Subdivided Module Catalogue

for the Subject

China Business and Economics

as a Master's with 1 major

with the degree "Master of Science"

(120 ECTS credits)

Examination regulations version: 2012

Responsible: Faculty of Arts, Historical, Philological, Cultural and Geographical Studies

Responsible: Institute of East and South Asian Cultural Studies

Subdivided Module Catalogue for the Subject
China Business and Economics
Master's with 1 major, 120 ECTS credits

Course of Studies - Contents and Objectives

The master program has been developed for students holding a B.A. degree in Chinese Studies, Sinology or equivalent field who want to specialize in China Business and Economics. Next to classes that offer in-depths analyses of China's economy and aspects of doing business in China, students attend classes in Business Administration and Economics within the Faculty of Economics. In addition, advanced language classes empower students to understand and discuss economic texts in Chinese language. Methodological and case study classes prepare students to use their economic and China specific knowledge for academic research as well as for solving business problems. Within the range of topical courses covering various fields relevant for China Business and Economics the students have the option to choose according to their preferences. The obligatory and the topical optional courses are made explicit and are documented in the transcript of records ("Prüfungszeugnis").

Subdivided Module Catalogue for the Subject
China Business and Economics
Master's with 1 major, 120 ECTS credits

Abbreviations used

Course types: **E** = field trip, **K** = colloquium, **O** = conversatorium, **P** = placement/lab course, **R** = project, **S** = seminar, **T** = tutorial, **Ü** = exercise, **V** = lecture

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

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

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

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

Conventions

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

Notes

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

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

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

In accordance with

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

> **ASPO2009**

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

> **18-Apr-2013 (2012-156)**

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.

Subdivided Module Catalogue for the Subject
China Business and Economics
Master's with 1 major, 120 ECTS credits

The subject is divided into

Abbreviation	Module title	ECTS credits	Method of grading	page
Compulsory Courses (35 ECTS credits)				
12-EBWL-G-082-m01	Introduction to Business Administration	5	NUM	59
12-EVWL-G-082-m01	Introduction to Economics	5	NUM	65
04-CBE-1-122-m01	Introduction to China's Economy	6	NUM	8
04-CBE-3-122-m01	Challenges of Economic Development in China	6	NUM	12
04-CBE-4-122-m01	Methodology and Applied Analysis	4	NUM	14
04-CBE-2-122-m01	Chinese Commerce	9	NUM	10
Compulsory Electives (55 ECTS credits)				
China Business and Economics (9 ECTS credits)				
04-CBE-7-122-m01	Markets in China 1	6	NUM	18
04-CBE-8-122-m01	Markets in China 2	6	NUM	20
04-CBE-9-122-m01	Markets in China 3	6	NUM	22
04-CBE-5-122-m01	Case Study Analysis 1	3	NUM	16
04-CBE-6-122-m01	Case Study Analysis 2	3	NUM	17
China Studies (6 ECTS credits)				
04-TCC1-122-m01	Transformation in Contemporary China 1	6	NUM	25
04-TCC2-122-m01	Transformation in Contemporary China 2	6	NUM	27
04-TCC3-122-m01	Transformation in Contemporary China 3	6	NUM	29
04-TCC4-122-m01	Transformation in Contemporary China 4	6	NUM	31
04-TCC5-122-m01	Transformation in Contemporary China 5	6	NUM	33
04-TCC6-122-m01	Transformation in Contemporary China 6	6	NUM	35
Business Management and Economics 1 (15 ECTS credits)				
12-EPS-091-m01	Entrepreneurship	5	NUM	61
12-Mark-G-082-m01	Introduction to Market-Oriented Management	5	NUM	120
12-BPL-G-082-m01	Supply, Production and Operations Management. An Introduction	5	NUM	49
12-IntUR-G-082-m01	Managerial Accounting	5	NUM	91
12-I&F-G-082-m01	Investment and Finance. An Introduction	5	NUM	84
12-ExtUR-G-082-m01	Financial Accounting	5	NUM	69
12-Mak1-G-082-m01	Macroeconomics 1	5	NUM	111
12-Mak2-G-082-m01	Macroeconomics 2	5	NUM	113
12-Mik2-G-082-m01	Microeconomics 2	5	NUM	167
12-WiPo-G-082-m01	Introduction to Economic Policy	5	NUM	268
12-Mik1-G-082-m01	Microeconomics 1	5	NUM	165
12-Stat-G-082-m01	Descriptive Statistics and Introduction to Probability	5	NUM	254
12-QWF-G-082-m01	Introduction to Statistical Inference and Regression Analysis	5	NUM	235
12-EWiinf-G-082-m01	Introduction to Business Informatics	5	NUM	67
12-U&UF-F-082-m01	Entrepreneurship and Management	5	NUM	256
12-MaFo-F-082-m01	Market Research	5	NUM	107
12-BPL-F-082-m01	Supply, Production and Logistics Management. Material Requirements Planning	5	NUM	46

Subdivided Module Catalogue for the Subject
China Business and Economics
Master's with 1 major, 120 ECTS credits

12-Wipr1-F-082-m01	Financial Accounting and Auditing 1 - Financial Statements (German GAAP, IFRS)	5	NUM	270
12-Wipr2-F-082-m01	Financial Accounting and Auditing 2 - Consolidated Financial Statements (German GAAP, IFRS)	5	NUM	272
12-Wipr3-F-082-m01	Financial Accounting and Auditing 3 - Auditing	5	NUM	274
12-Wipr-FS-082-m01	Seminar: Financial Accounting and Auditing	5	NUM	276
12-I&F-F-082-m01	Investment and Finance - Advanced Level	5	NUM	81
12-UBW-F-082-m01	Business Valuation between Financial Mathematics and Data on Capital Market	5	NUM	258
12-St1-F-082-m01	Business Taxation 1: An Introduction to Tax Law & Tax Planning	5	NUM	251
12-EBus-F-082-m01	eBusiness	5	NUM	57
12-P&O-F-082-m01	Human Resource Management & Organizational Theory	5	NUM	228
12-EuGP-F-082-m01	European Monetary Policy	5	NUM	63
12-Konj1-F-082-m01	Business Cycles and Stabilization Policy	5	NUM	97
12-VWL2-FS-082-m01	Seminar: Selected Topics in Economics	5	NUM	265
12-S&W1-F-082-m01	Competition and Strategy 1	5	NUM	241
12-S&W2-F-082-m01	Competition and Strategy 2	5	NUM	243
12-S&W3-FS-082-m01	Seminar: Competition and Strategy	5	NUM	247
12-A&S-F-082-m01	Labor Market Economics and Social Policy	5	NUM	37
12-Integ-F-082-m01	European Integration	5	NUM	88
12-Mik3-F-082-m01	Microeconomics 3	5	NUM	169
12-Fiwi-FS-082-m01	Seminar: Public Finance	5	NUM	71
12-Konj2-F-082-m01	Time Series Analysis	5	NUM	99
12-Konj3-F-082-m01	Simulation of Dynamical Systems	5	NUM	101
12-QWF-FS-082-m01	Seminar: Quantitative Economic Research	5	NUM	234
12-GP-G-082-m01	Business Processes	5	NUM	77
12-Risk-082-m01	Economic Basics of Risk Management	5	NUM	237
12-S&W3-F-082-m01	Competition and Strategy 3	5	NUM	245
12-UG-FS-091-m01	Seminar: Foundation and Corporate Growth	5	NUM	260
12-CQW-091-m01	Computer Lab in Regression Analysis	5	NUM	55
12-CE-091-m01	Computational Economics	5	NUM	53
12-SCM-F-092-m01	Supply Chain Management	5	NUM	249
12-PU-092-m01	Workshop Corporate Planning	5	NUM	232
12-AAC-092-m01	Selected Aspects of Managerial Accounting	5	NUM	39
12-KR-091-m01	Cost Accounting for Decision Making and Control	5	NUM	103
12-IM-091-m01	Innovation Management	5	NUM	86
12-Wiinf-FS-092-m01	Seminar: Information Technologies	5	NUM	266
12-IntH-092-m01	International Trade	5	NUM	90
12-VeCo-122-m01	Sales-Controlling and -Management	5	NUM	262
12-BPL-FS-122-m01	Seminar: Supply, Production and Logistics Management	5	NUM	48
12-I&F-FS-122-m01	Seminar: Investment and Finance	5	NUM	83
12-St2-F-122-m01	Business Taxation 2: The Taxation of Income in Germany	5	NUM	252
12-St3-F-122-m01	Business Taxation 3: Sales Tax	5	NUM	253
12-FRBE-F-102-m01	Forward and Reverse Business Engineering	5	NUM	73
12-VWL1-FS-122-m01	Seminar: Economic Policy	5	NUM	264
12-WO-FS-122-m01	Seminar: Economic Order	5	NUM	278

Subdivided Module Catalogue for the Subject
China Business and Economics
Master's with 1 major, 120 ECTS credits

12-AInf-G-112-m01	Applied Computer Science	5	NUM	42
Business Management and Economics 2 (25 ECTS credits)				
12-M-SM-102-m01	Strategic Marketing	5	NUM	210
12-M-IMM-102-m01	International Marketing	5	NUM	171
12-ACSE-111-m01	Adaption and Continuous System Engineering	5	NUM	40
12-BI-111-m01	Business Intelligence	5	NUM	44
12-BSA-111-m01	Adaptive Business Platforms 1	5	NUM	51
12-GLP-111-m01	Introduction to Logistical Process Design	5	NUM	75
12-IS-111-m01	Information Systems Analysis and Design	5	NUM	93
12-IU-111-m01	Information Processing within Organizations	5	NUM	95
12-LA-111-m01	Logistic Concepts and Processes	5	NUM	105
12-LM-111-m01	Operations Research	5	NUM	106
12-M-AIT-111-m01	Advanced International Trade	5	NUM	109
12-M-AM-111-m01	Advanced Microeconomics	5	NUM	115
12-M-AME-111-m01	Advanced Macroeconomics	5	NUM	117
12-M-AO-111-m01	Incentives in Organizations	5	NUM	119
12-M-B1a-111-m01	Portfolio Selection and Capital Market Theory	5	NUM	122
12-M-B1b-111-m01	Agency Theory	5	NUM	123
12-M-B2-111-m01	Option Pricing Theory	10	NUM	124
12-M-B3-111-m01	Financial Markets: Institutions and Regulation	10	NUM	125
12-M-BE-111-m01	Electronic Procurement	5	NUM	127
12-M-DMM-111-m01	DSGE Modelling	5	NUM	129
12-M-DWT-111-m01	Economic Dynamics	5	NUM	132
12-M-EFP-111-m01	European Public Finance	5	NUM	133
12-M-EG1-111-m01	European Monetary Policy - Closed Economy	5	NUM	135
12-M-EG2-111-m01	European Monetary Policy - Open Economy	5	NUM	137
12-M-EGF-111-m01	Empirical Research in Entrepreneurship and Management	5	NUM	139
12-M-EMP-111-m01	European Macroeconomic Policy	5	NUM	141
12-M-EPF-111-m01	Empirical HR Research	5	NUM	143
12-M-ER-111-m01	Advanced Financial Accounting (German GAAP, IFRS)	5	NUM	145
12-M-EW-111-m01	Common European Labor Market	5	NUM	147
12-M-EWS-111-m01	European Economic Statistics	5	NUM	149
12-M-F1-111-m01	Policy of Taxation	5	NUM	150
12-M-F2-111-m01	Public Debt	5	NUM	152
12-M-F3-111-m01	Social Insurance and the Welfare State	5	NUM	154
12-M-FMO-111-m01	Analysis of Financial Market Data	5	NUM	158
12-M-HRM-111-m01	Human Resource Management and Industrial Relations	5	NUM	162
12-M-INST-111-m01	Instruments of Strategic Controlling	5	NUM	173
12-M-KOBO-111-m01	Coordination, Budgeting and Incentives in Enterprises	5	NUM	176
12-M-LA-111-m01	Lot Sizing and Scheduling	5	NUM	177
12-MM-111-m01	Management Methods	5	NUM	179
12-M-MIK-111-m01	Microeconometrics	5	NUM	181
12-M-MM-111-m01	Marketing & Brand Management	5	NUM	183
12-M-MNE-111-m01	Multinational Enterprises	5	NUM	185
12-M-MS-111-m01	Strategic Networks in Industry	5	NUM	187
12-M-MWT-111-m01	Strategic Management of Innovation and Growth	5	NUM	189

Subdivided Module Catalogue for the Subject
China Business and Economics
Master's with 1 major, 120 ECTS credits

12-M-NGM-111-mo1	Applied General Equilibrium Models	5	NUM	191
12-M-NUF-111-mo1	Management of Corporate Sustainability	5	NUM	193
12-M-OE1-111-mo1	Econometrics 1	5	NUM	195
12-M-OE2-111-mo1	Econometrics 2	5	NUM	197
12-M-OE3-111-mo1	Econometrics 3	5	NUM	199
12-M-OEA-111-mo1	Labor Market Economics	5	NUM	201
12-M-PRE-111-mo1	Principles of European Regulation	5	NUM	203
12-M-PROM-111-mo1	Project Management and Controlling	5	NUM	205
12-M-QWP-111-mo1	Quantitative Economic Policy	5	NUM	206
12-M-REKA-111-mo1	Accounting and Capital Markets	5	NUM	207
12-M-SBM-111-mo1	Strategic Supply Management	5	NUM	208
12-M-SP-111-mo1	Economics of Tax Planning	5	NUM	212
12-M-SPM-111-mo1	Strategic Production Management	5	NUM	213
12-M-SPÜ-111-mo1	Topics in Labor Market Economics and Social Policy	5	NUM	215
12-M-TI1-111-mo1	Theory of Industrial Organization 1	5	NUM	217
12-M-TI2-111-mo1	Theory of Industrial Organization 2	5	NUM	219
12-M-TIT-111-mo1	Topics in International Trade	5	NUM	221
12-M-TSP-111-mo1	Theory of Social Policy	5	NUM	222
12-M-WPE-111-mo1	European Competition Policy	5	NUM	224
12-M-WPF-111-mo1	Advanced Auditing	5	NUM	226
12-PSM-111-mo1	Process and System Modelling	5	NUM	230
12-RM-KS-111-mo1	Risk Management - Concepts and Systems	5	NUM	239
12-M-F4-111-mo1	Optimal Tax Theory	5	NUM	156
12-M-STB-111-mo1	Tax Accounting	5	NUM	216
12-MFO-111-mo1	Management and Leadership in Organizations	5	NUM	160
12-GPU-072-mo1	Business Processes in different Lines of Business	5	NUM	79
12-M-DSS-102-mo1	Decision Support Systems	5	NUM	130
12-M-IBS-102-mo1	Internet-Based Systems	5	NUM	163
12-M-ISR-102-mo1	Information Systems Research	5	NUM	174
Thesis (30 ECTS credits)				
04-CBE-MA-082-mo1	Master-Thesis China Business and Economics	30	NUM	24

UNIVERSITÄT WÜRZBURG

Subdivided Module Catalogue for the Subject
China Business and Economics
Master's with 1 major, 120 ECTS credits

Module title	Abbreviation
Introduction to China's Economy	04-CBE-1-122-m01

Module coordinator	Module offered by
holder of the Chair of China Business and Economics	Institute of East and South Asian Cultural Studies

ECTS	Method of grading	Only after succ. compl. of module(s)
6	numerical grade	--

Duration	Module level	Other prerequisites
1 semester	graduate	--

Contents

German contents available but not translated yet.

