Referred to i  Module appo Master's deg Master's deg	f places nformation cle n LPO I (examination reg ears in gree (1 major) Business Inf gree (1 major) Business Inf	ulations for teaching- formation Systems (2 formation Systems (2	degree programmes) 013)	
Allocation of  Additional in  Workload  Teaching cyu  Referred to i  Module appo Master's deg Master's deg Master's deg	f places formation cle n LPO I (examination regr ears in gree (1 major) Business Inf gree (1 major) Business Inf gree (1 major) Business Inf gree (1 major) Business Ma	ulations for teaching- formation Systems (2 formation Systems (2 anagement (2013)	degree programmes) 013)	
Allocation of  Additional in  Workload  Teaching cy  Referred to i  Module appe Master's deg Master's deg Master's deg Master's deg Master's deg	f places nformation cle n LPO I (examination reg ears in gree (1 major) Business Inf gree (1 major) Business Inf	formation Systems (2 formation Systems (2 formation Systems (2 anagement (2013) anagement (2014)	degree programmes) 013)	

Master's with 1 major Economics (2014	)	
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Module t	title				Abbreviation	
Producti	ion Pla	anning and Scheduling	[		12-M-LA-141-m01	
Module	coord	inator		Module offered by	<u> </u>	
holder of	of the C	Chair of Business Mana	gement and Industrial		Management and E	conomics
Manager						
		od of grading	Only after succ. con	npl. of module(s)		
-		rical grade				
Duration		Module level	Other prerequisites			
1 semest		graduate				
Contents						
methods	s and	models of lot sizing an	approaches of product d scheduling. The focu: nning of orders and ma	s is on the determina		
Intended	d learr	ning outcomes				
the deter sequenc cies are tative mo le studer can also	ermina ces. Th conve odels nts ca o arran	tion of optimal production, based on this experience, which allow the infort the derivation and n answer, analyze and	rinciples and methods tion and transport volu ertise related knowledg naging of realistic situa assessment of alternat structure questions of in the overall business	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
Courses	(type	, number of weekly cor	tact hours, language –	- if other than Germa	n)	
S (no inf	format	ion on SWS (weekly co	ntact hours) and cours	e language available	2)	
			language — if other the can be chosen to earn		tion offered — if not	every seme-
on (appr	rox. 15 ge of a	to 20 pages), weighte ssessment: German, E	o 60 minutes) or b) pres d 1:1 or c) written elabo nglish			en elaborati-
Allocatio	on of p	olaces				
allocated lowing q subject; ta 2 (25% number o procedur ve modu ted num located a	d in a quotas amon % of p of sub ire, ap ile will iber of as the	standardised procedur : Quota 1 (50% of place g applicants with the s laces): number of subj oject semesters, places plicants who already h l be given preferential places will be allocate y become available.	mber of applications e re among all applicants es): total number of ECTS c ame number of ECTS c ect semesters of the res will be allocated by lo ave successfully compl consideration. Places o ed in the same procedu	Firrespective of their IS credits already ac redits achieved, plac spective applicant; a t. Quota 3 (25% of pl leted at least one mo n all courses of the r	subjects according hieved in the respec- ces will be allocated mong applicants wi aces): allocation by odule component of module component	to the fol- tive degree by lot. Quo- th the same lot. In this the respecti- with a restric-
Addition	nal info	ormation				
Workloa	d					
Teaching	g cycl	e				
Referred	d to in	LPOI (examination re	gulations for teaching-o	degree programmes)		
Master's with	h 1 major	Economics (2014)		rg • generated 26-Aug-2024 rd Master (120 ECTS) Econom		page 129 / 233

## Module appears in

Master's with 1 major Economics (2014)	JMU Würzburg • generated 26-Aug-2024 • exam.	page 130 / 233
	reg. data record Master (120 ECTS) Economics - 2014	

Module title					Abbreviation
Project Seminar: Entrepreneurship, Innovation, Manageme			novation, Manageme	nt	12-M-LUP-141-m01
Module	e coord	inator		Module offered by	
holder of the Chair of Entrepreneurship and Strategy		and Strategy	Faculty of Business	Management and Economics	
ECTS	Metho	od of grading	Only after succ. compl. of module(s)		
10	nume	rical grade			
Duration Module level		Other prerequisites			
1 semester graduate					
Contents					

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

This may be due to one of the following reasons:

- the module belongs to a version of the examination regulations that no longer has any enrolled students
- the lecturer who offered the course is no longer employed at the University of Würzburg
- the contents are no longer taught and were substituted with comparable offers

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

#### Intended learning outcomes

Due to the lack of relevance, no learning outcomes description is available because no courses are held for this module.

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

S (no information on SWS (weekly contact hours) and course language available)

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

term paper to be prepared in groups (approx. 40 pages) and presentation (one candidate each: approx. 10 to 15 minutes, groups of 2: approx. 20 to 25 minutes, groups of 3: approx. 25 to 35 minutes), weighted 2:1 Language of assessment: German, English

Assessment offered: every fourth semester

creditable for bonus

#### Allocation of places

Number of places: 20. Should the number of applications exceed the number of available places, places will be allocated in a standardised procedure among all applicants irrespective of their subjects according to the following quotas: Quota 1 (50% of places): total number of ECTS credits already achieved in the respective degree subject; among applicants with the same number of ECTS credits achieved, places will be allocated by lot. Quota 2 (25% of places): number of subject semesters of the respective applicant; among applicants with the same number of subject semesters, places will be allocated by lot. Quota 3 (25% of places): allocation by lot. In this procedure, applicants who already have successfully completed at least one module component of the respective module will be given preferential consideration. Places on all courses of the module component with a restricted number of places will be allocated in the same procedure. A waiting list will be maintained and places re-allocated as they become available.

#### Additional information

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Workload

Teaching cycle

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Aaster's with 1	major Economics	(2014)	

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

#### Module appears in

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

Master's with 1 major Economics (2014)	JMU Würzburg • generated 26-Aug-2024 • exam.	page 132 / 233
	reg. data record Master (120 ECTS) Economics - 2014	

Module					Abbreviation
Manag	erial A	nalytics & Decision Maki	ng		12-M-MADM-141-m01
Module	e coord	inator		Module offered by	·
holder	ofthe	Chair of Logistics and Qua	antitative Methods	Faculty of Business	Management 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			
Conten	ts				
a diver	se set o				ethods to structure and solve dern methods with the help of
Intend	ed lear	ning outcomes			
(ii) app sion m (iii) imp	oly impo aking; plemen	t advanced analytical me	pirical frameworks to thods to support dec	ision making under	
Course	<b>s</b> (type	, number of weekly conta	ct hours, language –	- if other than Germa	in)
V + Ü (I	no info	rmation on SWS (weekly o	contact hours) and co	ourse language avail	able)
		<b>sessment</b> (type, scope, la ion on whether module ca			tion offered — if not every seme-
	age of a	mination (approx. 60 min Issessment: German, Eng bonus		aboration (approx. 1	5 to 20 pages)
Allocat	ion of	places			
Additio	onal inf	ormation			
Worklo	ad				
Teachi		0			
reatin	is cycl	C			
Doform		IDO L (avamination real	lations for tasships	dograa programme -	
Reierre		LPO I (examination regu	tations for teaching-(	legree programmes)	
		<b>!</b>			
Module					
	-	ee (1 major) Business Info	•	014)	
	-	ee (1 major) Business Ma ee (1 major) Economics (2			
master	3 uegi		2014)		

Master's with 1 major Economics (2	014	)	
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Module title			Abbreviation
Seminar: Managerial Decision Making	5		12-M-MDM-141-m01
Module coordinator		Module offered by	<u> </u>
holder of the Chair of Logistics and Qu	antitative Methods	Faculty of Business	Management and Economics
ECTS Method of grading	Only after succ. cor	npl. of module(s)	
10 numerical grade			
Duration Module level	Other prerequisites	5	
1 semester graduate			
Contents			
This module will be discontinued, no of This may be due to one of the followin		urrently or will be offe	ered in future.
<ul> <li>the module belongs to a version</li> <li>the lecturer who offered the cou</li> <li>the contents are no longer taugh</li> <li>For more information, please contact t and Economics.</li> </ul>	of the examination re rse is no longer empl nt and were substitute	oyed at the Universit ed with comparable o	y of Würzburg offers
Intended learning outcomes			
Due to the lack of relevance, no learning module.	ng outcomes descript	tion is available beca	ause no courses are held for this
Courses (type, number of weekly conta	act hours, language –	- if other than Germa	n)
S (no information on SWS (weekly con	tact hours) and cours	e language available	2)
Method of assessment (type, scope, la ster, information on whether module c			tion offered — if not every seme
written elaboration (approx. 15 to 20 p Assessment offered: once a year, wint		on (approx. 10 minut	es), weighted 2:1
Allocation of places			
Number of places: 20. Should the num allocated as follows: (1) Students who stics and Quantitative Methods will be ber of successfully completed module achieved in mandatory courses of the Management) or Value Chain Manager courses offered by the Chair. (3) Amon ted by lot.	already have succes given preferential co s, places will be alloc focus Logistik und Su ment or another spec	sfully completed cou onsideration. Among cated according to th upply Chain Manager ialisation the applica	rses offered by the Chair of Logi- applicants with the same num- e total number of ECTS credits nent (Logistics and Supply Chair ant has selected which includes
Additional information			
Workload			
	_		
Teaching cycle			
Referred to in LPO I (examination regu	utations for teaching-	uegree programmes)	
Modulo appears in			
Module appears in Master's degree (1 major) Business Inf	formation Systems (a	014)	
Master's degree (1 major) Business Ma	•	~ <del>-</del> 4)	

Master's with 1 major Economics (2014)	JMU Würzburg • generated 26-Aug-2024 • exam.	page 134 / 233
	reg. data record Master (120 ECTS) Economics - 2014	



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

Master's with 1 major Economics (2014)	JMU Würzburg • generated 26-Aug-2024 • exam.	page 135 / 233
	reg. data record Master (120 ECTS) Economics - 2014	

Modul	e title				Abbreviation	
Semina	ar: Mac	roeconomics and Quan	titative Economic Res	earch	12-M-MEW-132-mo	1
Module	e coord	inator		Module offered by	/	
holder	of the (	Chair of Monetary Policy	and International	Faculty of Busines	s Management and E	conomics
Econor	nics					
ECTS		od of grading	Only after succ. cor	npl. of module(s)		
10	I	rical grade				
Duratio		Module level	Other prerequisites	<b>i</b>		
1 seme	ster	graduate				
Conten	ts					
	antitat	Il provide students with ive economic research.				
Intend	ed lear	ning outcomes				
(ii) crea (iii) dea (iv) pre	ate, pre al with pare be	e acquired knowledge a sent and defend a scien the working papers of o eter for the processing o	ntific paper; ther participants; of the master's thesis.			
		, number of weekly con				
S (no ii	nformat	ion on SWS (weekly co	ntact hours) and cours	e language availab	le)	
		essment (type, scope, on on whether module			nation offered — if not	every seme-
		oprox. 20 to 25 pages) a ssessment: German, Er		rox. 20 minutes), w	eighted 2:1	
Allocat	ion of <sub>l</sub>	olaces				
allocat lowing subject ta 2 (29 number proced ve moo ted num	ed in a quotas t; amor 5% of p r of sub ure, ap lule wil mber of	ices: 10. Should the nur standardised procedur : Quota 1 (50% of place of applicants with the s laces): number of subject oject semesters, places plicants who already ha l be given preferential of places will be allocate by become available.	e among all applicants s): total number of EC ame number of ECTS of ect semesters of the re will be allocated by lo ave successfully comp onsideration. Places of	s irrespective of the TS credits already a redits achieved, pla spective applicant; t. Quota 3 (25% of leted at least one n on all courses of the	ir subjects according achieved in the respec- aces will be allocated among applicants wi places): allocation by nodule component of a module component	to the fol- ctive degree by lot. Quo- th the same lot. In this the respecti- with a restric-
Additio	onal inf	ormation				
Worklo	ad					
Teachi	ng cvcl	e				
	3	-				
Referre	d to in	LPOI (examination reg	ulations for teaching	degree nrogramme	s)	
Acient					5)	
Modul		arc in				
	e appea					
	'c doar	oo (4 major) Ducinoce M	lanagement (acta)			
Master	-	ee (1 major) Business N ee (1 major) Business N				
Master Master	's degr	ee (1 major) Business N	lanagement (2014)			
Master Master Master	's degr 's degr	-	lanagement (2014) (2014)	ırg • generated 26-Aug-202	∕ ● exam	page 136 / 233



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

Master's with 1 major Economics (2014)	JMU Würzburg • generated 26-Aug-2024 • exam.	page 137 / 233
	reg. data record Master (120 ECTS) Economics - 2014	

Module title			Abbreviation			
Advanced Macroeconomics 12-M-MFF-132-m01						
Module coordinator		Module offered by				
holder of the Chair of International Econom		conomics	Faculty of Business	Management and E	conomics	
ECTS	· · · · · · · · · · · · · · · · · · ·	od of grading	Only after succ. con	npl. of module(s)		
5	<u> </u>	rical grade				
Duratio		Module level	Other prerequisites	<b>i</b>		
1 seme		graduate				
Conter						.1
and a r mans r	review c nodel a	f the Solow growth mo nd on endogenous gro	of macroeconomics. We del. The lecture then fo wth theory. Application ent will be discussed, t	ocuses on the infinite ns of this framework	e-horizon Ramsey-Ca	iss-Koop-
l Facts II Infini III Endo IV Hum	te-horiz ogenou: ian cap	e Solow growth model con Ramsey-Cass-Koop s growth ital, social infrastructu		es and the environm	ent)	
David I We wil	urse dra Romer, i l also us	se journal articles and	owing textbook: mics, 4th ed., McGraw research papers at sev		ture.	
Intend	ed learr	ning outcomes				
This er of inco	ables t mes, to	hem to identify the key	ge of the key models a forces that determine analysis and statemer their own research.	the determinants of	income levels and g	rowth rates
Course	<b>s</b> (type,	number of weekly cor	itact hours, language –	- if other than Germa	n)	
V + Ü (	no infor	mation on SWS (weekl	y contact hours) and co	ourse language avail	able)	
			language — if other th can be chosen to earn		tion offered — if not	every seme-
		nation (approx. 60 min ssessment: German, E				
Allocat	ion of p	olaces				
Additio	onal info	ormation				
Workload						
Teaching cycle						
<b>Referred to in LPO I</b> (examination regulations for teaching-degree programmes)						
Modul	e appea	rs in				
Master's degree (1 major) Business Management (2013)						
Master's w	ith 1 major	Economics (2014)		ırg • generated 26-Aug-2024 rd Master (120 ECTS) Econom		page 138 / 233

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

Master's with 1 major Economics (2014)	JMU Würzburg • generated 26-Aug-2024 • exam.	page 139 / 233
	reg. data record Master (120 ECTS) Economics - 2014	

			Abbreviation			
Microeconometrics 12-M-MIK-141-m01						
Module coordinator			Module offered by			
holder of the Chair of Econometrics			Faculty of Business	Management and E	conomics	
ECTS Meth	nod of grading	Only after succ. con	npl. of module(s)			
5 num	erical grade					
Duration	Module level	Other prerequisites	i			
1 semester	graduate					
Contents						
This course to trics 2") and mum likeliho properties of dels is motivi ted out. In active ted. Outline of sy 1. Maximum 2. Logit and 3. Logit and 4. Tobit mod 5. Models for 6. Duration a 7. Hazard rat Reading: Ronning: Mil	Description: This course builds on the Master's courses "Ökonometrie 1" ("Econometrics 1") and "Ökonometrie 2" ("Econome- trics 2") and introduces students to different microeconometric models. In the first part of the course, the maxi- mum likelihood estimation procedure is introduced, its importance for estimating microeconometric models and properties of the estimators are explained and derived. Subsequently, a wide variety of micoreconometric mo- dels is motivated and explained and the advantages of these models over the linear regression model are poin- ted out. In addition, these models are estimated with different estimation methods and the results are interpre- ted. Outline of syllabus: 1. Maximum likelihood estimator and its properties 2. Logit and probit models for unordered categories 3. Logit and probit models for ordered categories 4. Tobit model 5. Models for count data 6. Duration analysis 7. Hazard rate models					
Intended lea	rning outcomes					
After finishing this course students are able to (i) understand the maximum likelihood method; (ii) apply, assess, and interpret the above introduced models and check for possible violation of the assumpti- ons; (iii) get to know other possibilities, next to the maximum likelihood method, to estimate these models; (iv) gain a general understanding how to treat discrete, censored, or truncated dependent variables; (v) know how to estimate the introduced models in EViews.						
Courses (typ	e, number of weekly co	ntact hours, language –	- if other than Germa	ın)		
Ü + Ü (no information on SWS (weekly contact hours) and course language available)						
<b>Method of assessment</b> (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 (60 minutes) or b) term paper (approx. 15 pages) Language of assessment: German, English creditable for bonus						
Allocation of places						
Additional information						
Master's with 1 maj	or Economics (2014)		ırg • generated 26-Aug-2024 rd Master (120 ECTS) Econom		page 140 / 233	

#### Workload

Teaching cycle

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

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## Module appears in

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

Master's with 1 major Economics (2014)	JMU Würzburg ● generated 26-Aug-2024 ● exam.	page 141 / 233
	reg. data record Master (120 ECTS) Economics - 2014	

Module ti	itle		Abbreviation		
Media Communication 1				12-M-MK1-142-m01	
Module coordinator			Module offered by		
Dean of tl mics	he Faculty of Business Manag	ement and Econo-	Faculty of Business Management and Economics		
ECTS N	Nethod of grading	Only after succ. con	npl. of module(s)		
5 n	umerical grade				
Duration	Module level	Other prerequisites			
1 semeste	er graduate				
Contents					
tion. The	ule serves the purpose of tran holders of the Chairs will ensu learning outcomes			in the field of media communica- transfer.	
	It of accrediting multiple kind	s of modules, a desc	ription of acquired s	kills cannot be given.	
	type, number of weekly conta			-	
	information on SWS (weekly o				
Method o		nguage — if other th	an German, examina	tion offered — if not every seme-	
or c) pres e) portfol		th written elaboratio		date each (approx. 30 minutes) d) term paper (15 to 20 pages) or	
	n of places				
Additiona	al information				
Workload					
Teaching	cycle				
Referred	to in LPO I (examination regu	lations for teaching-	degree programmes)		
Module a	ppears in				
Master's	degree (1 major) Economics (2	2014)			