Das Modul führt in die beiden Bereiche Binnenwirtschaft Chinas und Außenwirtschaft Chinas ein. Im Mittelpunkt stehen die Entwicklungen der jüngeren Vergangenheit seit der Öffungs- und Reformpolitik der späten 70er Jahre, insbesondere aber die Entwicklungen des vergangenen Jahrzehnts.

Intended learning outcomes

German intended learning outcomes available but not translated yet.

Die Studierenden erwerben einen fundierten Überblick über die wirtschaftlichen Gegebenheiten Chinas, insbesondere über die Wirtschaftsordnung und die wirtschaftspolitischen Bedingungen und Entwicklungen. Des Weiteren wird die Politik der Globalisierung am Beispiel Chinas analysiert.

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

This module comprises 2 module components. Information on courses will be listed separately for each module component.
- 04-CBE-1-1-122: V (no information on SWS (weekly contact hours) and course language available)
- 04-CBE-1-2-122: V (no information on SWS (weekly contact hours) and course language available)

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

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

Assessment in module component 04-CBE-1-1-122: Chinas Economic Development and Reform
- 3 ECTS, Method of grading: numerical grade
- written examination (approx. 60 minutes) or oral examination of one candidate each (approx. 15 minutes)
- Language of assessment: English

Assessment in module component 04-CBE-1-2-122: China in the Global Economy
- 3 ECTS, Method of grading: numerical grade
- written examination (approx. 60 minutes) or oral examination of one candidate each (approx. 15 minutes)
- Language of assessment: English

Allocation of places

--

Additional information

--

Workload

--

Teaching cycle

--

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

--

Subdivided Module Catalogue for the Subject
China Business and Economics
Master's with 1 major, 120 ECTS credits

Module appears in
Master's degree (1 major) China Business and Economics (2014)
Master's degree (1 major) China Business and Economics (2012)
Master's degree (1 major) Chinese and Economics (2014)
Master's degree (1 major) Chinese and Economics (2012)

Subdivided Module Catalogue for the Subject
China Business and Economics
Master's with 1 major, 120 ECTS credits

Module title	Abbreviation
Chinese Commerce	04-CBE-2-122-m01

Module coordinator	Module offered by
holder of the Chair of China Business and Economics	Institute of East and South Asian Cultural Studies

ECTS	Method of grading	Only after succ. compl. of module(s)
9	numerical grade	--

Duration	Module level	Other prerequisites
1 semester	graduate	--

Contents

German contents available but not translated yet.

Das Modul Wirtschaftssprache trainiert auf hohem Sprachniveau wirtschaftswissenschaftlichen Wortschatz. Zu den Inhalten gehören insbesondere Präsentationen, Verfassen von Geschäftsbriefen und Wirtschaftsnachrichten in den Medien. Die einzelnen Teilmodule sind voneinander unabhängig und orientieren sich bei der Auswahl der Themen und Texte an den Vorlesungen und Seminaren des Semesters. Sie berücksichtigen zudem aktuelle wirtschaftliche Entwicklungen und Debatten.

Intended learning outcomes

German intended learning outcomes available but not translated yet.

Die Studierenden können fachsprachlichen Wortschatz im Bereich Wirtschaft und Recht passiv und aktiv sicher anwenden. Sie können Geschäftsverhandlungen führen, Geschäftsbriefe verfassen und sich auf hohem akademischen Niveau mit wirtschaftswissenschaftlichen Fragestellungen befassen. Sie können chinesischsprachige Materialien für die eigene wissenschaftliche Forschung verwenden.

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

This module comprises 3 module components. Information on courses will be listed separately for each module component.
- 04-CBE-2-1-122: Ü (no information on SWS (weekly contact hours) and course language available)
- 04-CBE-2-2-122: Ü (no information on SWS (weekly contact hours) and course language available)
- 04-CBE-2-3-122: 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)

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.

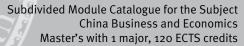**Assessment in module component 04-CBE-2-1-122:** Chinese Commerce 1
- 3 ECTS, Method of grading: numerical grade
- written examination (approx. 60 minutes) or oral examination of one candidate each (approx. 15 minutes)
- Language of assessment: Chinese

Assessment in module component 04-CBE-2-2-122: Chinese Commerce 2
- 3 ECTS, Method of grading: numerical grade
- written examination (approx. 60 minutes) or oral examination of one candidate each (approx. 15 minutes)
- Language of assessment: Chinese

Assessment in module component 04-CBE-2-3-122: Chinese Commerce 3
- 3 ECTS, Method of grading: numerical grade
- written examination (approx. 60 minutes) or oral examination of one candidate each (approx. 15 minutes)
- Language of assessment: Chinese

Allocation of places

--

Additional information

--

Subdivided Module Catalogue for the Subject
China Business and Economics
Master's with 1 major, 120 ECTS credits

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

Subdivided Module Catalogue for the Subject
China Business and Economics
Master's with 1 major, 120 ECTS credits

Module title	Abbreviation
Challenges of Economic Development in China	04-CBE-3-122-m01

Module coordinator	Module offered by
holder of the Chair of China Business and Economics	Institute of East and South Asian Cultural Studies

ECTS	Method of grading	Only after succ. compl. of module(s)	
6	numerical grade	--	

Duration	Module level	Other prerequisites
1 semester	graduate	--

Contents

German contents available but not translated yet.

Auf der Grundlage der Vorlesung "China's Economic Development and Reform" behandelt das Modul aktuelle Herausforderungen und Entwicklungen der Wirtschaftsentwicklung Chinas. Im Mittelpunkt des Interesses stehen Fragen der Innovationsfähigkeit und der Innovationssysteme sowie die Frage der nachhaltigen Entwicklung.

Intended learning outcomes

German intended learning outcomes available but not translated yet.

Die Studierenden lernen die aktuellen wirtschaftspolitischen Fragestellungen Chinas kennen. Sie können neue Entwicklungen einordnen und beurteilen sowie die Folgen wirtschaftlichen Handelns abschätzen. Über die Themen Innovationssysteme und Nachhaltigkeit können die Studierenden Entwicklungen in China und im Westen vergleichen und bewerten.

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

This module has 2 components; information on courses listed separately for each component.
- 04-CBE-3-1-122: V (no information on language and number of weekly contact hours available)
- 04-CBE-3-2-122: S (no information on language and number of weekly contact hours available)

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

This module has the following 2 assessment components. Unless stated otherwise, students must pass all of these assessment components to pass the module as a whole..

Assessment component to module component 04-CBE-3-1-122: China's National Innovation System
- 6 ECTS credits, method of grading: numerical grade
- written exams(approx. 60 minutes) or oral examination of on candidate eachen (approx. 15 minutes)
- Language of assessment: English

Assessment component to module component 04-CBE-3-2-122: Challenges of Sustainable Development
- 3 ECTS credits, method of grading: numerical grade
- written exams(approx. 60 minutes) or oral examination of on candidate eachen (approx. 15 minutes)
- Language of assessment: English

Allocation of places

--

Additional information

--

Workload

--

Teaching cycle

--

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

--

Subdivided Module Catalogue for the Subject
China Business and Economics
Master's with 1 major, 120 ECTS credits

Module appears in
Master's degree (1 major) China Business and Economics (2014)
Master's degree (1 major) China Business and Economics (2012)
Master's degree (1 major) Chinese and Economics (2014)
Master's degree (1 major) Chinese and Economics (2012)

Subdivided Module Catalogue for the Subject
China Business and Economics
Master's with 1 major, 120 ECTS credits

Module title	Abbreviation
Methodology and Applied Analysis	04-CBE-4-122-m01

Module coordinator	Module offered by
holder of the Chair of China Business and Economics	Institute of East and South Asian Cultural Studies

ECTS	Method of grading	Only after succ. compl. of module(s)
4	numerical grade	--

Duration	Module level	Other prerequisites
1 semester	graduate	--

Contents

German contents available but not translated yet.

Das Seminar vermittelt grundlegende Kenntnisse zur Forschung im Bereich der Wirtschaft Chinas. Diskutiert werden insbesondere Fragen der Zuverlässigkeit von Daten und Statistiken. Die für die Forschung zu China geeigneten Theorien werden vorgestellt und erprobt. Aktuellste Fragen werden diskutiert und ihre mögliche wissenschaftliche Behandlung erprobt.

Intended learning outcomes

German intended learning outcomes available but not translated yet.

Die Studierenden können wirtschaftswissenschaftliche Theorien auf China anwenden. Sie können die Zuverlässigkeit von Datenmaterial und Statistiken abschätzen und Quellenmaterial sauber einsetzen.

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

This module comprises 2 module components. Information on courses will be listed separately for each module component.
- 04-CBE-4-1-122: S (no information on SWS (weekly contact hours) and course language available)
- 04-CBE-4-2-122: 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)

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 04-CBE-4-1-122: Methodological Questions of Chinese Economic Research
- 3 ECTS, Method of grading: numerical grade
- written examination (approx. 60 minutes) or oral examination of one candidate each (approx. 15 minutes)
- Language of assessment: English

Assessment in module component 04-CBE-4-2-122: Hot Issues in Chinese Economics
- 1 ECTS, Method of grading: numerical grade
- presentation (approx. 15 minutes)
- Language of assessment: English

Allocation of places

--

Additional information

--

Workload

--

Teaching cycle

--

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

--

Subdivided Module Catalogue for the Subject
China Business and Economics
Master's with 1 major, 120 ECTS credits

Module appears in
Master's degree (1 major) China Business and Economics (2014)
Master's degree (1 major) China Business and Economics (2012)

Subdivided Module Catalogue for the Subject
China Business and Economics
Master's with 1 major, 120 ECTS credits

Module title		Abbreviation
Case Study Analysis 1		04-CBE-5-122-m01

Module coordinator	Module offered by
holder of the Chair of China Business and Economics	Institute of East and South Asian Cultural Studies

ECTS	Method of grading	Only after succ. compl. of module(s)
3	numerical grade	--

Duration	Module level	Other prerequisites
1 semester	graduate	--

Contents

German contents available but not translated yet.

Das Modul Case Study Analysis untersucht anhand einiger weniger ausgesuchter Beispiele erfolgreiches und weniger erfolgreiches wirtschaftliches Handeln in China. Einzelne Unternehmen werden auf ihre Finanzierungskonzepte, Unternehmensstruktur, Personalrekrutierung, Marketingstrategien u.a. hin untersucht und bewertet.

Intended learning outcomes

German intended learning outcomes available but not translated yet.

Die Studierenden können relevante Unternehmensdaten recherchieren und bewerten. Sie können die Erfolge von Unternehmen auf verschiedenen Bereichen analysieren und erklären. Sie lesen Geschäftsberichte und können für fiktive oder reale Unternehmen Geschäftsberichte erstellen.

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

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

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

presentation (approx. 30 minutes)
Language of assessment: English

Allocation of places

--

Additional information

--

Workload

--

Teaching cycle

--

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

--

Module appears in

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

Subdivided Module Catalogue for the Subject
China Business and Economics
Master's with 1 major, 120 ECTS credits

Module title		Abbreviation
Case Study Analysis 2		04-CBE-6-122-m01

Module coordinator	Module offered by
holder of the Chair of China Business and Economics	Institute of East and South Asian Cultural Studies

ECTS	Method of grading	Only after succ. compl. of module(s)
3	numerical grade	--

Duration	Module level	Other prerequisites
1 semester	graduate	--

Contents

German contents available but not translated yet.

Das Modul Case Study Analysis untersucht anhand einiger weniger ausgesuchter Beispiele erfolgreiches und weniger erfolgreiches wirtschaftliches Handeln in China. Einzelne Unternehmen werden auf ihre Finanzierungskonzepte, Unternehmensstruktur, Personalrekrutierung, Marketingstrategien u.a. hin untersucht und bewertet.

Intended learning outcomes

German intended learning outcomes available but not translated yet.

Die Studierenden können relevante Unternehmensdaten recherchieren und bewerten. Sie können die Erfolge von Unternehmen auf verschiedenen Bereichen analysieren und erklären. Sie lesen Geschäftsberichte und können für fiktive oder reale Unternehmen Geschäftsberichte erstellen.