Module title				Abbreviation	
Media Communication 2				12-M-MK2-142-m01	
Module coordinator			Module offered by		
Dean of the Faculty of	of Business Manag	ement and Econo-		Management and Economics	
mics	n Business Munug			management and Leonomies	
ECTS Method of g		Only after succ. con	npl. of module(s)		
5 numerical gi	rade				
	ile level	Other prerequisites			
1 semester gradu	late				
Contents					
tion. The holders of	the Chairs will ensu	sferring credits from ure that the courses a		in the field of media communica- transfer.	
Intended learning or					
			· ·	kills cannot be given.	
		ct hours, language –			
V + Ü (no informatio	n on SWS (weekly o	contact hours) and co	ourse language avail	able)	
		nguage — if other th an be chosen to earn		tion offered — if not every seme-	
	5 to 45 minutes) wi m 20 pages)	th written elaboratio		date each (approx. 30 minutes) d) term paper (15 to 20 pages) or	
Allocation of places					
Additional informati	on				
Workload					
Teaching cycle					
Referred to in LPO I	(examination regu	lations for teaching-o	degree programmes)		
Module appears in					
Master's degree (1 m	najor) Economics (2	2014)			

Module title			Abbreviation				
Brand Management & Market Research			12-M-MM-141-m01				
Module coordinator			Module offered by	ed by			
holder of the Chair of Business Administration and Marke-			Faculty of Business Management and Economics				
ting	, , 5						
ECTS		od of grading	Only after succ. con	npl. of module(s)			
5		rical grade					
Duratio		Module level	Other prerequisites				
1 seme		graduate					
Conten	ts						
At the t ment a organis quirem Outline 1. Bran 2. Bran	Description: At the beginning of the 21st century, marketing - until then interpreted as a market-oriented corporate manage- ment approach - was further developed to be seen as the entrepreneurial task of creating "shared value" for the organisation on the one hand and - broadly speaking - for society on the other hand. This idea leads to high re- quirements regarding the strategic sustainable positioning of the brand as well as brand management itself. Outline of syllabus: 1. Brand leadership and brand assessment 2. Brand leadership, identity and relevance according to David Aaker's approach						
5. Mark	sumer l ket rese	egies behaviour earch methods and the o earch methods	development of brand	strategies			
		ning outcomes					
which v search	will be tools, i	theories of Meffert and deepened by many prac it's the defined goal of t nd management.	ital implications and e	examples. Provided b	by cases studies and	d market re-	
Course	<b>s</b> (type	, number of weekly cont	tact hours, language –	- if other than Germa	n)		
V + Ü (r	no info	rmation on SWS (weekly	r contact hours) and co	ourse language avail	able)		
		sessment (type, scope, ion on whether module			tion offered — if not	every seme-	
		nation (approx. 60 minu ssessment: German, Er					
Allocat	-						
Additio	nal inf	ormation					
Worklo	ad						
Teaching cycle							
<b>Referred to in LPO I</b> (examination regulations for teaching-degree programmes)							
Module	Module appears in						
Master's degree (1 major) Business Information Systems (2014) Master's degree (1 major) Business Management (2014)							
Master's wi	ith 1 majo	r Economics (2014)		rg • generated 26-Aug-2024 rd Master (120 ECTS) Econom		page 144 / 233	



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

Master's with 1 major Economics (2014)	JMU Würzburg • generated 26-Aug-2024 • exam.	page 145 / 233
	reg. data record Master (120 ECTS) Economics - 2014	

		11.32.41				
Module	title				Abbreviation	
Multina	ational	Enterprises			12-M-MNE-141-m01	
Module	coord	inator		Module offered by		
holder	of the (	Chair of Public Finance			Management and Economics	
ECTS	Metho	od of grading	Only after succ. con			
5	nume	rical grade				
Duratio	n	Module level	Other prerequisites	;		
1 seme	ster	graduate				
Conten	ts					
This ma • th • th • th	<ul> <li>This module will be discontinued, no courses are offered currently or will be offered in future.</li> <li>This may be due to one of the following reasons: <ul> <li>the module belongs to a version of the examination regulations that no longer has any enrolled students</li> <li>the lecturer who offered the course is no longer employed at the University of Würzburg</li> <li>the contents are no longer taught and were substituted with comparable offers</li> </ul> </li> </ul>					
and Eco					culty of Business Management	
Intende	ed learı	ning outcomes				
Due to module		k of relevance, no learnir	ng outcomes descript	ion is available beca	ause no courses are held for this	
Course	<b>s</b> (type	, number of weekly conta	ict hours, language –	- if other than Germa	an)	
V (no in	format	tion on SWS (weekly cont	act hours) and cours	e language available	e)	
		<b>sessment</b> (type, scope, la on on whether module c			ation offered — if not every seme-	
		mination (approx. 120 mi ssessment: German, Eng		mination (approx. 15	minutes)	
Allocat	ion of p	olaces				
Business Management Master's, Economics Master's, Business Information Systems Master's, Mathematics for Economics Master's, Chinese and Economics Master's and China Business und Economics Master's: no restrictions. Applied Human Geography Master's: 10 places. Places will be allocated by lot.						
Additional information						
Worklo	ad					
Teachir	ng cycl	е				

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

#### Module appears in

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

Master's with 1 majo	r Economics (2014)
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Module	title				Abbreviation
Strategic Networks in Industry					12-M-MS-141-m01
Module coordinator				Module offered by	
		Chair of Business Admini	stration and Marke-	· · · · · ·	Management and Economics
ECTS	Metho	od of grading	Only after succ. con	pl. of module(s)	
5		rical grade			
Duratio	n	Module level	Other prerequisites		
1 semes	ster	graduate			
Conten	ts				
The primary object of this course is to gain a detailed understanding of strategic networks and of the phenome- non of clustering in the industrial industry. The example of the international automotive industry is used for clari- fication of the theoretical contents. The focus is on marketing in industrial companies and also on CSR - CSR is considered the "driver" of sustaina- ble innovations - as well as the different strategy types of sustainable innovations. Outline of syllabus: 1. Strategic networks and clusters in industrial industries such as the automotive industry 2. Transaction types of Williamson as well as strategic cooperation between automobile manufacturers and sup- pliers 3. Management of business types, in particular the business of suppliers in the automotive industry 4. Cluster and entrepreneurship activities 5. Sustainable innovation strategies <b>Intended learning outcomes</b> By the end of the course, students gain a profound understanding above the basics of network research. Further- more students will aquire sectoral knowledge of the automotive industry as well as detailed cluster skills. <b>Courses</b> (type, number of weekly contact hours, language — if other than German) V + Ü (no information on SWS (weekly contact hours) and course language available) <b>Method of assessment</b> (type, scope, language — if other than German, examination offered — if not every seme-					
		nation (approx. 60 minut ssessment: German, Eng			
Allocati					
		1465			
Additio	nal inf	ormation			
Worklo	ad				
Teachir	ıg cycl	e			
Referre	d to in	LPOI (examination regu	lations for teaching-	degree programmes)	
Module	appea	ars in			
Master'	s degr	ee (1 major) Business Infe ee (1 major) Business Ma ee (1 major) Economics (2	nagement (2014)	014)	

Master's with 1 major Economics (2014)

Nodule title			Abbreviation
dvanced Seminar: Marketing Strateg	у		12-M-MSS-132-m01
Nodule coordinator		Module offered by	
older of the Chair of Business Admini	stration and Marke-		Management and Economics
ng		ruculty of Busiliess	management and Leonomies
CTS Method of grading	Only after succ. con	npl. of module(s)	
o numerical grade			
uration Module level	Other prerequisites		
semester graduate			
ontents			
n this course, students will acquire im ured paper and to present the results eting and strategic management.			
eading: /ill vary according to topic			
ntended learning outcomes			
fter completing the course "Marketing . understand the fundamentals of scie . integrate elaborated content in a sci . create presentations independently.	entific literature revie entific thesis;		
ourses (type, number of weekly conta	ct hours, language –	- if other than Germa	an)
(no information on SWS (weekly cont	act hours) and cours	e language available	e)
<b>lethod of assessment</b> (type, scope, la ter, information on whether module ca			ation offered — if not every seme-
erm paper (approx. 20 to 25 pages) an anguage of assessment: German, Eng		rox. 20 minutes), we	ighted 2:1
llocation of places			
lumber of places: 10. Should the num llocated in a standardised procedure owing quotas: Quota 1 (50% of places) ubject; among applicants with the sar a 2 (25% of places): number of subject umber of subject semesters, places w rocedure, applicants who already hav e module will be given preferential co ed number of places will be allocated boated as they become available.	among all applicants ): total number of EC me number of ECTS c t semesters of the re- vill be allocated by lo ve successfully comp nsideration. Places o	Firrespective of their IS credits already ac redits achieved, plac spective applicant; a t. Quota 3 (25% of pl leted at least one mo n all courses of the	r subjects according to the fol- hieved in the respective degree ces will be allocated by lot. Quo- among applicants with the same laces): allocation by lot. In this odule component of the respecti- module component with a restric
dditional information			
Vorkload			
eaching cycle			
eferred to in LPO I (examination regu	lations for teaching-o	degree programmes)	
Nodule appears in			
Aaster's degree (1 major) Business Ma	nagement (2013)		

 Master's with 1 major Economics (2014)
 JMU Würzburg • generated 26-Aug-2024 • exam.
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 reg. data record Master (120 ECTS) Economics - 2014
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Master's degree (1 major) Business Management (2014) Master's degree (1 major) Economics (2014) Master's degree (1 major) Economics (2013)

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	reg. data record Master (120 ECTS) Economics - 2014	

Module title				Abbreviation		
Mobile and Ubiquitious Systems 12-M-MUS-141-mo1						
Module coordinator			Module offered by			
holder of the Chair of Ir	nformation Syste	ems Engineering	Faculty of Business	Management and Economics		
ECTS Method of grad	ding	Only after succ. com	pl. of module(s)			
5 numerical grad	le					
Duration Module		Other prerequisites				
1 semester graduat	e					
Contents						
ubiquitous computing. experience with mobile	Exercises running e development p pation in this mo	ng in parallel to lectu latforms. odule: knowledge of t	res will present stud	siness applications of mobile and lents with an opportunity to gain ess; basic experience with soft-		
Intended learning outo	omes					
The module provides s (i) Mobile Infrastructure (ii) Mobile Business (iii) The Auto-ID techno (iv) Smart Metering (v) Sensor networks an	e logies	-				
Courses (type, number			if other than Germa	n)		
V + Ü (no information o	on SWS (weekly o	contact hours) and co	ourse language avail	able)		
Method of assessment ster, information on wh				tion offered — if not every seme-		
ple/single choice ques	tions (approx. 6 approx. 20 minut pprox. 60 minut	o minutes) or c) oral tes; groups of 3: appi es)	examination (one ca	g entirely or partly of multi- ndidate each: approx. 10 to 15 ) entirely or partly computerised		
Allocation of places						
Additional information						
Workload						
Teaching cycle						
Referred to in LPO L	xamination regu	lations for teaching-	legree programmes)			
<b>Referred to in LPO I</b> (examination regulations for teaching-degree programmes)						
Module appears in						
Master's degree (1 maj	or) Business Info	ormation Systems (20	014)			
Master's degree (1 maj						
Master's degree (1 maj	or) Economics (2	2014)				

Master's with 1 major Economics (2014)	JMU Würzburg • generated 26-Aug-2024 • exam.	page 150 / 233
	reg. data record Master (120 ECTS) Economics - 2014	

Modul	e title				Abbreviation
	-	agement of Innovation a	nd International Bus		12-M-MWT-141-m01
Modul	e coord	inator		Module offered by	
holder	of the (	Chair of Entrepreneurship	and Strategy	Faculty of Business	Management and Economics
ECTS	Metho	od of grading	Only after succ. con	npl. of module(s)	
5	nume	rical grade			
Duratio	on	Module level	Other prerequisites		
1 seme	ester	graduate			
Conter	its				
quire the ted to the les in the on, the how pl tegies	he know the stra he inno course atform and pat	wledge necessary to unde tegic management of inn wation process. It will als will address the concept strategies can be used fo	erstand the range, sco ovations. The lecture to discuss how users ts of open innovation or the new product de ies are currently used	ope and complexity e will focus on innova can be involved in the n, lean innovation an evelopment process d. Practical examples	vation management. They will ac- of the issues and problems rela- ation teams and the different ro- he innovation process. In additi- d crowdsourcing and will discuss as well as what market entry stra- s and case studies will be used to
At the of a ster, in a) writt (appro.	<ul> <li>The current trends in strategic innovation management</li> <li>The importance of patent strategies</li> <li>The market entry strategies</li> </ul>				
Additio	onal inf	ormation			
Worklo	Workload				
Teaching cycle					
Referre	ed to in	LPOI (examination regu	lations for teaching-o	degree programmes)	
		•			
	e appea				
	-	ee (1 major) Business Info ee (1 major) Business Ma	-	014)	

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	reg. data record Master (120 ECTS) Economics - 2014	



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

Master's with 1 major Economics (2014)	JMU Würzburg • generated 26-Aug-2024 • exam.	page 152 / 233
	reg. data record Master (120 ECTS) Economics - 2014	

Module title			Abbreviation			
Compu	Computational Economics - Advanced Level 12-M-NGM-132-mo1					
Modul	e coord	inator		Module offered by		
holder	holder of the Chair of Public Finance		Faculty of Business	Management and E	conomics	
ECTS		od of grading	Only after succ. cor	Only after succ. compl. of module(s)		
5	·	rical grade				
Duratio		Module level	Other prerequisites	<b>i</b>		
1 seme		graduate				
Conter	-					
ty etc.) field an tribute kets ar	ourse wi . Provid nd fami betwee	Il mostly be concerned ling students with state liarising them with the en different generations uplete and how they ca abus:	-of-the-art techniques relevant literature, this and also within gene	for quantitative mac course will teach st rations, how they ma	roeconomic research udents how such po y improve risk sharir	n in this very licies redis- ng when mar-
1. Prog 2. Solu 3. The	rammin ition teo overlap	ig with FORTRAN and ap chniques for dynamic p ping generations mode vsis in the stochastic Ol	rogramming problems l (OLG) with uninsurat			
Readir Lecture		will be provided.				
Intend	ed learı	ning outcomes				
(i) edit (ii) imp	and so lement	ng the course "Comput lve stochastic economi small scale economic ax and social security p	c problems using adva models on the comput	inced numerical tech er;	niques;	c term.
Course	es (type	, number of weekly con	tact hours, language –	- if other than Germa	n)	
V + Ü (	no infor	mation on SWS (weekl	/ contact hours) and c	ourse language avail	able)	
		essment (type, scope, on on whether module			tion offered — if not	every seme-
		mination (approx. 60 m ssessment: German, Er		er (approx. 15 pages)		
_	tion of p		<u> </u>			
Additio	onal inf	ormation				
Worklo	oad					
Teaching cycle						
Poferred to in LPO L (examination regulations for teaching degree programmer)						
	Referred to in LPO I (examination regulations for teaching-degree programmes)					
Modul	e appea	ore in				
Master	r's degre	ee (1 major) Business N				
Master	r's degre	ee (1 major) Business M	lanagement (2014)			
Master's w	ith 1 majoi	r Economics (2014)		irg • generated 26-Aug-2024 rd Master (120 ECTS) Econom		page 153 / 233



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

Master's with 1 major Economics (2014)	JMU Würzburg • generated 26-Aug-2024 • exam.	page 154 / 233
	reg. data record Master (120 ECTS) Economics - 2014	

Module title			Abbreviation		
Manag	Management of Corporate Sustainability 12-M-NUF-141-m01				
Module coordinator M			Module offered by		
holder of the Chair of Entrepreneurship and Strategy		Faculty of Business	Management and Economics		
ECTS	i	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				
First, es nesses lity as v	odule ir ssentia within well as nic perf	society is discussed. After	inability and corpora erwards, the module l management with p	te social responsibil addresses different	ity are explained, the role of busi- aspects of corporate sustainabi- ne dimensions of corporate and
2. Busi 3. Syst 4. Sust 5. Oper	ness ar em theo ainable rational	e as well as eco-innovatio	on ent (sustainable stra		al performance indicators) ice and competitiveness
Intend	ed learı	ning outcomes			
(i) expl contrib (ii) ass sed on (iii) eva	ain and outions ess and the gai aluate d	and aspects of sustainab l analyse the complex pro ned knowledge and expe	les and concepts of sole development in a oblems and impleme eriences of this cours erational approaches	Sustainability Manag critical way; ntation strategies of e;	ts will be able to gement as well as to deal with the Sustainability Management ba- anagement as well as to transfer
<b>Courses</b> (type, number of weekly contact hours, language — if other than German)					
V + Ü (I	no infor	mation on SWS (weekly o	contact hours) and co	ourse language avail	able)
		e <b>ssment</b> (type, scope, la on on whether module ca			tion offered — if not every seme-
		nation (approx. 60 minut ssessment: German, Eng			
Allocat	ion of p	olaces			
Additio	onal info	ormation			
Worklo	ad				
Teachi	ng cycl	e	·		
	-3 -9 -1	-			
Poforro	d to in	LPOI (examination regu	lations for toaching	lagraa programmac)	
Referre				regree programmes)	
Module	e appea	urs in			

Master's with 1 major Economics (2014)

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

Master's with 1 major Economics (2014)	JMU Würzburg • generated 26-Aug-2024 • exam.	page 156 / 233
	reg. data record Master (120 ECTS) Economics - 2014	

Module	e title				Abbreviation
Econometrics 1					12-M-OE1-141-m01
Module coordinator				Module offered by	
		Chair of Econometrics			Management and Economics
ECTS		od of grading	Only after succ. com	,	
5	1	rical grade			
Duratio	n	Module level	Other prerequisites		
1 seme	ster	graduate			
Conten	ts				
del. In j dule ex ces tes	odule d particu amines ts to ve	lar, model assumptions a s linear restrictions on the erify simple and multiple	and properties are dis e models explanatory	cussed and formally	t squares (OLS) regression mo- y motivated. In addition, the mo- s dummy variables and introdu-
Outline 1. Rand 2. Impo 3. Point 4. Simp 5. Mode 6. Mode 7. Simp	of syll om var ortant d t estim ole line el assu el prop ole hyp	riables listributions ates ar regression model mptions			
9. Linea 10. Dun	ar restr	ictions			
		pothesis tests			
Intende	ed lear	ning outcomes			
del and tically c of the n propert to test n and soo The cor	l under derive, nultiple ies of ( multipl cial sci npeten	stand the role of econom calculate and interpret th e regression model. Furth OLS and know how to dea le linear restrictions on th ence questions.	etrics in science and ne coefficients, standa ermore, they are able al with transformed an ne parameters and are se serve as a prerequ	data analysis. In pa ard errors and p-valu to state and motiva nd dummy variables able to apply these	he classical linear regression mo- rticular, they learn how to analy- ues of a classic regression output ate formally the assumptions and 5. Additionally, students are able e tests to real economic, business rics II", "Econometrics III", "Micro-
Course	<b>s</b> (type	, number of weekly conta	ct hours, language —	if other than Germa	ın)
V + Ü (r	no info	rmation on SWS (weekly o	contact hours) and co	urse language avail	able)
<b>Method of assessment</b> (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 (60 minutes) or b) term paper (approx. 15 pages) Language of assessment: German, English creditable for bonus					
Allocat	ion of <sub>l</sub>	places			
Additio	nal inf	ormation			

#### Workload

# Teaching cycle

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

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### Module appears in

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

Master's with 1 major Economics (2014)     JMU Würzburg • generated 26-Aug-2024 • exam.		page 158 / 233
	reg. data record Master (120 ECTS) Economics - 2014	

Module title			Abbreviation			
	Econometrics 2 12-M-OE2-141-m01					
Module	e coord	nator		Module offered by		
	holder of the Chair of Econometrics		· ·	Management and Ec	onomics	
ECTS						
5	L	rical grade				
Duratio		Module level	Other prerequisites			
1 seme		graduate				
This mo Partly a well as I")) are tion. Linear a Outline 1. Spec	Description: This module deals with the basics, concepts and methods of the generalised least squares (GLS) framework. Partly as a motivation for the GLS model and partly for its own right, different specification and data problems as well as violations of model assumptions of the OLS estimator (as introduced in "Ökonometrie I" ("Econometrics I")) are discussed. This includes multicollinearity, a test for structural breaks, heteroskedastiticy and autocorrela- tion. Linear algebra is used as formal aid. Outline of syllabus: 1. Specification analysis 2. Multicollinearity					
4. Auto	correla	ted disruptive terms least squares (GLS)				
		ing outcomes				
zed line data pr cognize to critic implem above-	ear regr oblems e, to ass cally ass nentation mention	ire essential knowledge ession model (GLS) and and violations of the as sess and therefore adequ sess the use of the Estim on of empirical analyzes the ned Involve problems. The licroeconometrics" und "	can apply and interp sumptions of the clas uately deal with these ation methods in sci- to answer selected (e te competences acqu	ret it. They are sensit asical linear model (( e problems in theory entific work and to w conomic) scientific is ired in this course se	ized for specification DLS) so that they are and practice. This er ork independently of ssues if available dat	n problems, able to re- nables them n adequate ta with the
Course	<b>Courses</b> (type, number of weekly contact hours, language — if other than German)					
V + Ü (r	no infor	mation on SWS (weekly	contact hours) and co	ourse language availa	able)	
		<b>essment</b> (type, scope, la on on whether module ca			tion offered — if not o	every seme-
-	ge of a	nination (60 minutes) or ssessment: German, Eng bonus		x. 15 pages)		
Allocat	ion of p	laces				
Additio	nal info	ormation				
Worklo	ad					
Teachi	ng cycle	9				
Referre	d to in	LPOI (examination regu	lations for teaching-o	legree programmes)		
Master's wi	ith 1 major	Economics (2014)		rg • generated 26-Aug-2024 • rd Master (120 ECTS) Economi		page 159 / 233

## Module appears in

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

Master's with 1 major Economics (2014)	JMU Würzburg • generated 26-Aug-2024 • exam.	page 160 / 233
	reg. data record Master (120 ECTS) Economics - 2014	

Module tit	le			Abbreviation	
Economet	rics 3			12-M-OE3-141-m01	
Module coordinator N			Module offered by		
holder of t	he Chair of Econometrics		•	Management and Economics	
	ethod of grading	Only after succ. com	pl. of module(s)		
-	Imerical grade				
Duration	Module level	Other prerequisites			
1 semeste	r graduate				
Contents					
sed least s the instrum models as including ( Linear algo Outline of 1. Error-in- 2. IV estim 3. General 4. Distribu	squares estimator discussed nental variable (IV) estimator well as basic methods and c (non)stationarity, integration, ebra is used as formal aid. syllabus: variables lation ised least squares estimatior ted lag models	in Ökonometrie I and r, the generalised me concepts used in uni , cointegration.	l II (Econometrics I a thod of moments (G	the classical and the generali- nd II). In particular, this includes MM) estimator, distributed lag nometric times series analysis,	
	ary uni and multivariate proce nistic and stochastic trends	esses			
	ed and cointegrated process	es			
	earning outcomes				
miliarized students u to an exter mics, and ted time so processes to apply th	with diverse error-in-variable inderstand the generalized m nt that they can discuss their understand scientific papers eries issues, such as distribu , enabling them to conduct a	es issues and capable nethods of moment (( pros and cons, apply using these method ted lag models, non- comprehensive time and concepts to rea	e of handling them a GMM) and the instru- y these to selected q s. Furthermore, they stationarity, spuriou series analysis. In b l life questions, asse	ots in econometrics. They are fa- ppropriately. After the course, mental variable (IV) estimator uestions in quantitative econo- become acquainted with selec- s correlation, and cointegrated wrief, the course enables students ess their appropriateness, and	
Courses (t	ype, number of weekly conta	ct hours, language —	if other than Germa	n)	
V + Ü (no i	nformation on SWS (weekly o	contact hours) and co	ourse language avail	able)	
	<b>assessment</b> (type, scope, la nation on whether module ca			tion offered — if not every seme-	
Language	a) written examination (60 minutes) or b) term paper (approx. 15 pages) Language of assessment: German, English creditable for bonus				
Allocation	of places				
Additional	information				
Workload					

### Teaching cycle

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

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#### Module appears in

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

Master's with 1 major Economics (2014)	JMU Würzburg • generated 26-Aug-2024 • exam.	page 162 / 233
	reg. data record Master (120 ECTS) Economics - 2014	

Modul	Module title Abbreviation					
Labor I	Labor Market Economics 12-M-OEA-132-mo1					
Modul	e coord	inator		Module offered by		
holder	older of the Chair of Economic Order and Social Policy Facult		Faculty of Business	Management and E	conomics	
ECTS Method of grading Only after succ. compl. of module(s)			npl. of module(s)			
5	nume	rical grade				
Duratio		Module level	Other prerequisites	i		
1 seme		graduate				
Conter						
market non of	course, t. The co unemp	ourse will discuss ecor loyment.	an in-depth understand nomic as well as politic			
1. Labo 2. Why 3. Wha	has Ge t policy	ket empirics rmany not been able, is best suited to tackl	for more than two deca e labour market proble d political-economic st	ms?		
BORJAS EHREN FRANZ, JAHN, E LANDM LAYARI	<ul> <li>Basic reading:</li> <li>BORJAS, G. J. (2010): Labor Economics. 5th ed., Boston etc.</li> <li>EHRENBERG, R.G./SMITH, R.S. (1996): Modern Labor Economics, 6th ed., Addison-Wesley, Amsterdam.</li> <li>FRANZ, W. (2009): Arbeitsmarktökonomik. 7th ed., Berlin etc.</li> <li>JAHN, E. J./ WAGNER, T. (2004): Neue Arbeitsmarkttheorien, 2nd ed., Lucius &amp; Lucius, Stuttgart.</li> <li>LANDMANN, O./ JERGER, J. (1999): Beschäftigungstheorie, 1st ed., Springer, Berlin.</li> <li>LAYARD, R. / NICKELL, S. / JACKMAN, R. (2005): Unemployment; Marcroeconomic Performance and the Labour Market, 2nd ed., Oxford University Press Inc., New York.</li> </ul>					
Intended learning outcomes						
			ng of the functioning o te common approache			They will also
Course	<b>Courses</b> (type, number of weekly contact hours, language — if other than German)					
V + Ü (no information on SWS (weekly contact hours) and course language available)						
<b>Method of assessment</b> (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)						
-		nination (approx. 60 n ssessment: German, E	ninutes) or b) term pap nglish	er (approx. 15 pages)		
Allocat	tion of p	olaces				
Additio	onal info	ormation				
Worklo	oad					
Teachi	Teaching cycle					
Referre	ed to in	LPOI (examination re	gulations for teaching-	degree programmes)		
Modul	e appea	rs in				
Master's w	vith 1 major	Economics (2014)		ırg ● generated 26-Aug-2024 rd Master (120 ECTS) Econom		page 163 / 233

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

Master's with 1 major Economics (2014)	JMU Würzburg ● generated 26-Aug-2024 ● exam.	page 164 / 233
	reg. data record Master (120 ECTS) Economics - 2014	

	Module title Abbreviation						
	Principles of European Regulation 12-M-PRE-141-mo1						
Module	e coord	inator		Module offered by			
		Chair of Industrial Econ			Management and E	conomics	
ECTS		od of grading	Only after succ. cor	npl. of module(s)			
5		rical grade					
Duratio		Module level	Other prerequisites				
1 seme	I	graduate					
Conten							
	odule e	xamines the regulation theory and practice	n of traditional network	industries (railroads	, electricity, telecom	ımunicati-	
2. Over 3. Over 4. Politi 5. Natu 6. Price 7. Procu	view of view of view of ical ecc ral mor regula uremen	the regulation of railro the regulation of the e the regulation of the t pnomy of regulation		emany and Europe in dustry in Gemany and			
Intende	ed learr	ning outcomes					
(i) desc (ii) iden (iii) ass strial or <b>Course</b> V (no in <b>Methoo</b> ster, inf a) writte methoo	ribe centify and ess the rganiza <b>s</b> (type, <b>formati</b> <b>d of ass</b> formati en exar lology;	ntral problems in regu d apply the appropriat e advantages and disa- tion theory. number of weekly cor ion on SWS (weekly cor essment (type, scope, on on whether module nination (approx. 60 to	dule, students wiil be a lation of the traditional e results from Industria dvantages of existing re- ntact hours, language – ontact hours) and cours language — if other th can be chosen to earn o 90 minutes) or b) writ or c) term paper (appro- nglish	network industries; Il Organization; egulatory mechanism - if other than Germa re language available an German, examina a bonus) ten examination (qu	n) 2) tion offered — if not	every seme-	
credital							
Allocat	ion of p	olaces					
Additio	nal inf	ormation					
Worklo	ad						
Teaching cycle							
Referre	d to in	LPOI (examination re	gulations for teaching-	degree programmes)			
Module	e appea	rs in					
			nformation Systems (2	014)			
Master's wi	th 1 major	Economics (2014)		ırg • generated 26-Aug-2024 rd Master (120 ECTS) Econom		page 165 / 233	



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

Master's with 1 major Economics (2014)	JMU Würzburg • generated 26-Aug-2024 • exam.	page 166 / 233
	reg. data record Master (120 ECTS) Economics - 2014	

Module					Abbreviation
Project l	Manag	gement and Controlling			12-M-PROM-132-m01
Module	coord	inator		Module offered by	<u> </u>
		Chair of Business Mana	gement, Controlling	· · ·	Management and Economics
and Acc			Sement, controlling		
		od of grading	Only after succ. con	npl. of module(s)	
î		rical grade		• • • •	
Duration	1	Module level	Other prerequisites		
1 semes	ter	graduate			
Content	5				
of projec jects, th various	ct man eir pos orojec	agement and controllin ssible success factors,	ng within enterprises. I methods and instrume roaches to multi-proje	t covers characterist ents of the controllin	and methods used in the contex ic features and structures of pro g and management of projects i e theoretical basis as well as po-
		ning outcomes			
with field within th	ds of a ne con	application and limits o	f commonly used instr ment of the project ma	ruments and method inagement and -cont	hs and weaknesses and there- ls of practitioners. Competences trolling are obtained as well as
Courses	(type,	, number of weekly cont	act hours, language –	- if other than Germa	an)
V + Ü (no	o infor	mation on SWS (weekly	contact hours) and co	ourse language avail	able)
		essment (type, scope, on on whether module			ation offered — if not every seme
		nation (approx. 60 minu ssessment: German, En			
Allocatio	on of p	olaces	<u>-</u>		
	•				
Addition	al info	ormation			
Workloa	d				
TURUA	u				
Toachin	a cual	•			
Teaching	s cycli	e	_		
				d	
Keterred	toin	LPOI (examination reg	ulations for teaching-	uegree programmes)	
		•			
Module					
	-	ee (1 major) Business In		-	
	-	ee (1 major) Business In	, ,	014)	
	-	ee (1 major) Business M			
	-	ee (1 major) Business M ee (1 major) Economics			
	-	ee (1 major) Economics			
musters	ucgit		(201)		

Modul	e title				Abbreviation
Project in Economic Policy					12-M-PS-142-m01
Module coordinator				Module offered by	<u> </u>
	ofthe	Chair of Monetary Policy a	and International	-	Management and Economics
ECTS	1	od of grading	Only after succ. con	npl. of module(s)	
5		rical grade		-	
Duratio	on	Module level	Other prerequisites	i i i i i i i i i i i i i i i i i i i	
1 seme	ster	graduate			
Conten	its				
produc	tion fo		a. Students become		rnalistic media production and re nnical basics as well as the prac-
Intend	ed lear	ning outcomes			
		become familiar with the ic workflow will be explai		practice of creating	print, audio and video formats.
		, number of weekly conta		- if other than Germa	an)
		tion on SWS (weekly cont			
		sessment (type, scope, la ion on whether module ca			tion offered — if not every seme-
		(15 to 45 minutes) with wi Issessment: German, Eng		to 15 pages)	
Allocat	ion of	places			
Econor tion (M will be first pro Among places ces set dents of kommu gree su of this cial Stu and So the Ma 12-M-W ter sen signed	nics an ledia C allocat ofessio applic re-allo of this s unikatio bject <i>N</i> subjec udies. S ocial Str ster's o /PS and nester. to thes	d up to 8 of which will be ommunication). Should the red as follows: (1) Application and university degree in a ants with the same rankin cated in accordance with for students of the Maste subject, the remaining pla- con (Media Communication Medienkommunikation (M t, the remaining places w Should none or not all of the udies (after a procedure of degree subject Economication and the state of the subject and the subject and the subject and the degree subject and the subject and the and the subject and the subject and the and the subject and the subject and the and the subject and the subject and the subject and the subject and the subject and the	e set aside for studen ne number of applica ints will be ranked, ir related subject. (2) ng, places will be allo numbers 1 and 2 as r's degree subject Ec aces will be allocated n). Should the numb Media Communication ill be allocated to stu- these places be taken of allocation by lot), t s. Places on modules ared in a standardised cated a place in this components and to b	ts of the Master's de tions exceed the nu ascending order, ac Places will be allocat ocated by lot. (3) A w they become availab onomics exceed the I to students of the A er of places set aside n) exceed the number idents of the Master n by students of the he remaining places 12-M-WJ1, 12-M-WJ2 procedure once a ye procedure are entitle	of the Master's degree subject egree subject Medienkommunika mber of available places, places ccording to the final grade of thei ted according to this ranking. vaiting list will be maintained and ole. Should the number of pla- number of applications from stu Aaster's degree subject Medien- e for students of the Master's de- er of applications from students 's degree subject Political and So Master's degree subject Political will be allocated to students of ., 12-M-WJ3, 12-M-WJ4, 12-M-PS, ear at the beginning of the win- ed to participate in all courses as rresponding module component
		ormation			
Worklo	ad				
Teachi	ng cvcl	e			
		-			

Naster's with 1 major Economics (2014)
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Referred to in LPO I (examination regulations for teaching-degree programmes)

#### Module appears in

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

Master's with 1 major Economics (2014)	JMU Würzburg • generated 26-Aug-2024 • exam.	page 169 / 233
	reg. data record Master (120 ECTS) Economics - 2014	

Module					Abbreviation			
Accounting and Capital Markets					12-M-REKA-132-m01			
Module coordinator				Module offered by	<u> </u>			
		Chair of Business Mana	agement, Controlling	· · · ·	Management and Economics			
	nd Accounting							
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	ts							
as their text, ar ters. Ba sheet t	r impao 1 econo ased or heories	ct on internal and exter omic perspective has pl n the theoretical founda	nal recipients under co riority over detailed leg ations of information eq	nsideration of the in al arrangements and conomics as well as	possible configurations as well stitutional setting. In this con- l regulations by the standard set- decision-making and balance ll as financial accounting and pu-			
	-	ning outcomes						
nomic i ge abo valuati	impact ut poss on star	s of the configuration o sible impacts of change	f management and fina es in institutional gener	ancial accounting. W al frameworks is cov	ns the understanding of the eco- hat is more, extensive knowled- vered. For example, changes in its in enterprises and on capital			
		, number of weekly cor	itact hours, language –	- if other than Germa	an)			
		rmation on SWS (weekl						
Metho	d of as		language — if other th	an German, examina	tion offered — if not every seme-			
		nation (approx. 60 min issessment: German, E	-					
Allocat	ion of	places						
Additio	nal inf	ormation						
Worklo	ad							
Teachi	ng cvcl	e						
	<u> </u>							
Referre	d to in	LPOI (examination re	gulations for teaching-	degree programmes)				
Module	appe	ars in						
Master Master Master Master	's degr 's degr 's degr 's degr	ee (1 major) Business I ee (1 major) Business I ee (1 major) Business N ee (1 major) Business N ee (1 major) Economics	nformation Systems (2 Nanagement (2013) Nanagement (2014)	-				
	-	ee (1 major) Economics	-					
mastel	5 uegi		, (2013)					

Master's with 1 major Economics (2014)	JMU Würzburg • generated 26-Aug-2024 • exam.	page 170 / 233
	reg. data record Master (120 ECTS) Economics - 2014	

Module					Abbreviation	
Advanced Seminar: Entrepreneurship and Management					12-M-SAS-141-m01	
Module coordinator				Module offered by		
holder	older of the Chair of Entrepreneurship and Strategy			Faculty of Business Management and Economics		
			Only after succ. co			
10	nume	rical grade				
Duratio	on	Module level	Other prerequisites	5		
1 seme	ster	graduate				
Conten	Its					
require	ed to in e, emp	dependently analyse	a selected topic and to v	write a term paper. Th	oorate sustainability. Students are ne term paper may be based on li n, students are required to deli-	
Intend	ed lear	ning outcomes				
innova	tion or		ity. They are also able to		ortant fields of entrepreneurship, cture their research findings in a	
Course	<b>s</b> (type	, number of weekly co	ontact hours, language -	– if other than Germa	in)	
S (no ir	nforma	tion on SWS (weekly o	contact hours) and cours	se language available	e)	
ster, in	format	on on whether modul	e can be chosen to earr	ı a bonus)	ation offered — if not every seme-	
Langua	age of a	sprox. 20 pages) and ssessment: German, ffered: once a year, w		5 to 30 minutes), wei		
Allocat	ion of <sub>l</sub>	olaces				
allocat lowing subject ta 2 (29 numbe proced ve moo ted num located	ed in a quotas t; amor 5% of p r of sul ure, ap lule wil mber of a as the	standardised procedu : Quota 1 (50% of pla ig applicants with the laces): number of sub oject semesters, place plicants who already l be given preferentia places will be allocate by become available.	ure among all applicant ces): total number of EC same number of ECTS o oject semesters of the re es will be allocated by lo have successfully comp l consideration. Places o	s irrespective of their TS credits already ac credits achieved, plac spective applicant; a ot. Quota 3 (25% of p oleted at least one mo on all courses of the	f available places, places will be subjects according to the fol- hieved in the respective degree ces will be allocated by lot. Quo- among applicants with the same laces): allocation by lot. In this odule component of the respecti- module component with a restric be maintained and places re-al-	
Additio	onal inf	ormation				
Worklo	ad					
	-					
Teachi	ng cycl	e				
Referre	ed to in	LPOI (examination r	egulations for teaching-	degree programmes)		
Module	e appea	ars in				
Mastar	's door	oo (1 major) Business				
	-	ee (1 major) Economic	Management (2014)			