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

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

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

presentation (approx. 30 minutes)
Language of assessment: English

Allocation of places

--

Additional information

--

Workload

--

Teaching cycle

--

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

--

Module appears in

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

Subdivided Module Catalogue for the Subject
China Business and Economics
Master's with 1 major, 120 ECTS credits

Module title	Abbreviation
Markets in China 1	04-CBE-7-122-m01

Module coordinator	Module offered by
holder of the Chair of China Business and Economics	Institute of East and South Asian Cultural Studies

ECTS	Method of grading	Only after succ. compl. of module(s)
6	numerical grade	--

Duration	Module level	Other prerequisites
1 semester	graduate	--

Contents

German contents available but not translated yet.

Die Seminare dieses Moduls beschäftigen sich mit den Chancen und Problemen chinesischer Unternehmen auf dem Weltmarkt sowie mit den Finanzierungssystemen chinesischer Unternehmen. Anhand ausgesuchter Firmen werden Geschäftsmodelle vorgestellt und im Detail untersucht.

Intended learning outcomes

German intended learning outcomes available but not translated yet.

Die Studierenden kennen die spezifischen Bedingungen chinesischer Unternehmen im chinesischen Binnenmarkt wie auf dem Weltmarkt. Sie können die Wirtschaftskraft einzelner Unternehmen abschätzen.

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

This module comprises 2 module components. Information on courses will be listed separately for each module component.
- 04-CBE-7-1-122: V (no information on SWS (weekly contact hours) and course language available)
- 04-CBE-7-2-122: V (no information on SWS (weekly contact hours) and course language available)

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

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

Assessment in module component 04-CBE-7-1-122: Business and Finance
- 3 ECTS, Method of grading: numerical grade
- written examination (approx. 60 minutes) or oral examination of one candidate each (approx. 15 minutes)
- Language of assessment: English

Assessment in module component 04-CBE-7-2-122: Chinas Firms in Global Markets
- 3 ECTS, Method of grading: numerical grade
- written examination (approx. 60 minutes) or oral examination of one candidate each (approx. 15 minutes)
- Language of assessment: English

Allocation of places

--

Additional information

--

Workload

--

Teaching cycle

--

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

--

Subdivided Module Catalogue for the Subject
China Business and Economics
Master's with 1 major, 120 ECTS credits

Module appears in
Master's degree (1 major) China Business and Economics (2014)
Master's degree (1 major) China Business and Economics (2012)
Master's degree (1 major) Chinese and Economics (2014)
Master's degree (1 major) Chinese and Economics (2012)

Julius-Maximilians-
UNIVERSITÄT
WÜRZBURG

Subdivided Module Catalogue for the Subject
China Business and Economics
Master's with 1 major, 120 ECTS credits

Module title	Abbreviation
Markets in China 2	04-CBE-8-122-m01

Module coordinator	Module offered by
holder of the Chair of China Business and Economics	Institute of East and South Asian Cultural Studies

ECTS	Method of grading	Only after succ. compl. of module(s)
6	numerical grade	--

Duration	Module level	Other prerequisites
1 semester	graduate	--

Contents

German contents available but not translated yet.

Die Vorlesungen dieses Moduls beschäftigen sich zum einen mit dem Konsumverhalten in China und den Marketingstrategien chinesischer und ausländischer Unternehmen auf dem chinesischen Markt und zum anderen mit den auf dem Weltmarkt agierenden chinesischen Unternehmen. Beide Vorlesungen ergänzen sich in ihrer Perspektive. In beiden Vorlesungen werden Entwicklungen und Phänomene anhand ausgewählter Firmenbeispiele vorgestellt und analysiert.

Intended learning outcomes

German intended learning outcomes available but not translated yet.

Die Studierenden kennen das Konsumverhalten in China und können ihm entsprechende Marketingstrategien für den chinesischen Markt erkennen, beurteilen und entwickeln. Sie kennen auf dem Weltmarkt tätige chinesische Unternehmen und ihre jeweiligen Bedingungen und Strategien.

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

This module comprises 2 module components. Information on courses will be listed separately for each module component.
- 04-CBE-7-2-122: V (no information on SWS (weekly contact hours) and course language available)
- 04-CBE-8-1-122: V (no information on SWS (weekly contact hours) and course language available)

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

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

Assessment in module component 04-CBE-7-2-122: Chinas Firms in Global Markets
- 3 ECTS, Method of grading: numerical grade
- written examination (approx. 60 minutes) or oral examination of one candidate each (approx. 15 minutes)
- Language of assessment: English

Assessment in module component 04-CBE-8-1-122: Consumerism and Marketing
- 3 ECTS, Method of grading: numerical grade
- written examination (approx. 60 minutes) or oral examination of one candidate each (approx. 15 minutes)
- Language of assessment: English

Allocation of places

--

Additional information

--

Workload

--

Teaching cycle

--

Subdivided Module Catalogue for the Subject
China Business and Economics
Master's with 1 major, 120 ECTS credits

Referred to in LPO I (examination regulations for teaching-degree programmes)
--
Module appears in
Master's degree (1 major) China Business and Economics (2014)
Master's degree (1 major) China Business and Economics (2012)
Master's degree (1 major) Chinese and Economics (2014)
Master's degree (1 major) Chinese and Economics (2012)

Subdivided Module Catalogue for the Subject
China Business and Economics
Master's with 1 major, 120 ECTS credits

Module title	Abbreviation
Markets in China 3	04-CBE-9-122-m01

Module coordinator	Module offered by
holder of the Chair of China Business and Economics	Institute of East and South Asian Cultural Studies

ECTS	Method of grading	Only after succ. compl. of module(s)
6	numerical grade	--

Duration	Module level	Other prerequisites
1 semester	graduate	--

Contents

German contents available but not translated yet.

Die Vorlesungen beschäftigen sich mit chinesischen und ausländischen Unternehmen auf dem chinesischen Markt. Sie behandeln zum einen Finanzierungsmodelle der Unternehmen und damit auch den chinesischen Finanzmarkt und das Bankenwesen, zum anderen die Reaktionen der Unternehmen auf das sich verändernde Konsumverhalten der Bevölkerung.

Intended learning outcomes

German intended learning outcomes available but not translated yet.

Die Studierenden kennen die Bedingungen der auf dem chinesischen Markt tätigen Unternehmen in Hinblick auf Finanzmarkt und Bankenwesen wie in Reaktion auf die Konsumentennachfrage. Sie können passende Finanzierungs- und Marketingmodelle für einzelne Unternehmen erstellen.

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

This module comprises 2 module components. Information on courses will be listed separately for each module component.
- 04-CBE-7-1-122: V (no information on SWS (weekly contact hours) and course language available)
- 04-CBE-8-1-122: V (no information on SWS (weekly contact hours) and course language available)

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

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

Assessment in module component 04-CBE-7-1-122: Business and Finance
- 3 ECTS, Method of grading: numerical grade
- written examination (approx. 60 minutes) or oral examination of one candidate each (approx. 15 minutes)
- Language of assessment: English

Assessment in module component 04-CBE-8-1-122: Consumerism and Marketing
- 3 ECTS, Method of grading: numerical grade
- written examination (approx. 60 minutes) or oral examination of one candidate each (approx. 15 minutes)
- Language of assessment: English

Allocation of places

--

Additional information

--

Workload

--

Teaching cycle

--

Subdivided Module Catalogue for the Subject
China Business and Economics
Master's with 1 major, 120 ECTS credits

Referred to in LPO I (examination regulations for teaching-degree programmes)
--
Module appears in
Master's degree (1 major) China Business and Economics (2014)
Master's degree (1 major) China Business and Economics (2012)
Master's degree (1 major) Chinese and Economics (2014)
Master's degree (1 major) Chinese and Economics (2012)

Subdivided Module Catalogue for the Subject
China Business and Economics
Master's with 1 major, 120 ECTS credits

Module title		Abbreviation
Master-Thesis China Business and Economics		04-CBE-MA-082-m01

Module coordinator	Module offered by
holder of the Chair of China Business and Economics	Institute of East and South Asian Cultural Studies

ECTS	Method of grading	Only after succ. compl. of module(s)
30	numerical grade	--

Duration	Module level	Other prerequisites
1 semester	graduate	--

Contents

German contents available but not translated yet.

Eigenständige Bearbeitung einer wissenschaftlichen Fragestellung, Anfertigung einer Master-Arbeit.

Intended learning outcomes

German intended learning outcomes available but not translated yet.

Die Studierenden verfügen über die Fähigkeit, eine wissenschaftliche Arbeit in einem gesetzten Zeitrahmen selbstständig zu verfassen (Beschreibung und Analyse der Fragestellung unter Einbeziehung geeigneter Theorien und Methoden einschließlich zugehöriger Literaturrecherche).

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

C (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)
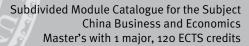
written thesis (approx. 80 pages, approx. 30,000 words)

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

Julius-Maximilians-
UNIVERSITÄT
WÜRZBURG

Subdivided Module Catalogue for the Subject
China Business and Economics
Master's with 1 major, 120 ECTS credits

Module title		Abbreviation
Transformation in Contemporary China 1		04-TCC1-122-m01

Module coordinator	Module offered by
holder of the Chair of Contemporary Chinese Studies	Institute of East and South Asian Cultural Studies

ECTS	Method of grading	Only after succ. compl. of module(s)
6	numerical grade	--

Duration	Module level	Other prerequisites
1 semester	graduate	--

Contents

German contents available but not translated yet.

Chinas Wiederaufstieg in der Weltwirtschaft und Weltpolitik ist eines der prägenden Phänomene des ausgehenden 20. und frühen 21. Jahrhunderts. Er begann mit der Einführung der Reform- und Öffnungspolitik Ende der 1970er Jahre und ging mit tief greifenden Veränderungen in Staat, Wirtschaft und Gesellschaft Chinas einher. Diese spannungsreichen Veränderungen stehen im Mittelpunkt des Moduls. Dabei werden anhand vertiefender Analysen einzelner Aspekte des chinesischen Transformationsprozesses die komplexen Interaktionen verschiedener Faktoren und Felder herausgearbeitet, um die Studierenden in die aktuelle Forschung einzuführen. Im Einzelnen werden gesellschaftliche, politische und wirtschaftliche sowie kulturelle Perspektiven aufgegriffen. Im Sinne einer Intensivierung und Aktualisierung können durch ausländische Gastprofessoren/-innen aktuelle Ergänzungen erfolgen.

Intended learning outcomes

German intended learning outcomes available but not translated yet.

Die Studierenden erwerben detailliertes Wissen über Chinas Veränderungen in den letzten Jahrzehnten. Theoretische Debatten zu Chinas Transformation werden dabei nachvollzogen und durchleuchtet. Die Studierenden erwerben durch wissenschaftliche Auswertung zeitgenössischer Primär- und Sekundärquellen die Fähigkeit zur kritischen und kompetenten Bewertung von Zusammenhängen des Themenbereichs. Der Umgang mit Quellenmaterial und die Abfassung wissenschaftlicher Arbeiten wird systematisch erarbeitet und erlernt. Dabei steht auch immer die methodische Frage nach Zugängen, Datenmaterial und Aussagefähigkeit verschiedener theoretischer Ansätze im Zentrum, um den Studierenden Stärken und Schwächen, aber auch die Möglichkeit interdisziplinärer Verbindungen zu verdeutlichen.

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

This module comprises 2 module components. Information on courses will be listed separately for each module component.
- 04-TCC1-1-122: S (no information on SWS (weekly contact hours) and course language available)
- 04-TCC1-2-122: 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)

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 04-TCC1-1-122: Contemporary Politics in Transformation
- 3 ECTS, Method of grading: numerical grade
- written examination (approx. 60 minutes) or oral examination of one candidate each (approx. 15 minutes)
- Language of assessment: English

Assessment in module component 04-TCC1-2-122: Contemporary Society in Transformation
- 3 ECTS, Method of grading: numerical grade
- written examination (approx. 60 minutes) or oral examination of one candidate each (approx. 15 minutes)
- Language of assessment: English

Subdivided Module Catalogue for the Subject
China Business and Economics
Master's with 1 major, 120 ECTS credits

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

Subdivided Module Catalogue for the Subject
China Business and Economics
Master's with 1 major, 120 ECTS credits

Module title	Abbreviation
Transformation in Contemporary China 2	04-TCC2-122-m01

Module coordinator	Module offered by
holder of the Chair of Contemporary Chinese Studies	Institute of East and South Asian Cultural Studies

ECTS	Method of grading	Only after succ. compl. of module(s)
6	numerical grade	--

Duration	Module level	Other prerequisites
1 semester	graduate	--

Contents

German contents available but not translated yet.

Chinas Wiederaufstieg in der Weltwirtschaft und Weltpolitik ist eines der prägenden Phänomene des ausgehenden 20. und frühen 21. Jahrhunderts. Er begann mit der Einführung der Reform- und Öffnungspolitik Ende der 1970er Jahre und ging mit tief greifenden Veränderungen in Staat, Wirtschaft und Gesellschaft Chinas einher. Diese spannungsreichen Veränderungen stehen im Mittelpunkt des Moduls. Dabei werden anhand vertiefender Analysen einzelner Aspekte des chinesischen Transformationsprozesses die komplexen Interaktionen verschiedener Faktoren und Felder herausgearbeitet, um die Studierenden in die aktuelle Forschung einzuführen. Im Einzelnen werden gesellschaftliche, politische und wirtschaftliche sowie kulturelle Perspektiven aufgegriffen. Im Sinne einer Intensivierung und Aktualisierung können durch ausländische Gastprofessoren/-innen aktuelle Ergänzungen erfolgen.

Intended learning outcomes

German intended learning outcomes available but not translated yet.

Die Studierenden erwerben detailliertes Wissen über Chinas Veränderungen in den letzten Jahrzehnten. Theoretische Debatten zu Chinas Transformation werden dabei nachvollzogen und durchleuchtet. Die Studierenden erwerben durch wissenschaftliche Auswertung zeitgenössischer Primär- und Sekundärquellen die Fähigkeit zur kritischen und kompetenten Bewertung von Zusammenhängen des Themenbereichs. Der Umgang mit Quellenmaterial und die Abfassung wissenschaftlicher Arbeiten wird systematisch erarbeitet und erlernt. Dabei steht auch immer die methodische Frage nach Zugängen, Datenmaterial und Aussagefähigkeit verschiedener theoretischer Ansätze im Zentrum, um den Studierenden Stärken und Schwächen, aber auch die Möglichkeit interdisziplinärer Verbindungen zu verdeutlichen.