Master's with 1 major Economics (2014)

Module				· · · · · · · · · · · · · · · · · · ·	Abbreviation				
Project	Project Seminar: Entrepreneurship and Management 12-M-SB8-141-m01								
Module	e coord	inator		Module offered by					
holder	of the (	Chair of Entrepreneurship	and Strategy	Faculty of Business	s Management and Economics				
ECTS	Metho	od of grading	Only after succ. con	npl. of module(s)					
5	nume	rical grade							
Duratio	n	Module level	Other prerequisites						
1 seme	ster	graduate							
Conten	ts								
		vill be discontinued, no c ue to one of the following		rrently or will be off	ered in future.				
• tl • tl	he lectu he cont re infor	urer who offered the cour ents are no longer taugh mation, please contact tl	se is no longer emple t and were substitute	oyed at the Universited with comparable of					
		ning outcomes							
	the lac		ng outcomes descript	ion is available beca	ause no courses are held for this				
Course	<b>s</b> (type	, number of weekly conta	ict hours, language –	- if other than Germa	an)				
S (no ir	nformat	tion on SWS (weekly cont	act hours) and cours	e language available	e)				
		<b>essment</b> (type, scope, la on on whether module c			ation offered — if not every seme-				
presentation (approx. 20 to 30 minutes) Language of assessment: German, English Assessment offered: in the semester in which the course is offered and in the subsequent semester									
Allocation of places									
allocate lowing subject ta 2 (25 numbe proced	Allocation of places Number of places: 15. Should the number of applications exceed the number of available places, places will be allocated in a standardised procedure among all applicants irrespective of their subjects according to the fol- lowing quotas: Quota 1 (50% of places): total number of ECTS credits already achieved in the respective degree subject; among applicants with the same number of ECTS credits achieved, places will be allocated by lot. Quo- ta 2 (25% of places): number of subject semesters of the respective applicant; among applicants with the same number of subject semesters, places will be allocated by lot. Quota 3 (25% of places): allocation by lot. In this procedure, applicants who already have successfully completed at least one module component of the respecti- ve module will be given preferential consideration. Places on all courses of the module component with a restric-								

ted number of places will be allocated in the same procedure. A waiting list will be maintained and places re-al-

located as they become available.

# Additional information

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Workload

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Teaching cycle

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

Master's with 1 major Economics (2014)
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# Module appears in

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

Master's with 1 major Economics (2014)	JMU Würzburg • generated 26-Aug-2024 • exam.	page 173 / 233
	reg. data record Master (120 ECTS) Economics - 2014	

Module title				Abbreviation			
Advanced Seminar: Banking					12-M-SBL-132-m01		
Module coordinator				Module offered by			
holder of the Chair of Business Management, Banking a Finance				Faculty of Business	Management and E	conomics	
ECTS		od of grading	Only after succ. con	npl. of module(s)			
10	nume	rical grade					
Duratio	on	Module level	Other prerequisites				
1 seme	ster	graduate					
Conten	ts						
This co	urse wi	ll take the form of a sen	ninar. It will deal with	current topics of ban	king. Students will k	be required	
		ntly analyse a selected t					
	•	al or may be based on i	ndependent work with	n formal models. In a	ddition, students wi	ll be requi-	
		a talk on the topic.					
		ning outcomes					
	ess ind	gain in-depth knowledg ependently deeper prot					
		, number of weekly cont	act hours, language –	- if other than Germa	n)		
		ion on SWS (weekly cor					
-		essment (type, scope, l			-	ovorucomo	
ster, in	formati	on on whether module of	can be chosen to earn	a bonus)		every seme-	
		oprox. 20 to 25 pages) a ssessment: German, En		ox. 20 minutes), wei	ghted 2:1		
Allocat	ion of p	olaces					
Number of places: 10. Should the number of applications exceed the number of available places, places will be allocated in a standardised procedure among all applicants irrespective of their subjects according to the following quotas: Quota 1 (50% of places): total number of ECTS credits already achieved in the respective degree subject; among applicants with the same number of ECTS credits achieved, places will be allocated by lot. Quota 2 (25% of places): number of subject semesters of the respective applicant; among applicants with the same number of subject semesters, places will be allocated by lot. Quota 3 (25% of places): allocation by lot. In this procedure, applicants who already have successfully completed at least one module component of the respective module will be given preferential consideration. Places on all courses of the module component with a restricted number of places will be allocated in the same procedure. A waiting list will be maintained and places re-allocated as they become available.							
Additio	nal inf	ormation					
Workload							
Teaching cycle							
<b>Referred to in LPO I</b> (examination regulations for teaching-degree programmes)							
Module	e appea	irs in					
Master's degree (1 major) Business Management (2013)							
	-	ee (1 major) Business M					
	-	ee (1 major) Economics	•				
Master's degree (1 major) Economics (2013)         Master's with 1 major Economics (2014)         JMU Würzburg • generated 26-Aug-2024 • exam.         page 174 / 233							
Master's wi	ith 1 majoi	Economics (2014)		rg • generated 26-Aug-2024 rd Master (120 ECTS) Econom		page 174 / 233	

				Abbreviation			
Strateg	Strategic Supply Management 12-M-SBM-141-m01						
Module coordinator				Module offered by			
	holder of the Chair of Business Management and Industrial Faculty of Business Management and Economics Management						
ECTS	Metho	od of grading	Only after succ. com	pl. of module(s)			
5	nume	rical grade					
Duratio	n	Module level	Other prerequisites				
1 semes	ster	graduate					
Conten	ts						
(purcha	ising, n		rocurement logistics)		y function of the company portance is analysed and basic		
Intende	ed learr	ning outcomes					
term, co re struc based o	ompeti tured, on key	tively sensitive potential to goal-oriented analyze instruments. Students ar	for success. After con and to respond to pe e able to accurately c	npletion of the mode rformance-oriented i lassify the tasks of t	ement activities to develop long- ule students are able to prepa- ssues of strategic procurement he procurement and to describe ocedures used in this area to ap-		
Courses	<b>s</b> (type,	, number of weekly conta	ct hours, language —	if other than Germa	n)		
S (no in	format	ion on SWS (weekly cont	act hours) and cours	e language available	)		
ster, inf	formati	on on whether module ca	an be chosen to earn	a bonus)	tion offered — if not every seme-		
a) written examination (approx. 40 to 60 minutes) or b) presentation (approx. 20 minutes) with written elaborati- on (approx. 15 to 20 pages), weighted 1:1 or c) written elaboration (approx. 30 to 40 pages) Language of assessment: German, English creditable for bonus							
Allocati	ion of p	olaces					
Number of places: 20. Should the number of applications exceed the number of available places, places will be allocated in a standardised procedure among all applicants irrespective of their subjects according to the following quotas: Quota 1 (50% of places): total number of ECTS credits already achieved in the respective degree subject; among applicants with the same number of ECTS credits achieved, places will be allocated by lot. Quota 2 (25% of places): number of subject semesters of the respective applicant; among applicants with the same number of subject semesters, places will be allocated by lot. Quota 3 (25% of places): allocation by lot. In this procedure, applicants who already have successfully completed at least one module component of the respective module will be given preferential consideration. Places on all courses of the module component with a restricted number of places will be allocated in the same procedure. A waiting list will be maintained and places re-allocated as they become available.							
Additional information							
Workload							
Teaching cycle							
<b>Referred to in LPO I</b> (examination regulations for teaching-degree programmes)							
Module appears in							

Master's with 1 major Economics (2014)

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

Master's with 1 major Economics (2014)	JMU Würzburg • generated 26-Aug-2024 • exam.	page 176 / 233
	reg. data record Master (120 ECTS) Economics - 2014	

Module	e title				Abbreviation
Seminar: Supply Chain Competition Module coordinator					12-M-SCC-141-m01
				Module offered by	<u> </u>
holder of the Chair of Logistics and Quantitative Me			Quantitative Methods	Faculty of Business	Management and Economics
ECTS	-	od of grading	Only after succ. con		
5	nume	rical grade			
Duratio	on	Module level	Other prerequisites		
1 seme	ester	graduate			
Conten	nts				
		r "Supply Chain Comp perations and supply		ipate in an online m	ulti-round simulation and apply
Intend	ed lear	ning outcomes			
i. selec ii. face	ted and d the p	ractical problems wh		l models,	and supply chain management,
			ontact hours, language –		
		· · · · · · · · · · · · · · · · · · ·	contact hours) and cours		
Metho	d of as	sessment (type, scop		an German, examina	tion offered — if not every seme
Langua Assess	age of a ment o	ssessment: German, ffered: once a year, v		on (approx. 10 minut	es), weighted 2:1
Allocat					
allocat stics ar ber of s achieve Manag course ted by	ed as f nd Qua success ed in m ement) s offere lot.	ollows: (1) Students v ntitative Methods wil sfully completed mod andatory courses of f or Value Chain Mana ed by the Chair. (3) Ar	who already have success l be given preferential co ules, places will be alloc the focus Logistik und Su gement or another speci	sfully completed cound nsideration. Among ated according to th pply Chain Manager alisation the application	available places, places will be rses offered by the Chair of Logi applicants with the same num- e total number of ECTS credits nent (Logistics and Supply Chair ant has selected which includes TS credits, places will be alloca-
Additio	onal inf	ormation			
Worklo	ad				
Teachi	ng cycl	e			
 Referre	ed to in	LPOI (examination	regulations for teaching-o	legree programmes)	
Module	e appea	ars in			
			Management (2014)		
	0.	,.,			

Module title				Abbreviation			
Suppl	Supply Network Information Management 12-M-SCIM-141-mo1						
Module coordinator				Module offered by	ffered by		
holder of the Chair of Business Management and Business			Faculty of Business	Management and E	conomics		
	nation S						
ECTS		od of grading	Only after succ. con	npl. of module(s)			
5	1	rical grade					
Durat 1 sem		Module level graduate	Other prerequisites				
		giadaate					
Since remer sible a lt has ply ch works of all s cular, look a used f syster <b>Intend</b> Stude ducts specti gards	Contents Since mass production on the assembly line with continuous deliveries (supply chain) revolutionised the procurement process in the 19th century, the usage of information processing has made more flexible operations possible and the demand of customers for individualised products has made more flexible operations necessary. It has become possible to adopt a much more differentiated and sophisticated approach to the electronic supply chain and the planning of the same so that the challenge we are facing today is designing procurement networks (supply networks) that also take into account the delivery sequence for all deterministically procured parts of all suppliers. This module will discuss these conceptual fundamentals of supply management and, in particular, how the managing of procurement activities can be supported by information processing. The module will look at how well ERP systems can support these activities, how new hardware and software technologies can be used to accelerate the currently time-consuming procurement processes and how formerly isolated information systems of individual firms can be integrated into a network of supply management. Intended learning outcomes Students will earn an overall understanding of the complex structure of supply relationships for individual products and their dependencies for a variety of products. Student will also be trained to recognize (from the perspective of the parties involved into the production process) opportunities and to make decisions in these regards. These relations will be of crucial importance for all production-oriented managers because only a solid un-						
		f these relationships w , number of weekly cor	· · · · · · · · · · · · · · · · · · ·	•			
		rmation on SWS (week)					
		sessment (type, scope,				every seme-	
ster, i	nformat	ion on whether module	can be chosen to earn	a bonus)			
a) written examination (approx. 60 minutes) or b) written examination consisting entirely or partly of multi- ple/single choice questions (approx. 60 minutes) or c) entirely or partly computerised written examination (ap- prox. 60 minutes) Language of assessment: German, English Allocation of places							
Additional information							
 Workload							
Teaching cycle							
<b>Referred to in LPO I</b> (examination regulations for teaching-degree programmes)							
Modu	le appea	ars in					
Master's degree (1 major) Business Information Systems (2014) Master's degree (1 major) Business Management (2014)							
Master's	with 1 majo	r Economics (2014)		ırg • generated 26-Aug-2024 rd Master (120 ECTS) Econom		page 178 / 233	



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

Master's with 1 major Economics (2014)	JMU Würzburg • generated 26-Aug-2024 • exam.	page 179 / 233
	reg. data record Master (120 ECTS) Economics - 2014	

Module title					Abbreviation	
E-Business Strategies 12-M-SEBS-132-m01						
Module coordinator				Module offered by		
holder of the Chair of Information Syste			ems Engineering	-	Management and Econor	mics
ECTS		od of grading	Only after succ. con		0	
10		rical grade				
Duratio	on	Module level	Other prerequisites			
1 seme	ster	graduate				
Conten	ts					
tured to	erm pap		sults of their work wi	th the help of relevar	able them to prepare a we It topics in the fields of w company.	
Intend	ed learr	ning outcomes				
1. Scie	ntific lit	rovides students with kn erature of developed results in s	-			
		esentations and lectures				
		number of weekly conta				
S (no ir	nformat	ion on SWS (weekly con	tact hours) and cours	e language available	e)	
		<b>essment</b> (type, scope, la on on whether module c			tion offered — if not every	y seme-
Langua	ige of a	oprox. 20 to 25 pages) al ssessment: German, Eng ffered: once a year, wint	glish	ox. 20 minutes), wei	ghted 2:1	
Allocat	ion of p	olaces				
Number of places: 20. Should the number of applications exceed the number of available places, places will be allocated in a standardised procedure among all applicants irrespective of their subjects according to the following quotas: Quota 1 (50% of places): total number of ECTS credits already achieved in the respective degree subject; among applicants with the same number of ECTS credits achieved, places will be allocated by lot. Quota 2 (25% of places): number of subject semesters of the respective applicant; among applicants with the same number of subject semesters, places will be allocated by lot. Quota 3 (25% of places): allocation by lot. In this procedure, applicants who already have successfully completed at least one module component of the respective module will be given preferential consideration. Places on all courses of the module component with a restricted number of places will be allocated in the same procedure. A waiting list will be maintained and places re-allocated as they become available.						
Additio	onal info	ormation				
Workload						
Teaching cycle						
<b>Referred to in LPO I</b> (examination regulations for teaching-degree programmes)						
Module appears in						
Master's degree (1 major) Business Information Systems (2013)						
Master's degree (1 major) Business Information Systems (2014)						
Master's w	ith 1 major	Economics (2014)		rg ● generated 26-Aug-2024 rd Master (120 ECTS) Econom		e 180 / 233

#### Julius-Maximilians-UNIVERSITÄT WÜRZBURG

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

Master's with 1 major Economics (2014)	JMU Würzburg • generated 26-Aug-2024 • exam.	page 181 / 233
	reg. data record Master (120 ECTS) Economics - 2014	

Module	e title				Abbreviation	
Selecte	d Topi	cs of European Integratio	on		12-M-SEI-132-m01	
Module	coord	inator		Module offered by	<u> </u>	
		Chair of Monetary Policy	and International		Management and E	conomics
Econon						
ECTS	Metho	od of grading	Only after succ. cor	npl. of module(s)		
5	nume	rical grade				
Duratio	n	Module level	Other prerequisites	<b>i</b>		
1 seme	ster	graduate				
Conten	ts					
		ovides students with a r mic policy.	nore in-depth unders	tanding of specific p	roblems of macroed	conomics and
Intende	ed learr	ning outcomes				
(i) cons (ii) crea (iii) dea	olidate ite, pre al with t	nar, students can acquired knowledge an sent and defend a scient he working papers of otl eter for the processing of	ific paper; ner participants;	additional technique	s of scientific work;	
Course	<b>s</b> (type,	number of weekly conta	act hours, language –	– if other than Germa	ın)	
S (no ir	format	ion on SWS (weekly con	tact hours) and cours	e language available	2)	
ster, in term pa Langua	formati aper (ap ge of a	essment (type, scope, la on on whether module c oprox. 15 pages) and pre ssessment: German, Eng ffered: once a year, sum	an be chosen to earn sentation (approx. 15 slish	a bonus)		t every seme-
Allocat		· ·				
allocate lowing subject ta 2 (25 numbe proced ve mod ted nur	ed in a quotas ; amon ;% of p r of sub ure, ap ule will nber of	ces: 15. Should the num standardised procedure : Quota 1 (50% of places g applicants with the sa laces): number of subjec oject semesters, places v plicants who already hav be given preferential co places will be allocated y become available.	among all applicants ): total number of EC me number of ECTS of t semesters of the re vill be allocated by lo ve successfully comp nsideration. Places of	s irrespective of their TS credits already ac redits achieved, plac spective applicant; a t. Quota 3 (25% of pl leted at least one mo on all courses of the p	subjects according hieved in the respe- ces will be allocated among applicants w laces): allocation by odule component of module component	to the fol- ctive degree l by lot. Quo- ith the same lot. In this the respecti- with a restric-
		ormation				
Worklo	ad					
Teachi	lg cvcl	9				
	-3 -9 -10	-				
Referre	d to in	LPOI (examination regu	lations for teaching	degree programmes)		
Referre				actice programmes)		
Module		rcin				
Module		ee (1 major) Business Ma	unagoment (acca)			
	-	ee (1 major) Business Ma ee (1 major) Business Ma				
	-	ee (1 major) Economics (				
Master's wi	th 1 major	Economics (2014)	JMU Würzbı	urg • generated 26-Aug-2024	• exam.	page 182 / 233
			reg. data reco	rd Master (120 ECTS) Econom	ics - 2014	



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

Master's with 1 major Economics (2014)	JMU Würzburg • generated 26-Aug-2024 • exam.	page 183 / 233
	reg. data record Master (120 ECTS) Economics - 2014	