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

This module comprises 2 module components. Information on courses will be listed separately for each module component.
- 04-TCC2-1-122: S (no information on SWS (weekly contact hours) and course language available)
- 04-TCC2-2-122: 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)

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 04-TCC2-1-122: Political Economy in Transformation
- 3 ECTS, Method of grading: numerical grade
- written examination (approx. 60 minutes) or oral examination of one candidate each (approx. 15 minutes)
- Language of assessment: English

Assessment in module component 04-TCC2-2-122: Societal Modernism and the Transformation of Arts
- 3 ECTS, Method of grading: numerical grade
- written examination (approx. 60 minutes) or oral examination of one candidate each (approx. 15 minutes)
- Language of assessment: English

Subdivided Module Catalogue for the Subject
China Business and Economics
Master's with 1 major, 120 ECTS credits

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

Subdivided Module Catalogue for the Subject
China Business and Economics
Master's with 1 major, 120 ECTS credits

Module title		Abbreviation
Transformation in Contemporary China 3		04-TCC3-122-m01

Module coordinator		Module offered by
holder of the Chair of Contemporary Chinese Studies		Institute of East and South Asian Cultural Studies

ECTS	Method of grading	Only after succ. compl. of module(s)
6	numerical grade	--

Duration	Module level	Other prerequisites
1 semester	graduate	--

Contents

German contents available but not translated yet.

Chinas Wiederaufstieg in der Weltwirtschaft und Weltpolitik ist eines der prägenden Phänomene des ausgehenden 20. und frühen 21. Jahrhunderts. Er begann mit der Einführung der Reform- und Öffnungspolitik Ende der 1970er Jahre und ging mit tief greifenden Veränderungen in Staat, Wirtschaft und Gesellschaft Chinas einher. Diese spannungsreichen Veränderungen stehen im Mittelpunkt des Moduls. Dabei werden anhand vertiefender Analysen einzelner Aspekte des chinesischen Transformationsprozesses die komplexen Interaktionen verschiedener Faktoren und Felder herausgearbeitet, um die Studierenden in die aktuelle Forschung einzuführen. Im Einzelnen werden gesellschaftliche, politische und wirtschaftliche sowie kulturelle Perspektiven aufgegriffen. Im Sinne einer Intensivierung und Aktualisierung können durch ausländische Gastprofessoren/-innen aktuelle Ergänzungen erfolgen.

Intended learning outcomes

German intended learning outcomes available but not translated yet.

Die Studierenden erwerben detailliertes Wissen über Chinas Veränderungen in den letzten Jahrzehnten. Theoretische Debatten zu Chinas Transformation werden dabei nachvollzogen und durchleuchtet. Die Studierenden erwerben durch wissenschaftliche Auswertung zeitgenössischer Primär- und Sekundärquellen die Fähigkeit zur kritischen und kompetenten Bewertung von Zusammenhängen des Themenbereichs. Der Umgang mit Quellenmaterial und die Abfassung wissenschaftlicher Arbeiten wird systematisch erarbeitet und erlernt. Dabei steht auch immer die methodische Frage nach Zugängen, Datenmaterial und Aussagefähigkeit verschiedener theoretischer Ansätze im Zentrum, um den Studierenden Stärken und Schwächen, aber auch die Möglichkeit interdisziplinärer Verbindungen zu verdeutlichen.

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

This module comprises 2 module components. Information on courses will be listed separately for each module component.
- 04-TCC1-1-122: S (no information on SWS (weekly contact hours) and course language available)
- 04-TCC2-1-122: 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)

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 04-TCC1-1-122: Contemporary Politics in Transformation
- 3 ECTS, Method of grading: numerical grade
- written examination (approx. 60 minutes) or oral examination of one candidate each (approx. 15 minutes)
- Language of assessment: English

Assessment in module component 04-TCC2-1-122: Political Economy in Transformation
- 3 ECTS, Method of grading: numerical grade
- written examination (approx. 60 minutes) or oral examination of one candidate each (approx. 15 minutes)
- Language of assessment: English

Subdivided Module Catalogue for the Subject
China Business and Economics
Master's with 1 major, 120 ECTS credits

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

Julius-Maximilians-
UNIVERSITÄT
WÜRZBURG

Subdivided Module Catalogue for the Subject
China Business and Economics
Master's with 1 major, 120 ECTS credits

Module title	Abbreviation
Transformation in Contemporary China 4	04-TCC4-122-m01

Module coordinator	Module offered by
holder of the Chair of Contemporary Chinese Studies	Institute of East and South Asian Cultural Studies

ECTS	Method of grading	Only after succ. compl. of module(s)
6	numerical grade	--

Duration	Module level	Other prerequisites
1 semester	graduate	--

Contents

German contents available but not translated yet.

Die spannungsreichen gesellschaftlichen Veränderungen seit den späten 1970er Jahren stehen im Mittelpunkt des Moduls. Dabei werden anhand vertiefender Analysen einzelner Aspekte des chinesischen Transformations-prozesses die komplexen Interaktionen verschiedener Faktoren und Felder herausgearbeitet, um die Studieren-den in die aktuelle Forschung einzuführen. Im Einzelnen werden gesellschaftliche, politische und wirtschaftliche sowie kulturelle und kunstpolitische Perspektiven aufgegriffen. Im Sinne einer Intensivierung und Aktualisierung können durch ausländische Gastprofessoren/-innen aktuelle Ergänzungen erfolgen.

Intended learning outcomes

German intended learning outcomes available but not translated yet.

Die Studierenden erwerben detailliertes Wissen über Chinas Veränderungen in den letzten Jahrzehnten. Theore-tische Debatten zu Chinas Transformation werden dabei nachvollzogen und durchleuchtet. Die Studierenden er-werben durch wissenschaftliche Auswertung zeitgenössischer Primär- und Sekundärquellen die Fähigkeit zur kri-tischen und kompetenten Bewertung von Zusammenhängen des Themenbereichs. Der Umgang mit Quellenma-terial und die Abfassung wissenschaftlicher Arbeiten wird systematisch erarbeitet und erlernt. Dabei steht auch immer die methodische Frage nach Zugängen, Datenmaterial und Aussagefähigkeit verschiedener theoretischer Ansätze im Zentrum, um den Studierenden Stärken und Schwächen, aber auch die Möglichkeit interdisziplinärer Verbindungen zu verdeutlichen.

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

This module comprises 2 module components. Information on courses will be listed separately for each module component.
- 04-TCC1-2-122: S (no information on SWS (weekly contact hours) and course language available)
- 04-TCC2-2-122: S (no information on SWS (weekly contact hours) and course language available)

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

Assessment in this module comprises the assessments in the individual module components as specified be-low. Unless stated otherwise, successful completion of the module will require successful completion of all indi-vidual assessments.

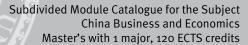**Assessment in module component 04-TCC1-2-122:** Contemporary Society in Transformation
- 3 ECTS, Method of grading: numerical grade
- written examination (approx. 60 minutes) or oral examination of one candidate each (approx. 15 minutes)
- Language of assessment: English

Assessment in module component 04-TCC2-2-122: Societal Modernism and the Transformation of Arts
- 3 ECTS, Method of grading: numerical grade
- written examination (approx. 60 minutes) or oral examination of one candidate each (approx. 15 minutes)
- Language of assessment: English

Allocation of places

--

Additional information

--

Subdivided Module Catalogue for the Subject
China Business and Economics
Master's with 1 major, 120 ECTS credits

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

Subdivided Module Catalogue for the Subject
China Business and Economics
Master's with 1 major, 120 ECTS credits

Module title	Abbreviation
Transformation in Contemporary China 5	04-TCC5-122-m01

Module coordinator	Module offered by
holder of the Chair of Contemporary Chinese Studies	Institute of East and South Asian Cultural Studies

ECTS	Method of grading	Only after succ. compl. of module(s)
6	numerical grade	--

Duration	Module level	Other prerequisites
1 semester	graduate	--

Contents

German contents available but not translated yet.

Die spannungsreichen politischen Veränderungen seit den 1970er Jahren stehen im Mittelpunkt des Moduls. Dabei werden anhand vertiefender Analysen einzelner Aspekte des chinesischen Transformationsprozesses die komplexen Interaktionen verschiedener Faktoren und Felder herausgearbeitet, um die Studierenden in die aktuelle Forschung einzuführen. Im Einzelnen werden gesellschaftliche, politische und wirtschaftliche sowie kulturelle und kunstpolitischen Perspektiven aufgegriffen. Im Sinne einer Intensivierung und Aktualisierung können durch ausländische Gastprofessoren/-innen aktuelle Ergänzungen erfolgen.

Intended learning outcomes

German intended learning outcomes available but not translated yet.

Die Studierenden erwerben detailliertes Wissen über Chinas Veränderungen in den letzten Jahrzehnten. Theoretische Debatten zu Chinas Transformation werden dabei nachvollzogen und durchleuchtet. Die Studierenden erwerben durch wissenschaftliche Auswertung zeitgenössischer Primär- und Sekundärquellen die Fähigkeit zur kritischen und kompetenten Bewertung von Zusammenhängen des Themenbereichs. Der Umgang mit Quellenmaterial und die Abfassung wissenschaftlicher Arbeiten wird systematisch erarbeitet und erlernt. Dabei steht auch immer die methodische Frage nach Zugängen, Datenmaterial und Aussagefähigkeit verschiedener theoretischer Ansätze im Zentrum, um den Studierenden Stärken und Schwächen, aber auch die Möglichkeit interdisziplinärer Verbindungen zu verdeutlichen.

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

This module comprises 2 module components. Information on courses will be listed separately for each module component.
- 04-TCC1-1-122: S (no information on SWS (weekly contact hours) and course language available)
- 04-TCC2-2-122: 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)

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 04-TCC1-1-122: Contemporary Politics in Transformation
- 3 ECTS, Method of grading: numerical grade
- written examination (approx. 60 minutes) or oral examination of one candidate each (approx. 15 minutes)
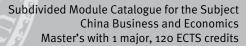- Language of assessment: English

Assessment in module component 04-TCC2-2-122: Societal Modernism and the Transformation of Arts
- 3 ECTS, Method of grading: numerical grade
- written examination (approx. 60 minutes) or oral examination of one candidate each (approx. 15 minutes)
- Language of assessment: English

Allocation of places

--

Additional information

--

Subdivided Module Catalogue for the Subject
China Business and Economics
Master's with 1 major, 120 ECTS credits

Workload
--

Teaching cycle
--

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

Module appears in
Master's degree (1 major) China Business and Economics (2014)
Master's degree (1 major) China Business and Economics (2012)
Master's degree (1 major) Chinese and Economics (2014)
Master's degree (1 major) Chinese and Economics (2012)

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

Module title	Abbreviation
Transformation in Contemporary China 6	04-TCC6-122-m01

Module coordinator	Module offered by
holder of the Chair of Contemporary Chinese Studies	Institute of East and South Asian Cultural Studies

ECTS	Method of grading	Only after succ. compl. of module(s)
6	numerical grade	--

Duration	Module level	Other prerequisites
1 semester	graduate	--

Contents

German contents available but not translated yet.

Die politischen, ökonomischen und sozialen Veränderungen seit den 1970er Jahren stehen im Mittelpunkt des Moduls. Dabei werden anhand vertiefender Analysen einzelner Aspekte des chinesischen Transformationsprozesses die komplexen Interaktionen verschiedener Faktoren und Felder herausgearbeitet, um die Studierenden in die aktuelle Forschung einzuführen. Im Einzelnen werden gesellschaftliche, politische und wirtschaftliche sowie kulturelle Perspektiven aufgegriffen. Im Sinne einer Intensivierung und Aktualisierung können durch ausländische Gastprofessoren/-innen aktuelle Ergänzungen erfolgen.

Intended learning outcomes

German intended learning outcomes available but not translated yet.

Die Studierenden erwerben detailliertes Wissen über Chinas Veränderungen in den letzten Jahrzehnten. Theoretische Debatten zu Chinas Transformation werden dabei nachvollzogen und durchleuchtet. Die Studierenden erwerben durch wissenschaftliche Auswertung zeitgenössischer Primär- und Sekundärquellen die Fähigkeit zur kritischen und kompetenten Bewertung von Zusammenhängen des Themenbereichs. Der Umgang mit Quellenmaterial und die Abfassung wissenschaftlicher Arbeiten wird systematisch erarbeitet und erlernt. Dabei steht auch immer die methodische Frage nach Zugängen, Datenmaterial und Aussagefähigkeit verschiedener theoretischer Ansätze im Zentrum, um den Studierenden Stärken und Schwächen, aber auch die Möglichkeit interdisziplinärer Verbindungen zu verdeutlichen.

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

This module comprises 2 module components. Information on courses will be listed separately for each module component.
- 04-TCC1-2-122: S (no information on SWS (weekly contact hours) and course language available)
- 04-TCC2-1-122: 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)

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 04-TCC1-2-122: Contemporary Society in Transformation
- 3 ECTS, Method of grading: numerical grade
- written examination (approx. 60 minutes) or oral examination of one candidate each (approx. 15 minutes)
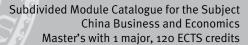- Language of assessment: English

Assessment in module component 04-TCC2-1-122: Political Economy in Transformation
- 3 ECTS, Method of grading: numerical grade
- written examination (approx. 60 minutes) or oral examination of one candidate each (approx. 15 minutes)
- Language of assessment: English

Allocation of places

--

Additional information

--

Subdivided Module Catalogue for the Subject
China Business and Economics
Master's with 1 major, 120 ECTS credits

Workload
--

Teaching cycle
--

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

Module appears in
Master's degree (1 major) China Business and Economics (2014)
Master's degree (1 major) China Business and Economics (2012)
Master's degree (1 major) Chinese and Economics (2014)
Master's degree (1 major) Chinese and Economics (2012)

Subdivided Module Catalogue for the Subject
China Business and Economics
Master's with 1 major, 120 ECTS credits

Module title	Abbreviation
Labor Market Economics and Social Policy	12-A&S-F-082-m01

Module coordinator	Module offered by
holder of the Chair of Economic Order and Social Policy	Faculty of Business Management and Economics

ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--

Duration	Module level	Other prerequisites
1 semester	undergraduate	--

Contents

Description:
This course offers an introduction to labour economics and social policy.

Outline of syllabus:
1. Worlds of welfare capitalism
2. Labour economics
3. Social policy

Basic reading:
Sapir, A. (2005): Globalisation and the Reform of the European Social Models, Brussels.
Franz, W. (2009): Arbeitsmarktökonomik, 7th edition.
Wagner, T./Jahn, E.J. (2004): Neue Arbeitsmarkttheorien, 2nd edition.
Ehrenberg, R.G./Smith, R.S. (1996): Modern Labor Economics, 6th edition.
Breyer, F./Buchholz, W. (2009): Ökonomie des Sozialstaats, 2nd edition.
Lampert, H./Althammer, J. (2004): Lehrbuch der Sozialpolitik, 7th edition.

Intended learning outcomes

The students analyze the function of the labor market and get an impression of relevant aspects in social policy. The students are able to illustrate the underlying theoretical models, can interpret them economically and apply to the current situation.

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

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

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

written examination (approx. 60 minutes)

Allocation of places

--

Additional information

--

Workload

--

Teaching cycle

--

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

--

Module appears in

Bachelor' degree (1 major) Business Management and Economics (2009)
Bachelor' degree (1 major) Business Management and Economics (2013)
Bachelor' degree (1 major) Business Management and Economics (2008)
Bachelor' degree (1 major) Business Management and Economics (2010)

Subdivided Module Catalogue for the Subject
China Business and Economics
Master's with 1 major, 120 ECTS credits

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

Subdivided Module Catalogue for the Subject
China Business and Economics
Master's with 1 major, 120 ECTS credits

UNIVERSITÄT WÜRZBURG
Julius-Maximilians-

Module title		Abbreviation
Selected Aspects of Managerial Accounting		12-AAC-092-m01

Module coordinator	Module offered by
holder of the Chair of Business Management, Controlling and Accounting	Faculty of Business Management and Economics

ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--

Duration	Module level	Other prerequisites
1 semester	undergraduate	--

Contents

In this course, students will acquire important knowledge and skills that will enable them to prepare a well-structured paper and to present the results of their work with the help of relevant topics in the field of the focuses of module "Entscheidungs- und Kontrollrechnung" ("Management Accounting: Decision Making and Control").

Intended learning outcomes

After completing the controlling bachelor seminar, students will be able to
(i) understand and apply the fundamentals of scientific literature reviews;
(ii) use elaborated content to write scientific papers;
(iii) create presentations and lectures independently.

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

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

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

term paper (approx. 12 pages) and presentation (approx. 20 minutes), weighted 2:1

Allocation of places

--

Additional information

--

Workload

--

Teaching cycle

--

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

--

Module appears in

Bachelor' degree (1 major) Business Management and Economics (2009)
Bachelor' degree (1 major) Business Management and Economics (2007)
Bachelor' degree (1 major) Business Management and Economics (2008)
Bachelor' degree (1 major) Business Management and Economics (2010)
Bachelor' degree (1 major) Economathematics (2012)
Bachelor' degree (1 major) Business Information Systems (2009)
Master's degree (1 major) China Business and Economics (2014)
Master's degree (1 major) China Business and Economics (2012)
Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2010)

Subdivided Module Catalogue for the Subject
China Business and Economics
Master's with 1 major, 120 ECTS credits

Module title	Abbreviation
Adaption and Continuous System Engineering	12-ACSE-111-m01

Module coordinator	Module offered by
holder of the Chair of Business Management and Business Information Systems	Faculty of Business Management and Economics

ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--

Duration	Module level	Other prerequisites
1 semester	graduate	--

Contents

Business Suite: The constantly changing environment with its organisational and IT-oriented developments forces companies to adapt their standard business software solutions. With the help of dynamic adaptation (Continuous System Engineering), this process of change can be supported effectively and efficiently. This module discusses both the systematic implementation of adaptation steps (so-called customising) using the example of the mySAP Business Suite and the concept of Continuous System Engineering using various practical examples. **Business Apps:** The course combines theory and practice in the area of cloud computing and ERP. Participants gain an insight into the architecture of the ByDesign platform and are presented with an opportunity to gain practical experience working with the corresponding software development kit.

Content:
- Fundamentals of cloud computing
- Cloud business solutions
- Architecture of the SAP Business ByDesign platform
- Platform adaption and extensibility
- Basics of software development in SAP Cloud Applications Studio
- Hands-on SDK: independently designing and developing a demo app

Intended learning outcomes

Business Suite: Students learn about the various ways of adapting a standard business software solution to the special requirements of a company. They also develop a fundamental understanding of the dynamic adaptation of business software libraries. Based on selected examples from the SAP Business Suite that the acquired knowledge will be deepened by using case studies. Business Apps: The course imparts knowledge and delivers skills in cloud computing for businesses, ERP systems architecture and software development at the example of the SAP Business ByDesign platform. The independent planning, implementation and documentation of a business app trains important core competencies of technology-oriented Business Informatics.

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

This module has 2 components; information on courses listed separately for each component.
- 12-ACSE-1-111: V + Ü (no information on language and number of weekly contact hours available)
- 12-ACSE-2-111: V + Ü (no information on language and number of weekly contact hours available)

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

This module has the following 2 assessment components. To pass the module as a whole students must pass one of the two assessment components.

Assessment component to module component 12-ACSE-1-111: Adaption and Continuous System Engineering - Business Suite
- 5 ECTS credits, method of grading: numerical grade
- a) written examination (approx. 60 minutes) or b) term paper (approx. 15 pages)

Assessment component to module component 12-ACSE-2-111: Adaption and Continuous System Engineering - Business Apps
- 5 ECTS credits, method of grading: numerical grade
- a) written examination (approx. 60 minutes) or b) term paper (approx. 15 pages)

Subdivided Module Catalogue for the Subject
China Business and Economics
Master's with 1 major, 120 ECTS credits

Allocation of places

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

- 12-ACSE-1-111: 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. 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.
- 12-ACSE-2-111: 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.

Additional information

--

Workload

--

Teaching cycle

--

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

--

Module appears in

Master's degree (1 major) Economathematics (2011)

Master's degree (1 major) Business Information Systems (2011)

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

Master's degree (1 major) Economics (2011)

Master's degree (1 major) China Business and Economics (2014)

Master's degree (1 major) China Business and Economics (2012)

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

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

Subdivided Module Catalogue for the Subject
China Business and Economics
Master's with 1 major, 120 ECTS credits

Module title	Abbreviation
Applied Computer Science	12-AInf-G-112-m01

Module coordinator	Module offered by
holder of the Chair of Information Systems Engineering	Faculty of Business Management and Economics

ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--

Duration	Module level	Other prerequisites
1 semester	undergraduate	--

Contents

In this course, students will acquire an overview of the technical fundamentals and the development of business information systems.

Intended learning outcomes

The module provides students with basic knowledge of:
(i) Computer Architecture and System Software
(ii) Design and modeling of databases
(iii) Networks
(iv) Software development
(v) IT security

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

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

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

written examination (approx. 60 minutes)

Allocation of places

Number of places: 640. No restrictions with regard to available places for Bachelor's students of Wirtschaftswissenschaft (Business Management and Economics), Wirtschaftsmathematik (Mathematics for Economics) and Wirtschaftsinformatik (Business Information Systems). The remaining places will be allocated to students of other subjects. 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. Applicants who already have successfully completed at least one module component of the respective module will be given preferential consideration. Places on all courses of the module component with a restricted number of places will be allocated in the same procedure. A waiting list will be maintained and places re-allocated as they become available.

Additional information

--

Workload

--

Teaching cycle

--

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

--

Module appears in

Master's degree (1 major) China Business and Economics (2014)

Subdivided Module Catalogue for the Subject
China Business and Economics
Master's with 1 major, 120 ECTS credits

Master's degree (1 major) China Business and Economics (2012)

Subdivided Module Catalogue for the Subject
China Business and Economics
Master's with 1 major, 120 ECTS credits

Module title	Abbreviation
Business Intelligence	12-BI-111-m01

Module coordinator	Module offered by
holder of the Chair of Information Systems Engineering	Faculty of Business Management and Economics

ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--

Duration	Module level	Other prerequisites
1 semester	graduate	--

Contents

The course provides an overview of the structure and applications of analytical information systems. A special focus is on individual quantitative methods of data analysis. A basic knowledge of statistics and data modelling is a prerequisite for participation in this module.

Intended learning outcomes

The module provides students with knowledge of:
(i) Data Warehousing & OLAP
(ii) Operational application areas and methods of data analysis

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

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

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

a) written examination (approx. 60 minutes) or b) term paper (approx. 15 pages)

Allocation of places

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

Additional information

--

Workload

--

Teaching cycle

--

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

--

Module appears in

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

Subdivided Module Catalogue for the Subject
China Business and Economics
Master's with 1 major, 120 ECTS credits

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

Subdivided Module Catalogue for the Subject
China Business and Economics
Master's with 1 major, 120 ECTS credits

Module title			Abbreviation
Supply, Production and Logistics Management. Material Requirements Planning			12-BPL-F-082-m01

Module coordinator		Module offered by
holder of the Chair of Business Management and Industrial Management		Faculty of Business Management and Economics

ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--

Duration	Module level	Other prerequisites
1 semester	undergraduate	--

Contents

This module builds on the course "Beschaffung, Produktion und Logistik - Grundlagen" ("Procurement, Production and Logistics - Basics"). Selected tasks and processes, in particular in the area of materials management, will be analysed in detail and related planning and control models and methods will be developed.

Intended learning outcomes

The students are able to analyze the areas of responsibility of the functions of procurement, production and logistics as well as their interdependencies in an integrated perspective and evaluate concepts for their management. In addition, they are able to develop models in the domain of materials management and apply solution procedures to the planning problems.

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

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

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

written examination (approx. 60 minutes)

Allocation of places

--

Additional information

--

Workload

--

Teaching cycle

--

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

--

Module appears in

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

Subdivided Module Catalogue for the Subject
China Business and Economics
Master's with 1 major, 120 ECTS credits

Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2010)

Subdivided Module Catalogue for the Subject
China Business and Economics
Master's with 1 major, 120 ECTS credits

Module title	Abbreviation
Seminar: Supply, Production and Logistics Management	12-BPL-FS-122-m01

Module coordinator	Module offered by
holder of the Chair of Business Management and Industrial Management	Faculty of Business Management and Economics

ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--

Duration	Module level	Other prerequisites
1 semester	undergraduate	--

Contents

The seminar will focus on special problems in the areas of procurement, production, logistics or business management. Students will independently work on the respective problem and write a seminar (term) paper. Usually, this will be largely literature based with students learning how to carry out structured literature analyses and prepare systematic evaluations. In individual cases, students may also conduct empirical research of their own or further develop formal models. Students will be required to deliver a talk on the subject in class.

Intended learning outcomes

The students will be able to study advanced problems on their own and structure them in a (seminar) paper. They will learn to present the central results and discuss related issues in class.

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

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

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

term paper (approx. 15 pages) and presentation (approx. 20 minutes), weighted 1:1
Language of assessment: German or English

Allocation of places

Number of places: 15. Should the number of applications exceed the number of available places, places will be allocated according to the grade of module component 12-BPL-F-1; among applicants with the same grade, places will be allocated by lot.

Additional information

--

Workload

--

Teaching cycle

--

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

--

Module appears in

Bachelor' degree (1 major) Economathematics (2012)
Master's degree (1 major) China Business and Economics (2014)
Master's degree (1 major) China Business and Economics (2012)

Subdivided Module Catalogue for the Subject
China Business and Economics
Master's with 1 major, 120 ECTS credits

Module title		Abbreviation
Supply, Production and Operations Management. An Introduction		12-BPL-G-082-m01

Module coordinator	Module offered by
holder of the Chair of Business Management and Industrial Management	Faculty of Business Management and Economics

ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--

Duration	Module level	Other prerequisites
1 semester	undergraduate	--

Contents

This course will provide students with an overview of fundamental processes in procurement, production and logistics and the related corporate functions as well as a model-based introduction to related planning procedures.

Intended learning outcomes

The students will be able to describe and discuss the objectives and major processes in the domains of corporate procurement, production and logistics as well as their interdependencies. Furthermore, they are capable of developing and applying basic planning models in these fields.

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

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

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

written examination (approx. 60 minutes)

Allocation of places

Number of places: 405. No restrictions with regard to available places for Bachelor's students of Wirtschaftswissenschaft (Business Management and Economics), Wirtschaftsmathematik (Mathematics for Economics) and Wirtschaftsinformatik (Business Information Systems). The remaining places will be allocated to students of other subjects. 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. Applicants who already have successfully completed at least one module component of the respective module will be given preferential consideration. Places on all courses of the module component with a restricted number of places will be allocated in the same procedure. A waiting list will be maintained and places re-allocated as they become available.