Module	e title				Abbreviation	
Advanc	ced Ser	ninar: Financial Account	ing and Auditing		12-M-SER-132-m01	
Module	e coord	inator		Module offered by	<u> </u>	
		Chair of Business Manag	gement and Accoun-		Management and E	conomics
ECTS	Meth	od of grading	Only after succ. con	npl. of module(s)		
10		rical grade				
Duratio	on	Module level	Other prerequisites	i		
1 seme	ster	graduate				
Conten	Its					
		rovides students with m v using scientific primary				iting and au-
Intende	ed lear	ning outcomes				
(iii) cor (iv) the nicative	nducteo ability e aspeo	d defended a qualifying d a scientific examinatio to present and develop cts. , number of weekly cont	n of the work results of solution-oriented the	of other seminar part ir own performance a	adequately consider	ing commu-
		rmation on SWS (weekly				
		s <b>essment</b> (type, scope, l ion on whether module (			ition offered — if not	every seme-
term pa Langua	aper (a age of a	pprox. 20 to 25 pages) a ssessment: German, En ffered: once a year, win	nd presentation (app glish	•	ighted 2:1	
Allocat	ion of <sub>l</sub>	places				
allocat lowing subject ta 2 (25 numbe proced ve mod ted nur	ed in a quotas t; amor 5% of p r of sul ure, ap lule wil mber of	aces: 20. Should the nur standardised procedure are Quota 1 (50% of place and applicants with the sa- laces): number of subje oject semesters, places plicants who already ha l be given preferential co f places will be allocated by become available.	e among all applicants s): total number of EC ame number of ECTS c ct semesters of the re will be allocated by lo we successfully comp onsideration. Places c	s irrespective of their TS credits already ac redits achieved, plac spective applicant; a t. Quota 3 (25% of pl leted at least one mo on all courses of the p	subjects according hieved in the respec- ces will be allocated among applicants wi laces): allocation by odule component of module component	to the fol- ctive degree by lot. Quo- th the same lot. In this the respecti- with a restric
Additio	onal inf	ormation				
Worklo	ad					
Teachi	ng cycl	e				
Referre	ed to in	LPOI (examination reg	ulations for teaching-	degree programmes)		
Module	e appea	ars in				
Master	's degr	ee (1 major) Business M	anagement (2013)			
Aaster's w	ith 1 majo	r Economics (2014)		urg • generated 26-Aug-2024 rd Master (120 ECTS) Econom		page 184 / 233
				<u> </u>		

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

Master's with 1 major Economics (2014)	JMU Würzburg • generated 26-Aug-2024 • exam.	page 185 / 233
	reg. data record Master (120 ECTS) Economics - 2014	

Module title			Abbreviation			
Advanced Seminar: Productions and Operations Management			12-M-SI-132-m01			
Module	Module coordinator			Module offered by		
holder Manag		Chair of Business Manag	ement and Industrial	Faculty of Business	Management and E	conomics
ECTS	1	od of grading	Only after succ. con	pl. of module(s)		
10		rical grade				
Duratio	on	Module level	Other prerequisites			
1 seme	ster	graduate				
Conten	Its					
		r, students will write sen and findings of these pa			l of industrial manag	gement. The
Intend	ed lear	ning outcomes				
ned by cessary with in ten cor Throug	taking y, to filt troduct ntribution tribution	have acquired in-depth care of the seminar to d cer, to evaluate, tu critica ion of own scientifically on to the topic of Industre ecture, students learn to me frame and to defend	eepen their knowledg Illy analyze and to ask based further develop ial Management, whi present selected cont	e for making scientif each other. On this oments, the participa ch complies with the tent of their housewo	ic work, to research basis, and, where a ants will learn to pre principles of scient ork in a suitable forn	literature ne- ppropriate, pare a writ- ific work.
		, number of weekly cont				
		tion on SWS (weekly con				
		sessment (type, scope, l ion on whether module c			tion offered — if not	every seme-
prox. 1	5 to 20	(approx. 20 to 25 pages) pages) and presentation ssessment: German, Eng	n (approx. 45 minutes)		veighted 2:1 or b) te	rm paper (ap-
Allocat	ion of <sub>l</sub>	places				
allocat lowing subject ta 2 (29 numbe proced ve moc ted nur	ed in a quotas t; amor 5% of p r of sul ure, ap lule wil mber of	aces: 10. Should the num standardised procedure as Quota 1 (50% of places ag applicants with the sa- laces): number of subjec oject semesters, places y plicants who already ha l be given preferential co f places will be allocated by become available.	among all applicants s): total number of ECTS c ume number of ECTS c ct semesters of the res will be allocated by lo ve successfully compl onsideration. Places o	Firrespective of their IS credits already ac redits achieved, plac spective applicant; a t. Quota 3 (25% of pl leted at least one mo n all courses of the r	subjects according hieved in the respec- ces will be allocated mong applicants wi aces): allocation by odule component of module component w	to the fol- tive degree by lot. Quo- th the same lot. In this the respecti- with a restric-
Additio	onal inf	ormation				
Worklo	ad					
Teachi	ng cycl	e	_			
			_			
<b>Referred to in LPO I</b> (examination regulations for teaching-degree programmes)						
Modul	Module appears in					
		ee (1 major) Business Ma	anagement (2013)			
		r Economics (2014)	JMU Würzbu	rg • generated 26-Aug-2024 o rd Master (120 ECTS) Econom		page 186 / 233

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

Master's with 1 major Economics (2014)	JMU Würzburg • generated 26-Aug-2024 • exam.	page 187 / 233
	reg. data record Master (120 ECTS) Economics - 2014	

			Abbreviation			
Semina	ar: Inte	rnational Economics			12-M-SIÖ-132-m01	
Modul	Module coordinator			Module offered by		
holder	of the (	Chair of International Ec	conomics	Faculty of Business	Management and E	conomics
ECTS	<u> </u>	od of grading	Only after succ. cor	npl. of module(s)		
10	nume	rical grade				
Duratio		Module level	Other prerequisites	;		
1 seme		graduate				
Conter	-					
locatio market	Current topics in international economics [e. g. outsourcing, offshoring and multinational firms; competition of locations, jurisdictions and systems; globalisation and the environment; trade, multinational firms and labour markets; Triumph of the City].					
	Reading: peer-reviewed articles from international journals and/or monographs.					
-		ning outcomes				
learn a papers	nd app	rrent cutting-edge rese ly research methods. T search both in written a seers.	ne seminar style of the	course teaches ther	n to present their ow	n seminar
Course	<b>s</b> (type	, number of weekly con	tact hours, language –	– if other than Germa	ın)	
S (no information on SWS (weekly contact hours) and course language available)						
<b>Method of assessment</b> (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)						
		oprox. 20 pages) and p ssessment: German, El		o minutes) with posi	tion paper (1 page),	weighted 3:1
Allocat	tion of p	olaces				
allocat lowing subjec ta 2 (24 numbe proced ve mod ted num	ed in a quotas t; amon 5% of p er of sub lure, ap dule wil mber of	ces: 10. Should the nu standardised procedur : Quota 1 (50% of place g applicants with the s laces): number of subjo ject semesters, places plicants who already h l be given preferential of places will be allocate y become available.	e among all applicants es): total number of EC ame number of ECTS of ect semesters of the re will be allocated by lo ave successfully comp consideration. Places of	s irrespective of their TS credits already ac redits achieved, plac spective applicant; a t. Quota 3 (25% of pl leted at least one mo on all courses of the p	subjects according hieved in the respec- ces will be allocated among applicants wi laces): allocation by odule component of module component w	to the fol- tive degree by lot. Quo- th the same lot. In this the respecti- with a restric-
Additio	onal inf	ormation				
Worklo	ad					
Teaching cycle						
<b>Referred to in LPO I</b> (examination regulations for teaching-degree programmes)						
Modul	e appea	in in				
	-	ee (1 major) Business N ee (1 major) Business N				
Master's w	rith 1 major	Economics (2014)		urg • generated 26-Aug-2024 rd Master (120 ECTS) Econom		page 188 / 233



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

Master's with 1 major Economics (2014)	JMU Würzburg • generated 26-Aug-2024 • exam.	page 189 / 233
	reg. data record Master (120 ECTS) Economics - 2014	

Module title				Abbreviation		
Advanced Seminar: Industrial Organization				12-M-SIO-132-m01		
Module coordinator			Module offered by			
holder of the Chair of Industrial Economics			Faculty of Business	Management and E	conomics	
	thod of grading	Only after succ. con	npl. of module(s)			
10 nui	nerical grade					
Duration	Module level	Other prerequisites				
1 semester	graduate					
Contents						
	se, students will acquire r and to present the resul					
Intended le	arning outcomes					
<ol> <li>understa</li> <li>integrate</li> </ol>	leting the course "Semina and the fundamentals of s e elaborated content in a resentations independent	cientific literature revie scientific thesis;		e to		
Courses (ty	pe, number of weekly co	ntact hours, language –	- if other than Germa	n)		
S (no inforr	S (no information on SWS (weekly contact hours) and course language available)					
	assessment (type, scope, action on whether module			tion offered — if not	every seme-	
	(approx. 20 pages) and p of assessment: German, E		o minutes), weighted	2:1		
Allocation		<u> </u>				
allocated in lowing quo subject; an ta 2 (25% c number of procedure, ve module ted numbe located as	places: 10. Should the nut on a standardised procedu tas: Quota 1 (50% of plac nong applicants with the of places): number of subj subject semesters, places applicants who already h will be given preferential of places will be allocate they become available.	re among all applicants es): total number of EC same number of ECTS c ect semesters of the re s will be allocated by lo ave successfully comp consideration. Places o	Firrespective of their TS credits already ac redits achieved, plac spective applicant; a t. Quota 3 (25% of pl leted at least one mo n all courses of the r	subjects according hieved in the respec- ces will be allocated mong applicants wi aces): allocation by odule component of module component	to the fol- tive degree by lot. Quo- th the same lot. In this the respecti- with a restric-	
Additional	information					
Workload						
Teaching c	ycle					
<b>Referred to in LPO I</b> (examination regulations for teaching-degree programmes)						
Referred to		Sulations for teaching (				
		Vanagement (2012)				
Master's degree (1 major) Business Management (2013) Master's degree (1 major) Business Management (2014)						
Master's degree (1 major) Economics (2014) Master's degree (1 major) Economics (2014)						
	egree (1 major) Economics					
	najor Economics (2014)		rg • generated 26-Aug-2024	• exam.	page 190 / 233	
		reg. data reco	rd Master (120 ECTS) Econom	ics - 2014		

Module	e title				Abbreviation	
Strategic Marketing 12-M-SM-141-m01						
Module	e coord	inator		Module offered by		
holder ting	ofthe	Chair of Business Admi	nistration and Marke-	rke- Faculty of Business Management and Economics		
ECTS	Meth	od of grading	Only after succ. con	npl. of module(s)		
5		rical grade		• • • •		
Duratio	on	Module level	Other prerequisites	i		
1 seme		graduate				
Conten	ts					
	dule ra dynam	iises awareness in stud ical competitive proce	lents of the relevance a ss.	and necessity of strat	tegic management i	n a competiti-
Based discus	on the ses the	roots of the concept of	s well as the stakehold f strategy in marketing competitive advantag	based on Drucker, Po	orter, Ansoff and Mi	ntzberg. The
2. Mark 3. Obje 4. Com 5. Grow 6. Futu	petitive keting s ectives petitive vth stra re tech	e dynamics requires str strategies, stakeholder and tasks of corporate e forces, strategies and tegies and marketing n	management and entro governance in manage benefits according to nyths ses and dynamic capat	ment practice Michael Porter		
Eschen bis Ulri Freema Grant, ternehn Hinterh Verlag, Hunger Gabler, Johnso Hall Ha Kotler, Laasch ty, and Meffert rung, 1 Meyer, nehmu	d, CI (1 ch, 5th an, RE ( R. M.; N mensst nuber, I Berlin, berg, I , Wiesb n, G.; S urlow. P.; Ber , O.; Co Ethics, t, H.; Bu 1th ed. M. (19 ng, Ga	R.; Eschenbach, S.; Kur ed., Schäffer-Poesche 2010): Strategic Manag lippa, M. (2006): Strate rategien, 5th ed., Pears H. H. (2011): Strategische aden. Scholes, K.; Whittingtor ger, R.; Bickhoff, N. (20 onaway RN (2014): The Cengage Stamford. urmannn, C.; Kirchgeor Gabler, Wiesbaden. 95): Ökonomische Orga oler, Wiesbaden.	ement: A Stakeholder egisches Management:	egische Konzepte: M Approach, Cambridg Analyse, Entwicklun ng I. Strategisches rnehmen: Ziele Pro tals of Strategy, 1st e of Strategic Manage ole Management: Glo g Grundlagen markt	anagement-Ansätze e University Press. g und Implementier Denken, 8th ed., Er zesse Verfahren, 7 ed., Financial Times ment, Springer, Heio obal Sustainability, I corientierter Unterne	von Ansoff rung von Un- ich Schmidt 7th ed., and Prentice delberg. Responsibili- hmensfüh- und Unter-
führen, Porter, Porter,	, 4th eo M. (199 M. (20	l., Schäffer-Poeschel St 99): Wettbewerb und S 14): Wettbewerbsvortei	_	(Original: Porter, M.: erreichen und behau	On Competition, Bo	oston, 1998.)
Naster's w	ith 1 majo	r Economics (2014)		ırg • generated 26-Aug-2024 rd Master (120 ECTS) Econom		page 191 / 233

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

#### Intended learning outcomes

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

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

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

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

written examination (approx. 60 minutes) Language of assessment: German, English

Language of assessment: German, E

Allocation of places

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**Additional information** 

--

Workload

--

Teaching cycle

--

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

Module appears in

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

Master's with 1 major Economics (2014)	JMU Würzburg • generated 26-Aug-2024 • exam.	page 192 / 233
	reg. data record Master (120 ECTS) Economics - 2014	

Module	e title				Abbreviation	
Strateg	Strategic Management of Global Supply Chains				12-M-SMGS-141-m01	
Module	e coord	inator		Module offered by		
holder	of the (	Chair of Logistics and Qua	antitative Methods	-	Management and Economics	
ECTS	1	od of grading	Only after succ. con	· · ·	-	
5	nume	rical grade				
Duratio	on	Module level	Other prerequisites			
1 seme	ster	graduate				
Conten	ts					
	course ' les of b				come familiar with the basic ave learned working on multiple	
		ning outcomes				
results (ii) und	, and lerstand	d the effects of global val	ue chains onto strate	egic company decisio		
Course	<b>s</b> (type	, number of weekly conta	ct hours, language –	- if other than Germa	n)	
		mation on SWS (weekly o				
		<b>sessment</b> (type, scope, la on on whether module ca			tion offered — if not every seme-	
		nation (approx. 60 minut ssessment: German, Eng				
Allocat	ion of p	olaces				
Additio	onal inf	ormation				
Worklo	ad					
Teachi	ng cycl	e				
<b>Referred to in LPO I</b> (examination regulations for teaching-degree programmes)						
Module	e appea	urs in				
		ee (1 major) Business Ma ee (1 major) Economics (2				

Module title				Abbreviation
Advanced Ser	ninar: Econometrics			12-M-SOE-132-m01
Module coord	linator		Module offered by	<u> </u>
	Chair of Econometrics			Management and Economics
	od of grading	Only after succ. com		
	rical grade			
Duration	Module level	Other prerequisites		
1 semester	graduate			
Contents				
quired to inde both in a sem	ependently familiarise the inar paper and orally duri	mselves with the res	pective topics and to	onometrics. Students will be re- o present the results of their work
Intended lear	ning outcomes			
	able to analyze independ ne results orally and in wr			vance for a given theme. They 5.
Courses (type	, number of weekly conta	ct hours, language —	if other than Germa	n)
	tion on SWS (weekly cont			
	· ·			tion offered — if not every seme-
	ion on whether module ca			,,,
	pprox. 20 to 25 pages) an assessment: German, Eng		ox. 20 minutes), wei	ghted 2:1
Allocation of	places			
allocated in a lowing quotas subject; amou ta 2 (25% of p number of su procedure, ap ve module wi ted number o located as the	standardised procedure s: Quota 1 (50% of places) ng applicants with the sam places): number of subject bject semesters, places w pplicants who already hav Il be given preferential co f places will be allocated ey become available.	among all applicants ): total number of ECT ne number of ECTS of t semesters of the res vill be allocated by lot e successfully compl nsideration. Places o	irrespective of their S credits already ac redits achieved, plac spective applicant; a c. Quota 3 (25% of pl eted at least one mo n all courses of the r	available places, places will be subjects according to the fol- hieved in the respective degree ces will be allocated by lot. Quo- mong applicants with the same aces): allocation by lot. In this odule component of the respecti- module component with a restric- be maintained and places re-al-
Additional inf	ormation			
Workload				
Teaching cycl	e			
Referred to in	LPOI (examination regu	lations for teaching-c	legree programmes)	
Module appea	ars in			
	ree (1 major) Business Ma	nagement (2013)		
	ree (1 major) Business Ma			
-	ree (1 major) Economics (2			
-	ree (1 major) Economics (2			
		)/		

Module	title				Abbreviation		
Economics of Tax Planning					12-M-SP-141-m01		
Module	coord	inator		Module offered by			
		Chair of Business Manage	ement and Business		Management and Economics		
Taxatior							
		o <b>d of grading</b> rical grade	Only after succ. com	ipl. of module(s)			
5 Duratio		Module level	Other prerequisites				
1 semes		graduate					
Content	·s	3					
dels for ees. The	invest erefore		g decisions, firm valu rate and personal inc	ation, divident polic	e integrated into standard mo- y and remunaration of employ- ed.		
Intende	d learr	ing outcomes					
(i) comb nance; (ii) unde evaluati sing;	(ii) understand the effect of taxes on fundamental economic decisions, e.g. investment and financing decisions, evaluation of investment, financial assets, forms of remuneration for employees including managing and asses-						
Courses	(type	number of weekly conta	ct hours, language —	· if other than Germa	n)		
V + Ü (n	o infor	mation on SWS (weekly o	contact hours) and co	ourse language avail	able)		
		<b>essment</b> (type, scope, la on on whether module ca			tion offered — if not every seme-		
	ge of a	nination (approx. 60 min ssessment: German, Eng bonus		er (approx. 15 pages)	or c) oral examination		
Allocati	on of p	laces					
Addition	nal info	ormation					
Workloa	ad						
Teachin	g cycl	9					
Referred	d to in	LPOI (examination regu	lations for teaching-o	legree programmes)			
Module	appea	rs in					
Master's degree (1 major) Business Information Systems (2014) Master's degree (1 major) Business Management (2014) Master's degree (1 major) Economics (2014)							

Module	e title				Abbreviation	
Strates	gic Proo	duction Management			12-M-SPM-141-m01	
Module	e coord	inator		Module offered by		
holder	ofthe	Chair of Business Manag	gement and Industrial	Faculty of Business	Management and Econo	mics
Manag			-			
ECTS		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					
ning ar Studer cal mo princip	nd cont nts will dels wi oles of v	rol concepts. become familiar with th ll be used for analysing	e essentials of strateg both economic and ec	ic production manag ological issues. In a	gement and, in particular ement. Theoretical and a ddition, the module will c ng the development of in	inalyti- discuss
		ning outcomes				
strateg the ma	y struc in strat	tured and goal-oriented	in a global context us es in production mana	ing appropriate meth gement and evaluate	wer questions of operations of operations of operations. Furthermore, they ke and apply planning and	now
Course	<b>s</b> (type	, number of weekly cont	act hours, language –	- if other than Germa	n)	
S (no ii	nforma	tion on SWS (weekly cor	ntact hours) and cours	e language available	e)	
ster, in a) writt	format en exa	ion on whether module mination (approx. 40 to	can be chosen to earn 60 minutes) or b) pres	a bonus) sentation (approx. 20	tion offered — if not even	-
Langua		; to 20 pages), weighted ssessment: German, En bonus		oration (approx. 30 to	9 40 pages)	
Allocat	tion of p	places				
allocat lowing subject ta 2 (29 numbe proced ve moo ted num located	ed in a quotas t; amor 5% of p er of sul lure, ap dule wil mber of d as the	standardised procedure e: Quota 1 (50% of place or applicants with the sa- laces): number of subje oject semesters, places plicants who already ha l be given preferential c f places will be allocated by become available.	e among all applicants s): total number of EC ame number of ECTS c ct semesters of the re will be allocated by lo we successfully comp onsideration. Places o	Firrespective of their TS credits already ac redits achieved, plac spective applicant; a t. Quota 3 (25% of pl leted at least one mo n all courses of the r	available places, places subjects according to the hieved in the respective of es will be allocated by lo mong applicants with the aces): allocation by lot. In odule component of the re module component with a be maintained and place	e fol- degree ot. Quo- e same n this especti- a restric-
Additio	onal inf	ormation				
			_			
Worklo	oad					
Teachi	ng cycl	e				
Referre	ed to in	LPOI (examination reg	ulations for teaching-	degree programmes)		
				<u> </u>		
Master's w	ith 1 majo	r Economics (2014)		rg • generated 26-Aug-2024 v rd Master (120 ECTS) Econom		e 196 / 233

## Module appears in

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

Master's with 1 major Economics (2014)	JMU Würzburg • generated 26-Aug-2024 • exam.	page 197 / 233
	reg. data record Master (120 ECTS) Economics - 2014	1

Module	e title				Abbreviation
Advanc	ed Ser	ninar: Topics in Personne	el Economics and Org	anizational Theory	12-M-SPO-132-m01
Module	e coord	inator		Module offered by	
holder	of the (	Chair for Human Resource	e Management and	Faculty of Business	Management and Economics
Organis	sation				
ECTS	Metho	od of grading	Only after succ. con	npl. of module(s)	
10	nume	rical grade			
Duratio	n	Module level	Other prerequisites		
1 seme	ster	graduate			
Conten	ts				
		write a seminar paper on gement and organisatior		d discuss current issi	ues in the field of human re-
Intende	ed lear	ning outcomes			
The stu	dents	earn to handle, formulate	e in own words, pres	ent. and discuss curr	rent research literature.
		, number of weekly conta	· · · ·		
		ion on SWS (weekly cont			•
					tion offered — if not every seme-
		on on whether module ca			
tes), we	eighted			resentation including	g discussion (approx. 50 minu-
Allocat	ion of p	olaces			
allocate lowing subject ta 2 (25 numbe proced ve mod ted nur located	ed in a quotas ; amor % of p r of sub ure, ap ule wil nber of as the	standardised procedure : Quota 1 (50% of places) og applicants with the sar laces): number of subjec oject semesters, places w plicants who already hav l be given preferential co places will be allocated by become available.	among all applicants total number of EC ne number of ECTS c t semesters of the re- vill be allocated by lo e successfully comp nsideration. Places o	Firrespective of their TS credits already ac redits achieved, plac spective applicant; a t. Quota 3 (25% of pl leted at least one mo n all courses of the r	available places, places will be subjects according to the fol- hieved in the respective degree ces will be allocated by lot. Quo- mong applicants with the same aces): allocation by lot. In this odule component of the respecti- nodule component with a restric be maintained and places re-al-
Additio	nal inf	ormation			
Worklo	ad				
Teachi	ıg cycl	e			
Referre	d to in	LPOI (examination regu	lations for teaching-	degree programmes)	
Module	annea	urs in			
		ee (1 major) Business Ma	nagement (2012)		
	-	ee (1 major) Business Ma ee (1 major) Business Ma			
	-	ee (1 major) Economics (2			
	-	ee (1 major) Economics (2	•		

Module					Abbreviation
Advand	ed Top	oics in Economic Policy			12-M-SPÜ-132-m01
Module	e coord	linator		Module offered by	
holder	of the	Chair of Economic Order	and Social Policy	Faculty of Business	Management and Economics
ECTS	Meth	od of grading	Only after succ. con	pl. of module(s)	
5	nume	rical grade			
Duratio	on	Module level	Other prerequisites		
1 seme	ster	graduate			
Conten	ts				
		Sozialpolitische Übunge d intends to launch an o	•		) deals with current economic po
Intend	ed lear	ning outcomes			
	nic and				n profound unterstanding of how arch results in economic policy is
Course	<b>s</b> (type	, number of weekly cont	act hours, language –	- if other than Germa	in)
V (no ir	nforma	tion on SWS (weekly con	tact hours) and cours	e language available	e)
ster, in a) writt	format en exa	sessment (type, scope, la ion on whether module c mination (approx. 60 mi assessment: German, Eng	an be chosen to earn nutes) or b) term pape	a bonus)	tion offered — if not every seme
Allocat					
 Additic		ormation			
Auunt		ormation			
 Washia					
Worklo	du				
Teachi	ng cycl	e			
Referre	ed to in	LPOI (examination regu	ulations for teaching-o	legree programmes)	
Module	e appea	ars in			
Master	's degr	ee (1 major) Business Ma	anagement (2013)		
Master's degree (1 major) Business Management (2014)					
		ee (1 major) Economics (			
	-	ee (1 major) Economics (			
		ee (1 major) Economics (			
Master	's degr	ee (1 major) Economics (	2012)		

Module	e title				Abbreviation
Advanc	ed Ser	ninar: Selected Problems	in Analytical Tax Re	search	12-M-SSL-141-m01
Module	e coord	inator		Module offered by	<u> </u>
holder Taxatio		Chair of Business Manage	ement and Business		Management and Economics
ECTS	Meth	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			
arch pa Althou if a par	semina apers ir gh the ticipan	n German and/or English seminar will be held in Ge t prefers this to German.	language.		ents will read and discuss rese- written and discussed in English
	-	ning outcomes			
-to ana to iden to form	lyze a o tify pro ulate a	nar, students are able complex issue in taxation blems and to suggest so nd to defend their analys	lutions, is and suggested sol	utions.	
		, number of weekly conta			
S (no ir	nformat	tion on SWS (weekly cont	act hours) and cours	e language available	2)
ster, in	format	ion on whether module ca	an be chosen to earn	a bonus)	ition offered — if not every seme-
Langua	ge of a	pprox. 20 to 25 pages) an ssessment: German, Eng		ox. 20 minutes), we	ighted 2:1
Allocat					
allocate lowing subject ta 2 (25 numbe proced ve mod ted nur located	ed in a quotas t; amor 5% of p r of sul ure, ap lule wil nber of l as the	standardised procedure Quota 1 (50% of places) ag applicants with the sar laces): number of subjec oject semesters, places w plicants who already hav l be given preferential co places will be allocated by become available.	among all applicants ): total number of ECT ne number of ECTS c t semesters of the res vill be allocated by lo e successfully compl nsideration. Places o	irrespective of their IS credits already ac redits achieved, plac spective applicant; a t. Quota 3 (25% of pl eted at least one mo n all courses of the p	available places, places will be subjects according to the fol- hieved in the respective degree ces will be allocated by lot. Quo- among applicants with the same laces): allocation by lot. In this odule component of the respecti- module component with a restric- be maintained and places re-al-
Additio	nal inf	ormation			
Worklo	ad				
Teachi	ng cycl	e			
Referre	d to in	LPOI (examination regu	lations for teaching-o	legree programmes)	
Module		ars in			
Master	's degr	ee (1 major) Business Ma ee (1 major) Economics (2			

Master's with 1 major Economics (2014)

Module	e title				Abbreviation			
Tax Accounting     12-M-STB-141-m01					12-M-STB-141-m01			
Module	e coord	inator		Module offered by	Į			
holder Taxatio		Chair of Business Man	agement and Business	Faculty of Business	Management and Economics			
ECTS	Methe	od of grading	Only after succ. con	npl. of module(s)				
5	nume	rical grade						
Duratio	on	Module level	Other prerequisites					
1 seme	ster	graduate						
Conten	ts							
steuerg	gesetz,		e main reporting and val		an Income Tax Code ( <i>Einkommen</i> s s well as the specific problems			
		ning outcomes						
Studen	its have	e in-depth knowledge	of tax accounting of con cular of sole proprietorsł	•	e to solve moderate to complex os using legal source.			
Course	<b>s</b> (type	, number of weekly co	ntact hours, language –	- if other than Germa	an)			
			(ly contact hours) and co					
			e, language — if other the e can be chosen to earn		ation offered — if not every seme-			
candid	ate eac age of a	h (approx. 20 minutes ssessment: German, l	s)	er (approx. 15 pages)	) or c) oral examination of one			
Allocat	ion of	olaces						
Additio	onal inf	ormation						
Worklo	ad							
Teachi	ng cvcl	e						
	0.,.							
Referre	ed to in	LPOI (examination re	egulations for teaching-	degree programmes				
Module	e appea	urs in						
			Information Systems (20	014)				
	-			12				
Master	aster's degree (1 major) Business Management (2014) aster's degree (1 major) Economics (2014)							

Master's with 1 major Economics (201	4)
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Modul	e title				Abbreviation	
Advanced Seminar: Monetary policy					12-M-SV1-132-m01	
Modul	e coord	inator		Module offered by		
holder Econoi		Chair of Monetary Policy	and International	Faculty of Business	Management and E	conomics
ECTS	Meth	od of grading	Only after succ. co	mpl. of module(s)		
10	nume	rical grade		-		
Durati	on	Module level	Other prerequisites	5		
1 seme	ester	graduate				
Conter	nts					
Gainin licy.	g a mor	re in-depth understandi	ng of specific problem	ns of macroeconomic	s and, in particular,	monetary po-
Intend	ed lear	ning outcomes				
(i) con (ii) cre (iii) de (iv) pre	solidate ate, pre al with epare be	inar, students can e acquired knowledge a esent and defend a scier the working papers of o eter for the processing c	itific paper; ther participants; f the master's thesis.			
Course	<b>es</b> (type	, number of weekly con	act hours, language -	– if other than Germa	in)	
S (no i	nforma	tion on SWS (weekly cor	ntact hours) and cours	se language available	e)	
		sessment (type, scope, ion on whether module			ition offered — if not	every seme-
		pprox. 20 to 25 pages) a Issessment: German, En		rox. 20 minutes), we	ighted 2:1	
Allocat	tion of <sub>l</sub>	places				
allocat lowing subjec ta 2 (2 numbe procec ve mod ted nu	ed in a quotas t; amor 5% of p er of sul lure, ap dule wil mber of	aces: 10. Should the nur standardised procedure s: Quota 1 (50% of place ng applicants with the so laces): number of subje oject semesters, places plicants who already ha l be given preferential of places will be allocated by become available.	e among all applicant s): total number of EC ame number of ECTS of ct semesters of the re will be allocated by lo we successfully comp onsideration. Places of	s irrespective of their TS credits already ac credits achieved, plac espective applicant; a ot. Quota 3 (25% of pl oleted at least one mo on all courses of the	subjects according hieved in the respec- ces will be allocated among applicants wi laces): allocation by odule component of module component w	to the fol- tive degree by lot. Quo- th the same lot. In this the respecti- with a restric
Additio	onal inf	ormation	_			
Worklo	oad					
Teachi	ng cycl	e				
Referre	ed to in	LPOI (examination reg	ulations for teaching-	degree programmes)		
			0			
Modul	e appea	ars in				
Master Master Master	r's degr r's degr r's degr	ee (1 major) Business M ee (1 major) Business M ee (1 major) Economics ee (1 major) Economics	anagement (2014) (2014)			
Master's w	/ith 1 majo	r Economics (2014)		urg • generated 26-Aug-2024		page 202 / 233
			reg. data reco	ord Master (120 ECTS) Econom	iics - 2014	

Module	-				Abbreviation			
Advanced Seminar: Public Finance					12-M-SV5-132-m01			
Module	e coord	inator		Module offered by				
holder	of the O	Chair of Public Finance		Faculty of Business	Management and E	conomics		
ECTS	Metho	od of grading	Only after succ. con	pl. of module(s)				
10	nume	rical grade						
Duratio		Module level	Other prerequisites					
1 seme		graduate						
Conten								
		e in-depth understandi journal articles in Germ			es on public finance	using scien-		
Intende	ed learı	ning outcomes						
(i) cons (ii) crea (iii) dea	olidate ite, pre al with 1	nar, students can e acquired knowledge a sent and defend a scier he working papers of o eter for the processing o	ntific paper; ther participants;	additional technique	s of scientific work;			
Course	<b>s</b> (type	, number of weekly cont	tact hours, language –	if other than Germa	n)			
S (no in	format	ion on SWS (weekly co	ntact hours) and cours	e language available	2)			
		essment (type, scope, on on whether module			tion offered — if not	every seme-		
Langua	ge of a	oprox. 20 to 25 pages) a ssessment: German, En ffered: once a year, sun	glish	ox. 20 minutes), wei	ghted 2:1			
Allocat	ion of p	olaces						
allocate lowing subject ta 2 (25 number procedu ve mod ted num located	Allocation of places Number of places: 20. Should the number of applications exceed the number of available places, places will be allocated in a standardised procedure among all applicants irrespective of their subjects according to the fol- lowing quotas: Quota 1 (50% of places): total number of ECTS credits already achieved in the respective degree subject; among applicants with the same number of ECTS credits achieved, places will be allocated by lot. Quo- ta 2 (25% of places): number of subject semesters of the respective applicant; among applicants with the same number of subject semesters, places will be allocated by lot. Quota 3 (25% of places): allocation by lot. In this procedure, applicants who already have successfully completed at least one module component of the respecti- ve module will be given preferential consideration. Places on all courses of the module component with a restric- ted number of places will be allocated in the same procedure. A waiting list will be maintained and places re-al- located as they become available.							
Additio	nal inf	ormation						
Worklo	ad							
Teachir	ıg cycl	e						
Referre	<b>Referred to in LPO I</b> (examination regulations for teaching-degree programmes)							
Module	e appea	rs in						
Master' Master'	Module appears in Master's degree (1 major) Business Management (2013) Master's degree (1 major) Business Management (2014) Master's degree (1 major) Economics (2014)							
		ee (1 major) Economics				· · · · · · · · · · · · · · · · · · ·		
Master's wi	th 1 majoı	Economics (2014)		rg • generated 26-Aug-2024 • rd Master (120 ECTS) Economi		page 203 / 233		
			5			J		

Module title					
Advanced Ser	ninar: Economic Journal	ism		12-M-SWJ-142-m01	
Module coord	inator		Module offered by		
holder of the I	Professorship of Econom	nic Journalism	Faculty of Business Management and Economics		
	od of grading	Only after succ. con	pl. of module(s)		
30 nume	rical grade				
Duration	Module level	Other prerequisites			
1 semester	graduate				
Contents		_			
their placeme ledge of econ as well as to s	acquire an in-depth insi nts at company or other omics journalism. Stude ubmit proof of regular a y is to be submitted.	institution at which thents will be required to	ney will have an oppo prepare a practical	ortunity to gain an in report on the placen	n-depth know- nent module
Intended lear	ning outcomes				
The module strengthens practical competences and encourages work experiences. So it prepares for the career start in economics journalism.					
<b>Courses</b> (type, number of weekly contact hours, language — if other than German)					
S (no informa	tion on SWS (weekly cor	ntact hours) and cours	e language available	2)	
<b>Method of assessment</b> (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)					
	pprox. 20 to 25 pages) a ssessment: German, En		ox. 20 minutes), wei	ighted 2:1	
Allocation of	olaces				
Allocation of places Number of places: maximum 20, up to 12 of which will be set aside for students of the Master's degree subject Economics and up to 8 of which will be set aside for students of the Master's degree subject Medienkommunika- tion (Media Communication). Should the number of applications exceed the number of available places, places will be allocated as follows: (1) Applicants will be ranked, in ascending order, according to the final grade of their first professional university degree in a related subject. (2) Places will be allocated according to this ranking. Among applicants with the same ranking, places will be allocated by lot. (3) A waiting list will be maintained and places re-allocated in accordance with numbers 1 and 2 as they become available. Should the number of pla- ces set aside for students of the Master's degree subject Economics exceed the number of applications from stu- dents of this subject, the remaining places will be allocated to students of the Master's degree subject Medien- kommunikation (Media Communication). Should the number of places set aside for students of the Master's de- gree 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 procedure of allocation by lot), the remaining places will be allocated to students of the Master's degree subject Economics. Places on modules 12-M-WJ1, 12-M-WJ2, 12-M-WJ3, 12-M-VJ4, 12-M-PS, 12-M-WPS and 12-M-SWJ will be allocated in a standardised procedure once a year at the beginning of the win- ter semester. Applicants who were allocated a place in this procedure are entitled to participate in all courses as- signed to these modules and module components and to be admitted to the corresponding module component assessments (separate registration required).					
Additional inf	ormation				
Workload					
Teaching cycl	e				
Master's with 1 majo	r Economics (2014)		rg • generated 26-Aug-2024 of Master (120 FCTS) Fconom		page 204 / 233

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

### Module appears in

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

Master's with 1 major Economics (2014)	JMU Würzburg • generated 26-Aug-2024 • exam.	page 205 / 233
	reg. data record Master (120 ECTS) Economics - 2014	