Additional information

--

Workload

--

Teaching cycle

--

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

--

Module appears in

Bachelor' degree (1 major) Computer Science (2010)
Bachelor' degree (1 major) Mathematics (2012)
Bachelor' degree (1 major) Mathematics (2013)

Subdivided Module Catalogue for the Subject
China Business and Economics
Master's with 1 major, 120 ECTS credits

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

Master's with 1 major China Business and Econo-
mics (2012)
JMU Würzburg • generated 26-Aug-2024 • exam. reg. data re-
cord Master (120 ECTS) China Business and Economics - 2012
page 50 / 278

Subdivided Module Catalogue for the Subject
China Business and Economics
Master's with 1 major, 120 ECTS credits

Module title	Abbreviation
Adaptive Business Platforms 1	12-BSA-111-m01

Module coordinator	Module offered by
holder of the Chair of Business Management and Business Information Systems	Faculty of Business Management and Economics

ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--

Duration	Module level	Other prerequisites
1 semester	graduate	--

Contents

A next generation of enterprise systems called business service platforms is emerging using new disruptive technologies such as cloud computing, big data and mobility. These business service platforms apply the concept of product platforms to software. They will
1. be services based
2. be offered as a service in the cloud
3. address new classes of users and types of business especially in the service business
4. allow for a high degree of business adaptability and extensibility.
5. be supplemented by a broad offer of partner add-ons supporting accelerated innovation.
These new business service platforms will play a key role in the digital transformation of the software industry.

Intended learning outcomes

Be aware of the big business productivity progress enabled by BIS in the last 50 years. Understand the limitations of these systems in spite of the digital transformation of the software industry ahead. Be able to critically assess the business potential of new IC technologies. Understand the business demand for change. Understand the necessary organizational learning needed to leverage new technology for business change management.

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

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

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

a) written examination (approx. 60 to 70 minutes) or b) written examination (approx. 60 minutes) and management report (approx. 6 pages), weighted 2:1

Allocation of places

Number of places: 40. Should the number of applications exceed the number of available places, places will be allocated in a standardised procedure among all applicants irrespective of their subjects according to the following quotas: Quota 1 (50% of places): total number of ECTS credits already achieved in the respective degree subject; among applicants with the same number of ECTS credits achieved, places will be allocated by lot. Quota 2 (25% of places): number of subject semesters of the respective applicant; among applicants with the same number of subject semesters, places will be allocated by lot. Quota 3 (25% of places): allocation by lot. In this procedure, applicants who already have successfully completed at least one module component of the respective module will be given preferential consideration. Places on all courses of the module component with a restricted number of places will be allocated in the same procedure. A waiting list will be maintained and places re-allocated as they become available.

Additional information

--

Workload

--

Teaching cycle

--

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

--

Subdivided Module Catalogue for the Subject
China Business and Economics
Master's with 1 major, 120 ECTS credits

Module appears in
Master's degree (1 major) Economathematics (2011)
Master's degree (1 major) Business Information Systems (2011)
Master's degree (1 major) Business Management (2011)
Master's degree (1 major) Economics (2011)
Master's degree (1 major) China Business and Economics (2014)
Master's degree (1 major) China Business and Economics (2012)
Master's degree (1 major) Chinese and Economics (2014)
Master's degree (1 major) Chinese and Economics (2012)

Subdivided Module Catalogue for the Subject
China Business and Economics
Master's with 1 major, 120 ECTS credits

Module title	Abbreviation
Computational Economics	12-CE-091-m01

Module coordinator	Module offered by
holder of the Chair of Public Finance	Faculty of Business Management and Economics

ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--

Duration	Module level	Other prerequisites
1 semester	undergraduate	--

Contents

This module introduces students to the numerical implementation of economic models. It consists of three main parts:
1. The programming language FORTRAN 90
2. Numerical solution methods
3. Economic applications:
    - The static general equilibrium model
    - Topics in finance and risk management
    - Life cycle model
    - Overlapping generations model

Intended learning outcomes

After finishing this module students are able to
1. implement simple economic models on the computer using Fortran 90
2. using MonteCarlo techniques to find optimal portfolio structures and option prices
3. quantify the risks of portfolios of banks and insurance companies
4. simulate simple reforms of the tax and transfer system
5. interpret the simulation results economically.

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

P (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 including programming a model (approx. 10 pages)

Allocation of places

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

Additional information

--

Workload

--

Teaching cycle

--

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

--

Subdivided Module Catalogue for the Subject
China Business and Economics
Master's with 1 major, 120 ECTS credits

Module appears in
Bachelor' degree (1 major) Business Management and Economics (2009)
Bachelor' degree (1 major) Business Management and Economics (2007)
Bachelor' degree (1 major) Business Management and Economics (2013)
Bachelor' degree (1 major) Business Management and Economics (2008)
Bachelor' degree (1 major) Business Management and Economics (2010)
Bachelor' degree (1 major) Economathematics (2009)
Bachelor' degree (1 major) Economathematics (2012)
Bachelor' degree (1 major) Economathematics (2008)
Master's degree (1 major) China Business and Economics (2014)
Master's degree (1 major) China Business and Economics (2012)

Subdivided Module Catalogue for the Subject
China Business and Economics
Master's with 1 major, 120 ECTS credits

Module title	Abbreviation
Computer Lab in Regression Analysis	12-CQW-091-m01

Module coordinator	Module offered by
holder of the Chair of Econometrics	Faculty of Business Management and Economics

ECTS	Method of grading	Only after succ. compl. of module(s)	
5	numerical grade	--	

Duration	Module level	Other prerequisites
1 semester	undergraduate	--

Contents

This module builds on the lectures "Grundlagen der Statistik" ("Descriptive Statistics and Introduction to Probability") and "Grundlagen der QWF" ("Introduction to Statistical Inference and Regression Analysis"). It introduces students to the simulation of different distributions and the application of linear regression analysis.
In the first part of the course, different distributions are introduced, simulated with Excel and their theoretical moments are estimated. In the second part, linear regression analysis is introduced, different specifications are estimated and interpreted and potential pitfalls are pointed out.

Intended learning outcomes

After finishing this course students acquired several skills. They
(i) get an overview of several distributions;
(ii) know how to simulate those distributions in MS Excel and are able to estimate and interpret the related theoretical moments;
(iii) can perform smaller simulations in Excel;
(iv) get to know a variety of different Excel commands which are important for statistical working;
(v) are introduced to the linear regression analysis, can perform it in Excel and Gretl, and know how to interpret the results.

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

P (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. 10 pages) and presentation (approx. 20 minutes), weighted 2:1

Allocation of places

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

Additional information

--

Workload

--

Teaching cycle

--

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

--

Subdivided Module Catalogue for the Subject
China Business and Economics
Master's with 1 major, 120 ECTS credits

Module appears in
Bachelor' degree (1 major) Business Management and Economics (2009)
Bachelor' degree (1 major) Business Management and Economics (2007)
Bachelor' degree (1 major) Business Management and Economics (2013)
Bachelor' degree (1 major) Business Management and Economics (2008)
Bachelor' degree (1 major) Business Management and Economics (2010)
Bachelor' degree (1 major) Economathematics (2009)
Bachelor' degree (1 major) Economathematics (2012)
Bachelor' degree (1 major) Economathematics (2008)
Master's degree (1 major) China Business and Economics (2014)
Master's degree (1 major) China Business and Economics (2012)

Subdivided Module Catalogue for the Subject
China Business and Economics
Master's with 1 major, 120 ECTS credits

Module title	Abbreviation
eBusiness	12-EBus-F-082-m01

Module coordinator	Module offered by
holder of the Chair of Information Systems Engineering	Faculty of Business Management and Economics

ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--

Duration	Module level	Other prerequisites
1 semester	undergraduate	--

Contents

E-business is a comprehensive, digital processing of business transactions between private and public enterprises as well as institutions and their clients on global public and private networks such as the internet. Precisely because euphoria for e-business has waned considerably in recent years, a lot of emphasis is now being placed on introducing such solutions in a user-oriented way. This lecture will first discuss the supporting economic theories and will then describe and analyse individual solutions such as e-procurement, e-shop, e-marketplace and e-community in detail.

Intended learning outcomes

The module provides students with knowledge about:
(i) E-Procurement
(ii) E-Shop
(iii) E-Marketplace
(iv) E-Community

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

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

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

written examination (approx. 60 minutes)

Allocation of places

--

Additional information

--

Workload

--

Teaching cycle

--

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

--

Module appears in

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

Subdivided Module Catalogue for the Subject
China Business and Economics
Master's with 1 major, 120 ECTS credits

Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2010)

Master's with 1 major China Business and Econo-
mics (2012) | JMU Würzburg • generated 26-Aug-2024 • exam. reg. data re-
cord Master (120 ECTS) China Business and Economics - 2012 | page 58 / 278

Subdivided Module Catalogue for the Subject
China Business and Economics
Master's with 1 major, 120 ECTS credits

Module title	Abbreviation
Introduction to Business Administration	12-EBWL-G-082-m01

Module coordinator	Module offered by
holder of the Chair for Human Resource Management and Organisation	Faculty of Business Management and Economics

ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--

Duration	Module level	Other prerequisites
1 semester	undergraduate	--

Contents

This course will introduce students to relevant subject areas of business administration. Students will acquire an overview of the different perspectives and main points of view from which a theoretical examination of business enterprise may take place. The course will focus on what companies or other organisations are, how they behave and in what form they are organised. For this purpose, a study will be made of the economic subject's decision-making behaviour.
Reading list to be provided during lecture.

Intended learning outcomes

The aim of the lectures is to familiarise the students with the basic problem issues and perspectives within the field of business administration.

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

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

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

written examination (approx. 60 minutes)

Allocation of places

Number of places: 640. No restrictions with regard to available places for Bachelor's students of Wirtschaftswissenschaft (Business Management and Economics), Wirtschaftsmathematik (Mathematics for Economics) and Wirtschaftsinformatik (Business Information Systems). The remaining places will be allocated to students of other subjects. 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. Applicants who already have successfully completed at least one module component of the respective module will be given preferential consideration. Places on all courses of the module component with a restricted number of places will be allocated in the same procedure. A waiting list will be maintained and places re-allocated as they become available.

Additional information

--

Workload

--

Teaching cycle

--

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

--

Module appears in

Bachelor' degree (1 major) Mathematics (2012)

Subdivided Module Catalogue for the Subject
China Business and Economics
Master's with 1 major, 120 ECTS credits

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

Julius-Maximilians-
UNIVERSITÄT
WÜRZBURG

Subdivided Module Catalogue for the Subject
China Business and Economics
Master's with 1 major, 120 ECTS credits

Module title	Abbreviation
Entrepreneurship	12-EPS-091-m01

Module coordinator	Module offered by
holder of the Chair of Entrepreneurship and Strategy	Faculty of Business Management and Economics

ECTS	Method of grading	Only after succ. compl. of module(s)	
5	numerical grade	--	

Duration	Module level	Other prerequisites
1 semester	undergraduate	--

Contents

Description:
The course introduces students to the basics of entrepreneurial self-employment. In addition to discussing theoretical concepts covering the definition, creation and performance of new ventures, the course will also discuss methods and instruments for a potential entrepreneurial career. Several content areas of start-up planning are being covered during the course of the lecture including team compilation, business model creation and financing.

Contents of the course:
1. Introduction to entrepreneurship
2. Human resources in start-ups
3. Opportunity analysis
4. Business modelling
5. Entrepreneurship in the digital industry
6. Business planning
7. Finance
8. Marketing in start-ups

Intended learning outcomes

After completing the module "Entrepreneurship", the students should be able to
(i) describe and problematize the concept of entrepreneurship and the entrepreneurial perspective;
(ii) describe and analyze the entrepreneurial process, its drivers, characteristics and context;
(iii) apply theories within the entrepreneurship field to real life situations;
(iv) take initiatives and independently develop a business idea and use knowledge gained from earlier courses in business administration in order to develop this idea in a business plan sketch;
(v) plan human resources and marketing in a start-up.

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

Allocation of places

--

Additional information

--

Workload

--

Teaching cycle

--

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

--

Subdivided Module Catalogue for the Subject
China Business and Economics
Master's with 1 major, 120 ECTS credits

Module appears in
Bachelor' degree (1 major) Business Management and Economics (2009)
Bachelor' degree (1 major) Business Management and Economics (2007)
Bachelor' degree (1 major) Business Management and Economics (2013)
Bachelor' degree (1 major) Business Management and Economics (2008)
Bachelor' degree (1 major) Business Management and Economics (2010)
Bachelor' degree (1 major) Economathematics (2009)
Bachelor' degree (1 major) Economathematics (2012)
Bachelor' degree (1 major) Economathematics (2008)
Bachelor' degree (1 major) Business Information Systems (2014)
Bachelor' degree (1 major) Business Information Systems (2013)
Bachelor' degree (1 major) Business Information Systems (2007)
Bachelor' degree (1 major) Business Information Systems (2009)
Bachelor' degree (1 major) Business Information Systems (2008)
Master's degree (1 major) Media Communication (2014)
Master's degree (1 major) Media Communication (2013)
Master's degree (1 major) China Business and Economics (2014)
Master's degree (1 major) China Business and Economics (2012)
Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2010)

Subdivided Module Catalogue for the Subject
China Business and Economics
Master's with 1 major, 120 ECTS credits

Module title	Abbreviation
European Monetary Policy	12-EuGP-F-082-m01

Module coordinator	Module offered by
holder of the Chair of Monetary Policy and International Economics	Faculty of Business Management and Economics

ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--

Duration	Module level	Other prerequisites
1 semester	undergraduate	--

Contents

The course discusses the following questions:
1. Why is price stability the main objective of the ECB?
2. How can the ECB control interest rates and the creation of credit? Why did the financial crisis happen?
3. How does interest rate policy influence macroeconomic objectives (price stability and full employment)?
4. Why is it important for monetary policy to be independent?
5. How does the ECB know, how to set interest rates? (strategies of monetary policy)
6. Why did central banks engage in unconventional monetary policy during the last years?

Intended learning outcomes

By completing this course, students receive a profound understanding of theory and practice of monetary policy. Next to a profound knowledge of monetary policy in general, students are able to form a critical opinion about the conduct of monetary policy by the European Central Bank and in part about the policy of other central banks.