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

Modul	e title				Abbreviation
Select	ed Top	ics in Analytical Tax R	esearch		12-M-TBS-141-m01
Modul	e coorc	linator		Module offered by	<u> </u>
holder Taxatio		Chair of Business Mar	agement and Business	,	Management and Economics
ECTS Method of grading Only after succ. compl. of module(s)					
5		erical grade		•	
Durati	on	Module level	Other prerequisites		
1 seme	ester	graduate			
Conter	nts				
• o The ho	courses olders o		a short-term basis s that are yet to be inclue s will ensure that the cou		
			inds of modules, a desc	ription of acquired s	kills cannot be given.
		· · ·	ntact hours, language –		<b>v</b>
			kly contact hours) and co		•
ster, ir a) writ	nformat ten exa	ion on whether modul	e can be chosen to earn minutes) or b) term pape	a bonus)	tion offered — if not every seme-
	able for				
Alloca	tion of	places			
Additi	onal inf	formation			
Workle	oad				
Teachi	ing cyc	le			
Referre	<b>Referred to in LPO I</b> (examination regulations for teaching-degree programmes)				
			<u> </u>		
Modul	e appe	ars in			
Maste	r's degi	ree (1 major) Business	•		
Maste	r's degi	ree (1 major) Economic	cs (2014)		

Module title Abbrevia			Abbreviation		
Master	Thesis	Economics			12-M-THV-132-m01
Module	coord	inator		Module offered by	
Dean of mics	f the Fa	culty of Business Manag	ement and Econo-	Faculty of Business	Management and Economics
ECTS		od of grading	Only after succ. con	npl. of module(s)	
30	nume	rical grade			
Duratio	n	Module level	Other prerequisites		
1 seme	ster	graduate			
Conten	ts				
arch an knowle take the often th	Students will complete their degree with a Master's thesis in which they will be required to independently rese- arch and write on a topic in the area of business management and economics, drawing on the subject-specific knowledge they have acquired and adhering to the principles of good scientific practice. This thesis may either take the form of an analysis and structured presentation of the existing literature on a certain topic or may, as is often the case, also include a presentation of the students' own original achievements, e. g. new algorithms de- veloped by students or the (further) development of a theoretical model.				
		ning outcomes			
probler nal scie fession	n withi entific s al prac ognize	n a specified period auto tandards in writing. Stud tice, critically analyze an	nomously and to doo ents are able to und d assess the relevan	cument the results in erstand relevant con ce to their own speci	ased work to solve a particular accordance with the professio- tributions to research and pro- fic questions. They can assess efore also the need to retrain
Course	<b>s</b> (type	, number of weekly conta	ct hours, language –	- if other than Germa	n)
K (no in	format	ion on SWS (weekly cont	act hours) and cours	e language available	)
		<b>essment</b> (type, scope, la on on whether module ca			tion offered — if not every seme-
approx. Langua	. 10 mii ge of a	(50 to 70 pages) and coll nutes), weighted 5:1 ssessment: German, Eng ffered: on a continuous b	lish		estions on both talk and thesis nd after registration
Allocat	ion of p	olaces			
Additio	nal inf	ormation			
Worklo	ad				
Teachir	ng cycl	e			
Referre	d to in	LPOI (examination regu	lations for teaching-o	degree programmes)	
Module	appea	irs in			
		ee (1 major) Economics (2	2014)		
Master	Master's degree (1 major) Economics (2013)				

Module	Module title Abbreviation				
Theory	of Indu	strial Organization 1			12-M-Tl1-141-m01
Module	e coord	inator		Module offered by	
holder	of the (	Chair of Industrial Econor	nics	Faculty of Business	Management and Economics
ECTS	Metho	od of grading	Only after succ. com	pl. of module(s)	
5	nume	rical grade			
Duratio	on	Module level	Other prerequisites		
1 seme	ster	graduate			
Conten	ts				
1. Mone - Nonlin - Dynar 2. Oligo - Static - Comp - Equili 3. Dyna - Repea - Marko 4. Strat - Entry - Signa 5. Auct - Secor	Theory of industrial organisation:  1. Monopoly pricing  - Nonlinear pricing and mechanism design  - Dynamic pricing: experience goods, durable goods  2. Oligopoly pricing  - Static price and quantity competition in homogeneous and differentiated goods markets  - Comparative statics  - Equilibrium market structure  3. Dynamic competition in oligopoly markets  - Repeated games and collusion  - Markov perfect equilibrium and models of dynamic competition  4. Strategic behaviour by incumbent firms  - Entry deterrence and predation  - Signalling and reputation  5. Auctions  - First price auctions				
The cou	urse wi	ll be taught in English.			
Intende	ed lear	ning outcomes			
tition in conditi advanc tions b class to sess th	Students which complete this class will acquire a working knowledge of advanced theoretical models of compe- tition in oligopoly markets as well as sophisticated pricing techniques in monopoly markets. They will learn the conditions under which the predictions of these models are valid. They will become familiar with applications of advanced game theoretic tools, such as dynamic models of competition and auction theory, for studying interac- tions between firms in markets. By means of comprehensive exercises, they will apply the methods they learn in class to practically relevant problems. They will be in a position to read academic papers on related topics, as- sess the strengths and weaknesses of approach, summarize and comment on these papers and suggest possi- ble extensions.				
Course	<b>s</b> (type	, number of weekly conta	ct hours, language —	· if other than Germa	n)
V + Ü (r	no infoi	rmation on SWS (weekly o	contact hours) and co	ourse language avail	able)
		<b>sessment</b> (type, scope, la ion on whether module ca			tion offered — if not every seme-
methoo Langua	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, English creditable for bonus				
Allocat	ion of <sub>l</sub>	olaces			
Additio	onal inf	ormation			

Master's with 1 major Econom	nics (2014)
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### Workload

# Teaching cycle

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

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## Module appears in

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

Master's with 1 major Economics (2014)	JMU Würzburg • generated 26-Aug-2024 • exam.	page 210 / 233
	reg. data record Master (120 ECTS) Economics - 2014	

	Nodule title				Abbreviation	
Theory	of Indu	strial Organization 2			12-M-Tl2-141-m01	
Module	e coord	inator		Module offered by		
holder	of the (	Chair of Industrial Econo	omics	Faculty of Business	Management and E	conomics
ECTS	Metho	od of grading	Only after succ. con	· ·		
5	nume	rical grade		•		
Duratio	on	Module level	Other prerequisites	6		
1 seme	ster	graduate				
Conten	Its		_			
Descrip This co		scusses vertical contrac	ts in supply chains ar	nd their impact on co	mpetition.	
1. The on nance, 2. Cont 3. Com 4. The of 5. The of 6. Inter 7. Fore Intendo	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 7. Foreclosure by vertical contracts or mergers Intended learning outcomes After completing the course students are able to (i) explain the results of theoretical industrial economics on vertical contracts;					
(ii) app (iii) rec	oly the i ognize,	nvolved methods to give in which real life situat e impact of certain verti	en simple examples o ions (and how) the res	n their own; sults can be applied;		
Course	<b>s</b> (type	, number of weekly cont	act hours, language –	- if other than Germa	ın)	
V (no ii	nformat	ion on SWS (weekly cor	ntact hours) and cours	e language available	2)	
		essment (type, scope, l on on whether module			tion offered — if not	every seme-
metho Langua	dology;	nination (approx. 60 to approx. 120 minutes) o ssessment: German, En bonus	r c) term paper (appro		estions concerning r	nathematical
Allocat	ion of p	olaces				
Additio	onal inf	ormation				
Worklo	ad					
Teachi	ng cycl	e				
Referre	<b>Referred to in LPO I</b> (examination regulations for teaching-degree programmes)					
	e appea					
	-	ee (1 major) Business M ee (1 major) Economics	•			
Master's w	ith 1 major	Economics (2014)		ırg • generated 26-Aug-2024 rd Master (120 ECTS) Econom		page 211 / 233

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

	Nodule title				Abbreviation	
Trade F	Policy a	nd the World Trading S	System		12-M-TP-141-m01	
Module	e coord	inator		Module offered by	<u> </u>	
holder	of the (	Chair of International Ec	conomics	Faculty of Business	Management and E	conomics
ECTS		od of grading	Only after succ. con	npl. of module(s)		
5		rical grade				
Duration		Module level graduate	Other prerequisites	5		
Conten		graduate				
Conten Based on to a quotas tortions dress t as curre Outline 1. Deve 2. The 3. Trad 4. Com 5. Nativ 6. Trad	t: on a sy nd ana etc.). T s, the s he poli- ent issu of syll lopmer doctrin- doctrin- doctrin- doctrin- e policy petition /e mark e policy	nopsis of the basic arg lysis of a number of arg The arguments that will trategic trade policy, th tical-economic causes of ues of the world trade s abus: nt of lines of the world t e of free trade and its of y instruments and their n effects of market open set failure: trade policy y in market power on th pnomy, international int	uments in favour of tra be discussed include e infant industry argur of protectionist policie ystem. trade system, of world hallenges effects under perfect of ning as a second, third, or . e international commo	ade operations and t market power in inte nent and industrial p s, the logic of interna trade and current iss competition best odity markets	rade policy instrume rnational markets, d policy. The lecture wi ational trade agreem	ents (duties, lomestic dis- ll also ad-
Helpma setts. - Lines way in Bhagw Bhagw Irwin, E Irwin, E - A bas fresh th Krugma 9th Edi	of deve the foll ati, J. (2 ati, J. (2 0. (2009 0. (1996 ic know neir exist an, P. R tion. R., Jone	nany sections of the co nd Krugman, P. R. (198 elopment and current is owing books: 2002), Free Trade Today 2005), In Defense of Glo 5), Free Trade Under Fire 5), Against the Tide. An vledge of international of sting knowledge with th ., Obstfeld, M. and Mel es, R. W. and Frankel, J.	9), Trade Policy and Ma sues of the world trade of Princeton University obalization, Oxford Uni e, Princeton University Intellectual History of economics is a prerequise he help of the two follo itz, M. (2012), Internat	e system are describ Press. iversity Press. Press, 2nd Edition. Free Trade, Princeton Jisite for participatio wing textbooks: ional Economics. The	ed in a clear and und n University Press. n in this course. Stu eory and Policy, Add	derstandable dents can re- ison-Wesley,
Intende	ed lear	ning outcomes				
cumsta critical standir	Students acquire a critical understanding of the benefits of free trade and the possible displayed at various cir- cumstances economic policy arguments. Students are placed in a position to classify current trade policy issues critically-analytically and to present their ideas verbally and economically-intuitive. Students also gain an under- standing of the structure and dynamics of the world trade order.					
		, number of weekly con				
		mation on SWS (weekly				
ster, in	formati	on on whether module	can be chosen to earn	ı a bonus)		every seme-
		mination (approx. 60 to	-		_	· · · · ·
Master's w	ith 1 majo	r Economics (2014)		urg • generated 26-Aug-2024 ord Master (120 ECTS) Econom		page 213 / 233

Language of assessment: German, English

# Allocation of places

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## Additional information

Workload

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## Teaching cycle

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

Module appears in

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

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

Master's with 1 major Economics (2014)	JMU Würzburg • generated 26-Aug-2024 • exam.	page 214 / 233
	reg. data record Master (120 ECTS) Economics - 2014	

Module title		Abbreviation						
Theory of Social Policy     12-M-TSP-132-m01								
Module coordinator Module offered by								
holder of the Chair of Economic Order and Social Policy Faculty of Business Management and Economics								
ECTS Method of grading Only after succ. compl. of module(s)								
5 num	erical grade							
Duration	Module level	Other prerequisites	Other prerequisites					
1 semester	graduate							
Contents								
The lecture "Theorie der Sozialpolitik" ("Theory of Social Policy") discusses the concept of social security and the concept of social justice. In the first part of the course, which will deal with social security, students will acquire a general overview of possible market failures in an insurance market. One chapter will then each be devoted to the introduction and characterisation of the three main branches of social insurance (pension, health and unemployment insurance). Subsequently, different options for a reform of the individual branches of social insurance will be introduced and evaluated in terms of efficiency. In the second part of the course, which will deal with social justice, different definitions of the concept of justice will be discussed in more detail. Here, the main focus will be on identifying and critically examining different criteria for the measurement of inequality in a society. In addition, efficiency-oriented justifications for redistributive policies by the government will be addressed and discussed with students.								
Intended lea	rning outcomes							
The graduate student has acquired following skills and abilities after completion of the module: (i) Detailed knowledge of institutional foundations of the German social security system (ii) Mechanics of an insurance market (iii) Emergence and problems of adverse selection and moral hazard in the context of social insurances (iv) Measurement and interpretation of inequality measures, particularly of income inequality (v) Mechanics and welfare effects of state redistribution (vi) The impact of state redistribution on macroeconomic variables								
<b>Courses</b> (type, number of weekly contact hours, language — if other than German)								
V + Ü (no information on SWS (weekly contact hours) and course language available)								
<b>Method of assessment</b> (type, scope, language — if other than German, examination offered — if not every seme- ster, information on whether module can be chosen to earn a bonus)								
a) written examination (approx. 60 minutes) or b) term paper (approx. 15 pages) Language of assessment: German, English								
Allocation of places								
Additional information								
Teaching cycle								
Peferred to in LPO L (examination regulations for teaching degree programmer)								
<b>Referred to in LPO I</b> (examination regulations for teaching-degree programmes)								
 Module appears in								
Master's degree (1 major) Business Management (2013)								
Master's degree (1 major) Business Management (2014)								
Master's degree (1 major) Economics (2014)								
	ree (1 major) Economics	-						
Master's with 1 maj	or Economics (2014)		rg • generated 26-Aug-2024 rd Master (120 ECTS) Econom		page 215 / 233			

Module ti				Abbreviation		
Financial Statement Analysis and Business Valuation				12-M-UA-141-m01		
Module coordinator			Module offered by			
holder of the Chair of Business Management and Accounting			Faculty of Business Management and Economics			
		Only after succ. con	Dnly after succ. compl. of module(s)			
	umerical grade					
Duration Module level		Other prerequisites	Other prerequisites			
1 semester graduate						
Contents						
ferred to a veloped a Outline o 1. Introdu 2. How fir 3. Cash a 4. Viewin 5. Analysi 6. Analysi 6. Analysi 8. The val Reading: Penman, Intended The stude	as fundamental analysis is a matter of appropriat f syllabus: ction: investing, valuation ancial statements are u ccounting, accural accound g business through the f s of the balance sheet a is of the cash flow stater s of profitability ue of operations and the Stephen H.: Financial St learning outcomes	. This module discusses for e financial statement anal on and financial statemen sed in valuation unting and discounted cas inancial statement lens nd income statement nent e evaluation of enterprise atement Analysis and Sec	undamental analysis lysis. ts h flow valuation: pri price-to-book-ratios urity Valuation (mos s and to value busin	and price-earnings-ratios		
	onceptually sound, and v on real cases.	vhat are poor ones. They s	hould demonstrate	their knowledge in applying the		
<b>Courses</b> (type, number of weekly contact hours, language — if other than German)						
V + Ü (no information on SWS (weekly contact hours) and course language available)						
		pe, language — if other th ule can be chosen to earn		tion offered — if not every seme-		
written examination (approx. 60 to 90 minutes)						
Allocatio	n of places					
Additional information						
Workload						
Teaching cycle						
Referred to in LPO I (examination regulations for teaching-degree programmes)						
Module appears in						

Master's with 1 major Economics (2014)

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

Master's with 1 major Economics (2014)	JMU Würzburg • generated 26-Aug-2024 • exam.	page 217 / 233
	reg. data record Master (120 ECTS) Economics - 2014	

Module	e title				Abbreviation
	Economic Journalism 1 12-M-WJ1-142-m01				
Module	Module coordinator			Module offered by	
holder of the Professorship of Economic Journalism Faculty of Business Management and F			Management and Economics		
ECTS	Meth	od of grading	Only after succ. com	pl. of module(s)	
5	nume	rical grade			
Duratio	on	Module level	Other prerequisites		
1 seme	ster	graduate			
Conten	ts				
		plores the specific aims a presentation (news, repo			. It focuses on the various forms blishing.
Intend	ed lear	ning outcomes			
		ded learning outcomes av	vailable but not trans	lated yet.	
Kriterie	n der A Idberic	Aktualität und Relevanz; E	Beherrschen der Dars	tellungsformen Melo	Ordnen von Informationen nach dung, Nachricht, Bericht und Hin- n in unterschiedlichen Medien-
Course	<b>s</b> (type	, number of weekly conta	ct hours, language —	if other than Germa	n)
S (no ii	nforma	tion on SWS (weekly cont	act hours) and cours	e language available	2)
ster, in	format	ion on whether module ca	an be chosen to earn	a bonus)	tion offered — if not every seme- date each (approx. 30 minutes)
or c) pr e) port	esenta folio (m		th written elaboratio		d) term paper (15 to 20 pages) or
Allocat	ion of	places			
Econor tion (M will be first pro Among places ces set dents of kommu gree su of this cial Stu and So the Ma 12-M-W ter sem signed assess	nics an edia C allocat ofessio applic re-allo aside of this s unikatio bject M subjec idies. S cial Stu ster's o /PS and nester. to thes ments	d up to 8 of which will be ommunication). Should the red as follows: (1) Application and university degree in a ants with the same rankin cated in accordance with for students of the Master subject, the remaining pla- con (Media Communication Aedienkommunikation (M t, the remaining places w Should none or not all of the udies (after a procedure of degree subject Economics d 12-M-SWJ will be allocated Applicants who were allo se modules and module of (separate registration records)	e set aside for studen ne number of applica ints will be ranked, in related subject. (2) F ng, places will be allo numbers 1 and 2 as f r's degree subject Ec aces will be allocated n). Should the number Media Communication ill be allocated to stu these places be taker of allocation by lot), th S. Places on modules ared in a standardised cated a place in this components and to be	ts of the Master's de tions exceed the num ascending order, ac Places will be allocat ocated by lot. (3) A w they become availab onomics exceed the to students of the M er of places set aside a) exceed the number dents of the Master' by students of the M re remaining places 12-M-WJ1, 12-M-WJ2 procedure once a ye procedure are entitle	of the Master's degree subject gree subject Medienkommunika- mber of available places, places cording to the final grade of their ted according to this ranking. aiting list will be maintained and de. Should the number of pla- number of applications from stu- Master's degree subject Medien- e for students of the Master's de- er of applications from students s degree subject Political and So- Master's degree subject Political will be allocated to students of , 12-M-WJ3, 12-M-WJ4, 12-M-PS, ear at the beginning of the win- ed to participate in all courses as- rresponding module component
Additio	nal inf	ormation			

### Workload

Teaching cycle

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

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# Module appears in

Master's with 1 major Economics (2014)	2014) JMU Würzburg • generated 26-Aug-2024 • exam. p	
	reg. data record Master (120 ECTS) Economics - 2014	