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

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

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

written examination (approx. 60 minutes)

Allocation of places

--

Additional information

--

Workload

--

Teaching cycle

--

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

--

Module appears in

Bachelor' degree (1 major) Business Management and Economics (2009)
Bachelor' degree (1 major) Business Management and Economics (2013)
Bachelor' degree (1 major) Business Management and Economics (2008)
Bachelor' degree (1 major) Business Management and Economics (2010)
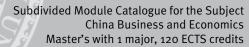Bachelor' degree (1 major) Economathematics (2009)
Bachelor' degree (1 major) Economathematics (2012)
Bachelor' degree (1 major) Economathematics (2008)
Bachelor' degree (1 major) Business Information Systems (2014)
Bachelor' degree (1 major) Business Information Systems (2013)
Bachelor' degree (1 major) Business Information Systems (2009)

Subdivided Module Catalogue for the Subject
China Business and Economics
Master's with 1 major, 120 ECTS credits

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

Julius-Maximilians-
UNIVERSITÄT
WÜRZBURG

Subdivided Module Catalogue for the Subject
China Business and Economics
Master's with 1 major, 120 ECTS credits

Module title	Abbreviation
Introduction to Economics	12-EVWL-G-082-m01

Module coordinator	Module offered by
holder of the Chair of Monetary Policy and International Economics	Faculty of Business Management and Economics

ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--

Duration	Module level	Other prerequisites
1 semester	undergraduate	--

Contents

The course deals with the following topics:
1. Economics shows how markets function
2. The division of labour is the basis of our wealth
3. The market in action
4. Monopolies and cartels endanger market economies
5. The labour market and the role of unions
6. The government's role in a social market economy
7. Governmental redistribution guarantees the social balance in a market economy
8. Environmental policy and the government's allocation function
9. Objectives and agents in the macro economy
10 How do aggregate supply and demand come into equilibrium?
11. The role of fiscal policy
12 How does a central bank stabilise aggregate demand by setting interest rates?

Intended learning outcomes

By completing this course, students receive a fundamental understanding of economics. Students are able to grasp microeconomic as well as macroeconomic subjects and to analyze them in theoretical models.

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

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

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

written examination (approx. 60 minutes)

Allocation of places

Number of places: 640. No restrictions with regard to available places for Bachelor's students of Wirtschaftswissenschaft (Business Management and Economics), Wirtschaftsmathematik (Mathematics for Economics) and Wirtschaftsinformatik (Business Information Systems). The remaining places will be allocated to students of other subjects. 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. 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

--

Subdivided Module Catalogue for the Subject
China Business and Economics
Master's with 1 major, 120 ECTS credits

Teaching cycle
--

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

Module appears in
Bachelor' degree (1 major) Mathematics (2012)
Bachelor' degree (1 major) Mathematics (2013)
Bachelor' degree (1 major) Business Management and Economics (2009)
Bachelor' degree (1 major) Business Management and Economics (2008)
Bachelor' degree (1 major) Business Management and Economics (2010)
Bachelor' degree (1 major) Economathematics (2009)
Bachelor' degree (1 major) Economathematics (2012)
Bachelor' degree (1 major) Economathematics (2008)
Bachelor' degree (1 major) Business Information Systems (2009)
Bachelor' degree (1 major) Business Information Systems (2008)
Bachelor' degree (1 major) Political and Social Studies (2008)
Master's degree (1 major) China Business and Economics (2014)
Master's degree (1 major) China Business and Economics (2012)
Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2008)

Subdivided Module Catalogue for the Subject
China Business and Economics
Master's with 1 major, 120 ECTS credits

Module title	Abbreviation
Introduction to Business Informatics	12-EWiinf-G-082-m01

Module coordinator	Module offered by
holder of the Chair of Business Management and Business Information Systems	Faculty of Business Management and Economics

ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--

Duration	Module level	Other prerequisites
1 semester	undergraduate	--

Contents

Content:
This course offers an introduction to the essential aspects of business information systems.

Outline of syllabus:
1. Integration of IT systems
2. From data processing to information processing
3. eCommerce and eGovernment
4. Functionality of IT technology
5. Application development principles
6. Intercommunication

Reading:
Thome: Grundzüge der Wirtschaftsinformatik.

Intended learning outcomes

The course "Einführung in die Wirtschaftsinformatik" communicates
(i) an overview of the different task fields of the business informations systems discipline;
(ii) an understanding for recent developments in the discipline and related technologies.

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

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

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

written examination (approx. 60 minutes)

Allocation of places

Number of places: 640. No restrictions with regard to available places for Bachelor's students of Wirtschaftswissenschaft (Business Management and Economics), Wirtschaftsmathematik (Mathematics for Economics) and Wirtschaftsinformatik (Business Information Systems). The remaining places will be allocated to students of other subjects. 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. 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

--

Subdivided Module Catalogue for the Subject
China Business and Economics
Master's with 1 major, 120 ECTS credits

Workload
--

Teaching cycle
--

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

Module appears in
Bachelor' degree (1 major) Computer Science (2010)
Bachelor' degree (1 major) Business Management and Economics (2009)
Bachelor' degree (1 major) Business Management and Economics (2008)
Bachelor' degree (1 major) Business Management and Economics (2010)
Bachelor' degree (1 major) Business Information Systems (2009)
Bachelor' degree (1 major) Business Information Systems (2008)
Master's degree (1 major) China Business and Economics (2014)
Master's degree (1 major) China Business and Economics (2012)

Subdivided Module Catalogue for the Subject
China Business and Economics
Master's with 1 major, 120 ECTS credits

Module title	Abbreviation
Financial Accounting	12-ExtUR-G-082-m01

Module coordinator	Module offered by
holder of the Chair of Business Management and Business Taxation	Faculty of Business Management and Economics

ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--

Duration	Module level	Other prerequisites
1 semester	undergraduate	--

Contents

This course offers an introduction to the fundamentals of financial accounting, including the technique of double-entry book-keeping as well as the fundamentals of recognition, valuation and presentation of assets, liabilities and equity according to German commercial law.

Intended learning outcomes

Students acquire a basic unterstanding of the fundamentals of financial accounting. They are able to arrange, reproduce and apply this knowledge, i.e. they are able to solve simple accounting problems.

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

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

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

written examination (approx. 60 minutes)

Allocation of places

Number of places: 640. No restrictions with regard to available places for Bachelor's students of Wirtschafts-wissenschaft (Business Management and Economics), Wirtschaftsmathematik (Mathematics for Economics) and Wirtschaftsinformatik (Business Information Systems). The remaining places will be allocated to students of other subjects. 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. Applicants who already have successfully completed at least one module component of the respective module will be given preferential consideration. Places on all courses of the module component with a restricted number of places will be allocated in the same procedure. A waiting list will be maintained and places re-allocated as they become available.

Additional information

--

Workload

--

Teaching cycle

--

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

--

Module appears in

Bachelor' degree (1 major) Computer Science (2010)
Bachelor' degree (1 major) Mathematics (2012)
Bachelor' degree (1 major) Mathematics (2013)
Bachelor' degree (1 major) Business Management and Economics (2009)

Subdivided Module Catalogue for the Subject
China Business and Economics
Master's with 1 major, 120 ECTS credits

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

Subdivided Module Catalogue for the Subject
China Business and Economics
Master's with 1 major, 120 ECTS credits

Module title	Abbreviation
Seminar: Public Finance	12-Fiwi-FS-082-m01

Module coordinator	Module offered by
holder of the Chair of Public Finance	Faculty of Business Management and Economics

ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--

Duration	Module level	Other prerequisites
1 semester	undergraduate	--

Contents

In this course, students will acquire an in-depth understanding of specific problems discussed in "Makroökonomik II" ("Macroeconomics II") and "Mikroökonomik III" ("Microeconomics III"). The course will use scientific economic journal articles in German and English language.

Intended learning outcomes

After completing this module, students
(i) consolidate what they have learned and if necessary apply additional techniques of scientific work;
(ii) create, present and defend a research paper;
(iii) deal with the working papers of other participants;
(iv) are better prepared for the processing of the bachelor thesis.

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

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

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

term paper (approx. 15 pages) and presentation (approx. 45 minutes), weighted 2:1

Allocation of places

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

Additional information

--

Workload

--

Teaching cycle

--

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

--

Module appears in

Bachelor' degree (1 major) Business Management and Economics (2009)
Bachelor' degree (1 major) Business Management and Economics (2008)
Bachelor' degree (1 major) Business Management and Economics (2010)
Bachelor' degree (1 major) Economathematics (2009)
Bachelor' degree (1 major) Economathematics (2012)

Subdivided Module Catalogue for the Subject
China Business and Economics
Master's with 1 major, 120 ECTS credits

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

Subdivided Module Catalogue for the Subject
China Business and Economics
Master's with 1 major, 120 ECTS credits

Module title	Abbreviation
Forward and Reverse Business Engineering	12-FRBE-F-102-m01

Module coordinator	Module offered by
Business Integration Prof. Thome	Faculty of Business Management and Economics

ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--

Duration	Module level	Other prerequisites
1 semester	undergraduate	--

Contents

"Business Engineering" refers to the method and model-based design theory for companies in the information age. "Forward" refers to design methods (such as situation analysis, requirements analysis and business process modelling) that help implement a new solution. "Reverse" refers to approaches (such as the use and process analysis) that make it possible to improve or re-design existing structures and processes. Market requirements and technological innovation potential are typical reasons for the continuous transformation of a company. The resulting change needs to be implemented into the organisational structure, business processes and information systems.
The course traces the implementation cycle of enterprise software from the point of view of a member of a project team. In addition to acquainting students with the theoretical basis of adaptation, the course will also discuss examples from practical projects.

Intended learning outcomes

The students know in detail the process of adaptation of business software libraries. They master the methods of Forward Engineering (such as situation analysis, requirement analysis, process modeling and business blueprint) and Reverse Engineering (Reverse Business Engineering) and their implementation in tools.

Courses (type, number of weekly contact hours, language — if other than German)
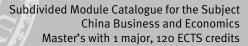
V + Ü (no information on SWS (weekly contact hours) and course language available)

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

written examination (approx. 60 minutes)

Allocation of places

Number of places: 50. Should the number of applications exceed the number of available places, places will be allocated as follows: (1) Bachelor's students of Wirtschaftsinformatik (Business Information Systems) (BSc with 180 ECTS credits) will be given preferential consideration. (2) The remaining places will be allocated to students of other subjects. (3) When places are allocated in accordance with (1) and the number of applications from Bachelor's students of Wirtschaftsinformatik (Business Information Systems) (BSc with 180 ECTS credits) exceeds the number of available places, places will be allocated among applicants from this group according to the following quotas: Quota 1 (50% of places): total number of ECTS credits already achieved in the respective degree subject; among applicants with the same number of ECTS credits achieved, places will be allocated by lot. Quota 2 (25% of places): number of subject semesters of the respective applicant; among applicants with the same number of subject semesters, places will be allocated by lot. Quota 3 (25% of places): allocation by lot. (4) When places are allocated in accordance with (2) and the number of applications from students of other subjects exceeds 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. (5) Within the groups according to (1) and (2), applicants who already have successfully completed at least one module component of the respective module will be given preferential consideration. (6) Places on all courses of the module component with a restricted number of places will be allocated in the same procedure. (7) A waiting list will be maintained and places re-allocated as they become available.

Subdivided Module Catalogue for the Subject
China Business and Economics
Master's with 1 major, 120 ECTS credits

Additional information
--
Workload
--
Teaching cycle
--
Referred to in LPO I (examination regulations for teaching-degree programmes)
--
Module appears in
Bachelor' degree (1 major) Economathematics (2012)
Master's degree (1 major) China Business and Economics (2014)
Master's degree (1 major) China Business and Economics (2012)

Subdivided Module Catalogue for the Subject
China Business and Economics
Master's with 1 major, 120 ECTS credits

Module title	Abbreviation
Introduction to Logistical Process Design	12-GLP-111-m01

Module coordinator	Module offered by
holder of the Chair of Business Management and Business Information Systems	Faculty of Business Management and Economics

ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--

Duration	Module level	Other prerequisites
1 semester	graduate	--

Contents

ERP systems have become key elements of successful companies. Business processes in companies can no longer be managed without using such ERP systems. In financial departments of companies, such systems have been used for a long time, but business processes e. g. for logistical tasks have so far not been supported by ERP solutions. This module explains how this issue could be resolved as well as what constraints and what dependencies have to be considered.

Intended learning outcomes

After completing this module, students should be able to
(i) know about actual business processes in companies;
(ii) understand selected problems in the organization and design of logistical business processes and work out solutions;
(iii) know and design basic data structures and data flows of an ERP system;
(iv) map businesss processes within an ERP system;
(v) consider the specifics of a certain industry (e. g. the process industry) when organizing business processes;
(vi) map the core business processes within an ERP system.

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

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

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

a) written examination (approx. 60 minutes) or b) term paper (approx. 15 pages)

Allocation of places

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

Additional information

--

Workload

--

Teaching cycle

--

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

--

Subdivided Module Catalogue for the Subject
China Business and Economics
Master's with 1 major, 120 ECTS credits

Module appears in
Master's degree (1 major) Economathematics (2011)
Master's degree (1 major) Business Information Systems (2011)
Master's degree (1 major) Business Management (2011)
Master's degree (1 major) Economics (2011)
Master's degree (1 major) China Business and Economics (2014)
Master's degree (1 major) China Business and Economics (2012)
Master's degree (1 major) Chinese and Economics (2014)
Master's degree (1 major) Chinese and Economics (2012)

Subdivided Module Catalogue for the Subject
China Business and Economics
Master's with 1 major, 120 ECTS credits

Module title	Abbreviation
Business Processes	12-GP-G-082-m01

Module coordinator	Module offered by
holder of the Chair of Business Management and Business Information Systems	Faculty of Business Management and Economics

ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--

Duration	Module level	Other prerequisites
1 semester	undergraduate	--

Contents

This course is aimed at students of Wirtschaftsinformatik (Business Information Systems) and Wirtschaftswissenschaft (Business Management and Economics) interested in the topic. The course is divided up into two parts. In the theoretical part, students will acquire the necessary theoretical knowledge that will serve as a basis for the practical part. The practical exercise will present students with an opportunity to apply their newly acquired knowledge by working with an SAP Business ByDesign system on case studies on the model company Almika. In this context, the human resources, purchasing, sales, service, project management and finance departments will be dealt with.