Module title	Abbreviation			
Economic Journalism 2 12-M-WJ2-142-m01				
Module coordinator		Module offered by		
holder of the Professorship of Econon	nic Journalism	Faculty of Business	Management and Economics	
ECTS Method of grading	Only after succ. con	npl. of module(s)		
5 numerical grade				
Duration Module level	Other prerequisites			
1 semester graduate				
Contents				
In this course, students will consolida search (on the internet in particular). view, reportage, profile, commentary)	The course will focus of	on additional forms o		
Intended learning outcomes				
German intended learning outcomes Die Studierenden erlernen komplexe cherchetechniken befähigt. Es werder scher Inhalte für unterschiedliche Me Porträt, Kommentar und Glosse vermi	Recherchemethoden u 1 Kompetenzen in der diengattungen und de	ind werden zur Anwe selbstständigen Rec	herche komplexer journalisti-	
Courses (type, number of weekly cont	act hours, language –	- if other than Germa	n)	
S (no information on SWS (weekly cor	itact hours) and cours	e language available	e)	
Method of assessment (type, scope, ster, information on whether module			tion offered — if not every seme-	
a) written examination (approx. 60 mi or c) presentation (15 to 45 minutes) v e) portfolio (maximum 20 pages) Language of assessment: German, En	vith written elaboratio			
Allocation of places				
Additional information				
Workload				
Teaching cycle				
<b>Referred to in LPO I</b> (examination regulations for teaching-degree programmes)				
Module appears in				
Master's degree (1 major) Media Com Master's degree (1 major) Economics				

Modul	e title				Abbreviation
Econor	mic Jou	rnalism 3			12-M-WJ3-142-m01
Modul	Module coordinator			Module offered by	
holder	of the	Professorship of Economi	ic Journalism	Faculty of Business	Management and Economics
ECTS	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				
policy, contrit	monet outions	ary policy, financial polic	y, tax policy and com ent types of media. Th	petition policy). Stud	ne area of economics (economic dents will produce journalistic essed will be how to present re-
Intend	ed lear	ning outcomes			
		n how current topics of na es skills to adopt a critica			mmented and investigated. The al economics policy.
Course	es (type	, number of weekly conta	act hours, language –	- if other than Germa	n)
S (no i	nforma	tion on SWS (weekly cont	tact hours) and cours	e language available	2)
		sessment (type, scope, la ion on whether module ca			tion offered — if not every seme-
or c) pr e) port	resenta folio (m		ith written elaboratio		date each (approx. 30 minutes) d) term paper (15 to 20 pages) or
Alloca	tion of	places			
Econor tion (N will be first pr Among places ces set dents of komming gree su of this cial Stu and So the Ma 12-M-V ter sen signed	mics an ledia C allocat ofessio gapplic re-allo t aside of this s unikatio ubject N subjec udies. S ocial Str ster's o VPS and nester. to thes	Ind up to 8 of which will be ommunication). Should the ted as follows: (1) Application and university degree in a cants with the same ranking cated in accordance with for students of the Master subject, the remaining places on (Media Communication Medienkommunikation (M t, the remaining places w Should none or not all of the udies (after a procedure of degree subject Economics d 12-M-SWJ will be allocated Applicants who were allo	e set aside for studen he number of applica ants will be ranked, ir a related subject. (2) I ng, places will be allo numbers 1 and 2 as er's degree subject Ec aces will be allocated n). Should the numbe Media Communication fill be allocated to stu- these places be taken of allocation by lot), th s. Places on modules ted in a standardised ocated a place in this components and to b	ts of the Master's de tions exceed the num ascending order, ac Places will be allocat ocated by lot. (3) A w they become availab onomics exceed the I to students of the M er of places set aside n) exceed the number idents of the Master' n by students of the he remaining places 12-M-WJ1, 12-M-WJ2 procedure once a ye procedure are entitle	of the Master's degree subject gree subject Medienkommunika- mber of available places, places cording to the final grade of their ted according to this ranking. aiting list will be maintained and de. Should the number of pla- number of applications from stu- Master's degree subject Medien- e for students of the Master's de- er of applications from students s degree subject Political and So- Master's degree subject Political will be allocated to students of , 12-M-WJ3, 12-M-WJ4, 12-M-PS, ear at the beginning of the win- ed to participate in all courses as- rresponding module component
Additio	onal inf	ormation			
Worklo	oad				

# Teaching cycle

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

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#### Module appears in

Master's with 1 major Economics (2014)	JMU Würzburg • generated 26-Aug-2024 • exam.	page 222 / 233
	reg. data record Master (120 ECTS) Economics - 2014	

Module title Abbreviation			Abbreviation			
Econor	Economic Journalism 4 12-M-WJ4-142-mo1					
Module coordinator				Module offered by		
holder	of the l	Professorship of Economi	c Journalism	ournalism Faculty of Business Management and Economics		
ECTS		od of grading	Only after succ. com	npl. of module(s)		
5	nume	rical grade				
Duratio	on	Module level	Other prerequisites			
1 seme	ster	graduate				
Conter	Its					
ry polio these t	cy, finai opics i	ncial policy, tax policy an	d competition policy)	. Students will prod	pics (economic policy, moneta- uce journalistic contributions on v to present relevant economic	
Intend	ed lear	ning outcomes				
					commented and investigated. ropean economics policy.	
Course	e <b>s</b> (type	, number of weekly conta	ct hours, language —	- if other than Germa	n)	
S (no i	nforma	tion on SWS (weekly cont	act hours) and cours	e language available	2)	
		sessment (type, scope, la ion on whether module ca			tion offered — if not every seme-	
or c) pr e) port	resenta folio (m		th written elaboratio		date each (approx. 30 minutes) d) term paper (15 to 20 pages) or	
	ion of					
Econor tion (M will be first pr Among places ces set dents o kommu gree su of this cial Stu and So the Ma 12-M-W ter sen signed	nics an ledia Co allocat ofessio applic re-allo of this s unikatio ubject M subject ster's c vial Stu ster's c vPS and nester. to thes	d up to 8 of which will be ommunication). Should the ed as follows: (1) Applica nal university degree in a ants with the same rankin cated in accordance with for students of the Maste subject, the remaining pla- con (Media Communication Medienkommunikation (M t, the remaining places w Should none or not all of the udies (after a procedure of legree subject Economics of 12-M-SWJ will be allocat Applicants who were allo	set aside for studen ne number of applica nts will be ranked, in related subject. (2) F ng, places will be allo numbers 1 and 2 as f r's degree subject Ec aces will be allocated n). Should the number ledia Communication ill be allocated to stu these places be taker of allocation by lot), th s. Places on modules red in a standardised cated a place in this omponents and to be	ts of the Master's de tions exceed the num ascending order, ac Places will be allocat ocated by lot. (3) A w they become availab onomics exceed the to students of the M er of places set aside a) exceed the number dents of the Master' n by students of the ne remaining places 12-M-WJ1, 12-M-WJ2 procedure once a ye procedure are entitle	of the Master's degree subject gree subject Medienkommunika- mber of available places, places cording to the final grade of their ted according to this ranking. aiting list will be maintained and de. Should the number of pla- number of applications from stu- Master's degree subject Medien- e for students of the Master's de- er of applications from students s degree subject Political and So- Master's degree subject Political will be allocated to students of , 12-M-WJ3, 12-M-WJ4, 12-M-PS, ear at the beginning of the win- ed to participate in all courses as- rresponding module component	
Additio	onal inf	ormation				
Worklo	ad					

# Teaching cycle

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

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#### Module appears in

Master's with 1 major Economics (2014)	JMU Würzburg • generated 26-Aug-2024 • exam.	page 224 / 233
	reg. data record Master (120 ECTS) Economics - 2014	

Module title Abbreviation			Abbreviation				
Europe	European Competition Policy 12-M-WPE-141-mo1						
Module coordinator Module offered by							
holder of the Chair of Industrial Economics Faculty of Business Management and Eco			conomics				
ECTS	Metho	ethod 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						
1. Lega 2. Mark - Qualit - Simpl - Hypot 3. Horiz - Econo - Efficie - Coord 5. Verti - Econo - "More 6. Abus	Contents         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         - Economic analysis of contracts         - Wore economic approach"         6. Abuse of dominant position         - Classification of abusive conduct						
		l be taught in English.					
		ning outcomes					
on poli es, as v fronted drainin and ba	cy, incl well as I with p g the re sed on	uding the legal framew understand the approa ractical problems, they elevant economic theor that adequate conclus	ents can use the advan ork, the trace models a och of European compe can refer to these case ries that identify variab ions for appropriate ca rature in journals and b	and methods for the s tition policy in high p es, and the same log les to be measured a ses. They will sufficio	study of competitior profile cases. When t ic to practical examp and methodologies f ently understand the	n policy issu- they are con- ples apply by or assessing,	
Course	<b>s</b> (type	, number of weekly con	tact hours, language –	- if other than Germa	n)		
V (no ir	nformat	ion on SWS (weekly co	ntact hours) and cours	e language available	e)		
			language — if other tha can be chosen to earn		tion offered — if not	every seme-	
a) written examination (approx. 60 to 90 minutes) or b) written examination (questions concerning mathematical methodology; approx. 120 minutes) or c) term paper (approx. 15 to 20 pages) Language of assessment: German, English creditable for bonus							
Allocat	Allocation of places						
Business Management Master's, Economics Master's, Business Information Systems Master's, Mathematics for Economics Master's, Chinese and Economics Master's and China Business und Economics Master's: no restrictions. Applied Human Geography Master's and Political and Social Sciences Master's: 10 places. Places will be allocated by lot.							
Additio	onal info	ormation					
Master's wi	ith 1 majoi	Economics (2014)		rg • generated 26-Aug-2024 v rd Master (120 ECTS) Econom		page 225 / 233	

### Workload

Teaching cycle

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

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# Module appears in

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

Master's with 1 major Economics (2014)	JMU Würzburg ● generated 26-Aug-2024 ● exam.	page 226 / 233
	reg. data record Master (120 ECTS) Economics - 2014	



Module	e title				Abbreviation	
Advanced Auditing					12-M-WPF-141-m01	
Module coordinator Module of				Module offered by		
	of the (	Chair of Business Manage	ement and Accoun-	Faculty of Business	Management and Economics	
ting	A4 - 41		0.1			
ECTS		od of grading rical grade	Only after succ. con	npl. of module(s)		
5	L	-				
Duratio		Module level graduate	Other prerequisites	i		
		graduate				
Conten						
Content		cussos husinoss-risk ori	ontod financial stato	mont audits accordir	ng to International Standards on	
		). Selected topics of test				
Qutling	of cull	ahua.				
Outline 1. Revie	-					
	•	order taking, audit planni	ng, risk model-based	l testing methods		
		t of the risk-based audit a		0		
		ing concern				
		porting and documentati	on			
2. Testi		he state of research				
		independence				
		oncentration, competition	ı			
Reading	g:					
		/ Quick, R. / Ruhnke, K.: \	Nirtschaftsprüfung, S	Stuttgart (most recen	t edition).	
		to be specified in class.				
		ning outcomes	C	danta any		
		on of the module "Auditi ne risk-based audit appro				
					onal audit standards and, based	
		p self-directed solutions;			shar duan standards and, susca	
				endently and, buildi	ng design research or applicati-	
on-orie		•				
		, number of weekly conta				
· · · ·		mation on SWS (weekly o				
	<b>Method of assessment</b> (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	examir	nation (approx. 60 to 90	minutes)			
Langua	ge of a	ssessment: German, Eng				
credita	creditable for bonus					
Allocat	ion of p	olaces				
Additio	nal inf	ormation				
Worklo	ad					

# Teaching cycle

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

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#### Module appears in

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

Master's with 1 major Economics (2014)	JMU Würzburg • generated 26-Aug-2024 • exam.	page 228 / 233
	reg. data record Master (120 ECTS) Economics - 2014	

Module title				Abbreviation
Seminar in Economic Policy for Journalists				12-M-WPS-142-m01
Module coordinator Module offered by				
holder of the Profess	orship of Economi	c Iournalism		Management and Economics
ECTS Method of g		Only after succ. com	,	
5 numerical gr	-		, ,,	
Duration Modu	le level	Other prerequisites		
1 semester 🛛 gradu	late			
Contents				
Acquiring an in-dept	h understanding of	f specific problems of	f macroeconomics.	
Intended learning o				
Preparation for writin	ng and defending a ng the Master thesi	scientific paper. Disc s.	- · ·	presentations of other students.
		ct hours, language —		
		act hours) and course		•
ster, information on	whether module ca	an be chosen to earn		ition offered — if not every seme-
presentation (approz Assessment offered				
Allocation of places				
Economics and up to 8 of which will be set aside for students of the Master's degree subject Medienkommunika- tion (Media Communication). Should the number of applications exceed the number of available places, places will be allocated as follows: (1) Applicants will be ranked, in ascending order, according to the final grade of thei first professional university degree in a related subject. (2) Places will be allocated according to this ranking. Among applicants with the same ranking, places will be allocated by lot. (3) A waiting list will be maintained and places re-allocated in accordance with numbers 1 and 2 as they become available. Should the number of pla- ces set aside for students of the Master's degree subject Economics exceed the number of applications from stu- dents of this subject, the remaining places will be allocated to students of the Master's degree subject Medien- kommunikation (Media Communication). Should the number of places set aside for students of the Master's de- gree 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 procedure of allocation by lot), the remaining places will be allocated to students of the Master's degree subject Economics. Places on modules 12-M-WJ1, 12-M-WJ2, 12-M-WJ3, 12-M-WJ4, 12-M-PS, 12-M-WPS and 12-M-SWJ will be allocated in a standardised procedure once a year at the beginning of the win- ter semester. Applicants who were allocated a place in this procedure are entitled to participate in all courses as signed to these modules and module components and to be admitted to the corresponding module component assessments (separate registration required).				
Additional informati	on			
Workload				
Teaching cycle				
-				
<b>Referred to in LPO I</b> (examination regulations for teaching-degree programmes)				

Master's with 1 major Economics (2014)

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# Module appears in

Master's with 1 major Economics (2014)	JMU Würzburg • generated 26-Aug-2024 • exam.	page 230 / 233
	reg. data record Master (120 ECTS) Economics - 2014	

Module title			Abbreviation		
Economic and Business Ethics					12-M-WUE-132-m01
Module coordinator				Module offered by	
holder of the Chair of Business Management and Accoun- ting			Management and Economics		
ECTS Method of grading		Only after succ. compl. of module(s)			
10	nume	rical grade			
Duratio	n	Module level	Other prerequisites		
1 seme	ster	graduate			
Conten	ts				
		r, students will gain an o prruption, ethcial theories			siness and economy, e.g. leader-
Intende	ed learr	ning outcomes			
ethcial	proble		onomiy. He/she shou	ld be able to presen	r paper dealing with a selected t a complex problem in an clear participants in the class.
Course	<b>s</b> (type,	number of weekly conta	ct hours, language —	if other than Germa	n)
S (no in	format	ion on SWS (weekly cont	act hours) and cours	e language available	e)
		<b>essment</b> (type, scope, la on on whether module ca			tion offered — if not every seme-
		oprox. 20 to 25 pages) an ssessment: German, Eng		ox. 20 minutes), wei	ghted 2:1
Allocat	ion of p	olaces			
Number of places: 12. Should the number of applications exceed the number of available places, places will be allocated in a standardised procedure among all applicants irrespective of their subjects according to the following quotas: Quota 1 (50% of places): total number of ECTS credits already achieved in the respective degree subject; among applicants with the same number of ECTS credits achieved, places will be allocated by lot. Quota 2 (25% of places): number of subject semesters of the respective applicant; among applicants with the same number of subject semesters, places will be allocated by lot. Quota 3 (25% of places): allocation by lot. In this procedure, applicants who already have successfully completed at least one module component of the respective module will be given preferential consideration. Places on all courses of the module component with a restricted number of places will be allocated in the same procedure. A waiting list will be maintained and places re-allocated as they become available.					
Additional information					
Workload					
Teaching cycle					
<b>Referred to in LPO I</b> (examination regulations for teaching-degree programmes)					
Module appears in					
Master's degree (1 major) Business Management (2013)					
	Master's degree (1 major) Business Management (2014)				
	Master's degree (1 major) Economics (2014) Master's degree (1 major) Economics (2012)				
Master's degree (1 major) Economics (2013)					

Module	e title				Abbreviation
Advanced Seminar: Business Information Systems			ion Systems		12-WI-Sem-111-m01
Module coordinator				Module offered by	
holder of the Chair of Business Management and Business			ement and Business		Management and Economics
		ystems		ruculty of Busiliess	management and Economics
ECTS		od of grading	Only after succ. con	npl. of module(s)	
10	nume	rical grade			
Duratio		Module level	Other prerequisites		
1 seme	ster	graduate	By way of exception, additional prerequisites are listed in the section on		
<u> </u>			assessments.		
Conten					able them to prepare a well-struc
on syst Readin	tems ar	nd enterprise systems.	sults of their work wil	h the help of relevar	nt topics in the fields of informati
		rding to topic			
		ning outcomes			
		ing the course, students the fundamentals of sci		ws·	
		aborated content in a sci		, , , , , , , , , , , , , , , , , , ,	
3. creat	te pres	entations independently			
Course	<b>s</b> (type	, number of weekly conta	act hours, language –	- if other than Germa	n)
		as 2 components; inforn			
		em-1-111: S (no informati em-2-111: S (no informati			
					tion offered — if not every seme-
		ion on whether module c			
		has the following 2 asses assessment component		o pass the module a	as a whole students must pass
• 1 • te	o ECTS erm pa	credits, method of gradi per (approx. 20-25 pages	ng: numerical grade and presentation (a		rtschaftsinformatiker (BWL 6) weighted 2:1
• 0		ation offered: once a yea rerequisites: admission p		ment: regular attend	lance (minimum 70%) of semi-
Assess • 1	<b>ment c</b> o ECTS	credits, method of gradi	ng: numerical grade		irtschaftsinformatiker (BWL10)
• (		per (approx. 20-25 pages rerequisites: admission p			weighted 2:1 lance (minimum 70%) of semi-
Allocat	ion of	places			
allocate lowing subject ta 2 (29 numbe proced	ed in a quotas t; amor 5% of p r of sul ure, ap	standardised procedure s: Quota 1 (50% of places ng applicants with the sa laces): number of subjec oject semesters, places v plicants who already hav	among all applicants ): total number of EC me number of ECTS c it semesters of the re vill be allocated by lo ve successfully comp	Firrespective of their IS credits already ac redits achieved, plac spective applicant; a t. Quota 3 (25% of pl leted at least one mo	f available places, places will be subjects according to the fol- hieved in the respective degree ces will be allocated by lot. Quo- among applicants with the same laces): allocation by lot. In this odule component of the respecti- module component with a restrict

Master's with 1 major Economics (2014) JMU Würzburg • generated 26-Aug-2024 • exam. page 232 / 233 reg. data record Master (120 ECTS) Economics - 2014 ted number of places will be allocated in the same procedure. A waiting list will be maintained and places re-allocated as they become available.

#### Additional information

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Workload

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#### Teaching cycle

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

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#### Module appears in

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

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