The course will introduce students to business processes of an ERP system (Enterprise Resource Planning) using the example of SAP Business ByDesign. In addition to the basic principles, students will also become familiar with the processes and functionalities.

Intended learning outcomes

After completing the course, the students will be able to
1. reflect technical principles and operational models of ERP systems,
2. understand the functionality of ERP systems and
3. perform and unterstand business processes within the ERP system SAP Business ByDesign.

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

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

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

written examination (approx. 60 minutes)

Allocation of places

Wirtschaftsinformatik (Business Information Systems) Bachelor's (180 ECTS): no restrictions. Other degree programmes: minimum 15 places. More places will be available provided there is enough capacity. Should the number of applications from students of other subjects 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 subject; among applicants with the same number of ECTS credits, 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; 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

--

Subdivided Module Catalogue for the Subject
China Business and Economics
Master's with 1 major, 120 ECTS credits

Referred to in LPO I (examination regulations for teaching-degree programmes)
--
Module appears in
Bachelor' degree (1 major) Computer Science (2010)
Bachelor' degree (1 major) Business Management and Economics (2009)
Bachelor' degree (1 major) Business Management and Economics (2008)
Bachelor' degree (1 major) Business Management and Economics (2010)
Bachelor' degree (1 major) Economathematics (2009)
Bachelor' degree (1 major) Economathematics (2012)
Bachelor' degree (1 major) Economathematics (2008)
Bachelor' degree (1 major) Business Information Systems (2009)
Bachelor' degree (1 major) Business Information Systems (2008)
Master's degree (1 major) China Business and Economics (2014)
Master's degree (1 major) China Business and Economics (2012)
Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2010)

Subdivided Module Catalogue for the Subject
China Business and Economics
Master's with 1 major, 120 ECTS credits

Module title	Abbreviation
Business Processes in different Lines of Business	12-GPU-072-m01

Module coordinator	Module offered by
holder of the Chair of Business Management and Business Information Systems	Faculty of Business Management and Economics

ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--

Duration	Module level	Other prerequisites
1 semester	graduate	--

Contents

Content:
This module provides students with an overview of the structure of a business information system (SAP Business ByDesign) in depth.

Outline of syllabus:
1. Integrated information systems: integration, standard software, system architecture
2. Working with standard business software
3. Consulting in integrated information systems: project management, project organisation, presentation skills

Description:
The lecture will be accompanied by an exercise that will present students with an opportunity to access, in small groups, the enterprise resource planning system operated by the Chair in its ERP laboratory and to work with the software, dealing with a wide variety of business processes.
If you would like to register for this course, please submit an application to the consultants (cover letter, CV, certificates; please also specify your degree programme and student ID number).

Intended learning outcomes

After completing the course "Business Software 1", students will be able to
(i) understand an ERP system in its depth;
(ii) understand the interaction of business processes;
(iii) execute business tasks and processes in an ERP system independently (after participation in the practice lessons).

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

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

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

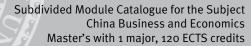term paper (approx. 20 pages) and presentation (approx. 20 minutes), weighted 2:1

Allocation of places

--

Additional information

--

Workload

--

Teaching cycle

--

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

--

Module appears in

Master's degree (1 major) Economathematics (2011)

Subdivided Module Catalogue for the Subject
China Business and Economics
Master's with 1 major, 120 ECTS credits

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

Subdivided Module Catalogue for the Subject
China Business and Economics
Master's with 1 major, 120 ECTS credits

Module title	Abbreviation
Investment and Finance - Advanced Level	12-I&F-F-082-m01

Module coordinator	Module offered by
holder of the Chair of Business Management, Banking and Finance	Faculty of Business Management and Economics

ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--

Duration	Module level	Other prerequisites
1 semester	undergraduate	--

Contents

Content:
This course discusses the fundamental principles of corporate valuation, optimal asset allocation and optimal financial structuring.

Outline of syllabus:
1. Choice under uncertainty
2. Portfolio selection
3. Main features of the capital market theory
4. Taxes and business financing
5. Agency theory and business financing

Intended learning outcomes

After completion of the module "Investment and financing for advanced" students will be able
(i) to understand the basics of a rational investment and financing behavior under uncertainty;
(ii) to explain the optimal asset allocation in theory and to solve several case studies;
(iii) demonstrate an increased understanding of the fundamentals of the agency theory and the resulting problems of optimal financing structure.

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

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

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

written examination (approx. 60 minutes)

Allocation of places

--

Additional information

--

Workload

--

Teaching cycle

--

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

--

Module appears in

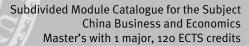Bachelor' degree (1 major) Business Management and Economics (2009)
Bachelor' degree (1 major) Business Management and Economics (2013)
Bachelor' degree (1 major) Business Management and Economics (2008)
Bachelor' degree (1 major) Business Management and Economics (2010)
Bachelor' degree (1 major) Economathematics (2009)
Bachelor' degree (1 major) Economathematics (2012)

Subdivided Module Catalogue for the Subject
China Business and Economics
Master's with 1 major, 120 ECTS credits

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

Subdivided Module Catalogue for the Subject
China Business and Economics
Master's with 1 major, 120 ECTS credits

Module title	Abbreviation
Seminar: Investment and Finance	12-I&F-FS-122-m01

Module coordinator	Module offered by
holder of the Chair of Business Management, Banking and Finance	Faculty of Business Management and Economics

ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--

Duration	Module level	Other prerequisites
1 semester	undergraduate	--

Contents

This seminar deals with current topics of investments and finance. Students will be required to independently analyse a selected topic and to write a term paper. This term paper may be largely literature based or empirical or may be based on independent work with formal models. In addition, students will be required to deliver a talk on the topic.

Intended learning outcomes

After completing the seminar "Investments and Finance", the students acquired detailed knowledge of important fields of investments and finance. They are also able to process their research findings in a written assignment and to present their findings.

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

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

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

term paper (approx. 20 pages) and presentation (approx. 20 minutes), weighted 2:1
Language of assessment: German, English

Allocation of places

Number of places: 15. Should the number of applications exceed the number of available places, places will be allocated according to the grade of module component 12-I&F-G-1; among applicants with the same grade, places will be allocated by lot.

Additional information

--

Workload

--

Teaching cycle

--

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

--

Module appears in

Bachelor' degree (1 major) Economathematics (2012)
Master's degree (1 major) China Business and Economics (2014)
Master's degree (1 major) China Business and Economics (2012)

Subdivided Module Catalogue for the Subject
China Business and Economics
Master's with 1 major, 120 ECTS credits

Module title	Abbreviation
Investment and Finance. An Introduction	12-I&F-G-082-m01

Module coordinator	Module offered by
holder of the Chair of Business Management, Banking and Finance	Faculty of Business Management and Economics

ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--

Duration	Module level	Other prerequisites
1 semester	undergraduate	--

Contents

Content:
This course offers an introduction to principles of financial mathematics, several methods of capital budgeting and principles of financial economics.

Outline of syllabus:
1. Principles of financial mathematics
2. Fundamental concepts
3. Problems of investment and finance in one commodity world under certainty
4. Problems of investment and finance in one commodity world under uncertainty
5. Problems of investment and finance in many commodities world under uncertainty
6. Capital market and corporate financing in Germany

Intended learning outcomes

After completing the course "Principles of Investments and Finance", the students will be able
(i) to understand the fundamentals in financial mathematics and solve several problems, e.g. via the PV approach;
(ii) to address the central problems in intertemporal allocation given different capital market scenarios;
(iii) to budget and calculate the optimal useful life given static and dynamic investment approaches under the consideration of several other investment opportunities and the capital market scenario, especially the influence of taxes.

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

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

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

written examination (approx. 60 minutes)

Allocation of places

Number of places: 405. No restrictions with regard to available places for Bachelor's students of Wirtschaftswissenschaft (Business Management and Economics), Wirtschaftsmathematik (Mathematics for Economics) and Wirtschaftsinformatik (Business Information Systems). The remaining places will be allocated to students of other subjects. 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. 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

--

Subdivided Module Catalogue for the Subject
China Business and Economics
Master's with 1 major, 120 ECTS credits

Workload
--

Teaching cycle
--

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

Module appears in
Bachelor' degree (1 major) Computer Science (2010)
Bachelor' degree (1 major) Mathematics (2012)
Bachelor' degree (1 major) Mathematics (2013)
Bachelor' degree (1 major) Business Management and Economics (2009)
Bachelor' degree (1 major) Business Management and Economics (2008)
Bachelor' degree (1 major) Business Management and Economics (2010)
Bachelor' degree (1 major) Economathematics (2009)
Bachelor' degree (1 major) Economathematics (2012)
Bachelor' degree (1 major) Economathematics (2008)
Bachelor' degree (1 major) Business Information Systems (2009)
Bachelor' degree (1 major) Business Information Systems (2008)
Master's degree (1 major) China Business and Economics (2014)
Master's degree (1 major) China Business and Economics (2012)
Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2010)

Subdivided Module Catalogue for the Subject
China Business and Economics
Master's with 1 major, 120 ECTS credits

Module title		Abbreviation
Innovation Management		12-IM-091-m01

Module coordinator		Module offered by
holder of the Chair of Entrepreneurship and Strategy		Faculty of Business Management and Economics

ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--

Duration	Module level	Other prerequisites
1 semester	undergraduate	--

Contents

The course will provide students with an overview of essential topics of innovation management. Particular emphasis will be on the application of theoretical concepts to practical examples and cases. The course will develop the innovation process starting with the idea and ending with the market entry of an innovation. The course will consist of two core elements: 1. "Creating Value": how can companies create something new? and 2. "Profiting from Value": how can companies profit from innovations? The course will use practical examples from numerous industries such as world-class restaurants, music, consumer goods, electricity or the software industry.

Intended learning outcomes

At the end of the module students are able to understand:
- The importance of innovations
- The sources of innovations
- The New Product Development process
- The roles in the innovation process
- The importance of intellectual property rights
- How innovations diffuse in the market

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

Allocation of places

--

Additional information

--

Workload

--

Teaching cycle

--

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

--

Module appears in

Bachelor' degree (1 major) Business Management and Economics (2009)
Bachelor' degree (1 major) Business Management and Economics (2013)
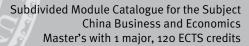Bachelor' degree (1 major) Business Management and Economics (2010)
Bachelor' degree (1 major) Economathematics (2009)
Bachelor' degree (1 major) Economathematics (2012)
Bachelor' degree (1 major) Economathematics (2008)
Bachelor' degree (1 major) Business Information Systems (2014)
Bachelor' degree (1 major) Business Information Systems (2013)

Subdivided Module Catalogue for the Subject
China Business and Economics
Master's with 1 major, 120 ECTS credits

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

Subdivided Module Catalogue for the Subject
China Business and Economics
Master's with 1 major, 120 ECTS credits

Module title		Abbreviation
European Integration		12-Integ-F-082-m01

Module coordinator		Module offered by
holder of the Chair of Economic Order and Social Policy		Faculty of Business Management and Economics

ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--

Duration	Module level	Other prerequisites
1 semester	undergraduate	--

Contents

The course analyses the impacts the proceeding economic integration in Europe has on goods and factor markets. Several models are presented to illustrate the subsequent changes. During exercises, students will consolidate the knowledge they acquired in the lecture.

Intended learning outcomes

The students understand the impacts of the European Integration and of globalization in general. They are able to illustrate these impacts using the models presented in the lecture and to evaluate them in an economic manner.

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

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

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

written examination (approx. 60 minutes)

Allocation of places

--

Additional information

--

Workload

--

Teaching cycle

--

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

--

Module appears in

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

Master's with 1 major China Business and Econo-
mics (2012)
JMU Würzburg • generated 26-Aug-2024 • exam. reg. data re-
cord Master (120 ECTS) China Business and Economics - 2012
page 88 / 278

Subdivided Module Catalogue for the Subject
China Business and Economics
Master's with 1 major, 120 ECTS credits

Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2010)

Subdivided Module Catalogue for the Subject
China Business and Economics
Master's with 1 major, 120 ECTS credits

Module title		Abbreviation
International Trade		12-IntH-092-m01

Module coordinator		Module offered by
holder of the Chair of International Economics		Faculty of Business Management and Economics

ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--

Duration	Module level	Other prerequisites
1 semester	undergraduate	--

Contents

This module will discuss explanations of international trade.

Intended learning outcomes

German intended learning outcomes available but not translated yet.

Die Studierenden können die Bestimmungsgründe des internationalen Handels erklären und ihre sektoralen und gesamtwirtschaftlichen Auswirkungen einschätzen.

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

Allocation of places

--

Additional information

--

Workload

--

Teaching cycle

--

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

--

Module appears in

Bachelor' degree (1 major) Economathematics (2012)
Master's degree (1 major) China Business and Economics (2014)
Master's degree (1 major) China Business and Economics (2012)
Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2010)

Subdivided Module Catalogue for the Subject
China Business and Economics
Master's with 1 major, 120 ECTS credits

Module title	Abbreviation
Managerial Accounting	12-IntUR-G-082-m01

Module coordinator	Module offered by
holder of the Chair of Business Management and Accounting	Faculty of Business Management and Economics

ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--

Duration	Module level	Other prerequisites
1 semester	undergraduate	--

Contents

Content:
This course offers an introduction to aims and methods of managerial accounting (cost accounting).

Outline of syllabus:
1. Managerial accounting and financial accounting
2. Managerial accounting: basic terms
3. Different types of costs
4. Cost centre accounting based on total costs
5. Job costing based on total costs
6. Cost centre accounting and job costing based on direct/variable costs
7. Budgeting and cost-variance analysis
8. Cost-volume-profit analysis
9. Cost information and operating decisions

Reading:
Coenenberg/Fischer/Günther: Kostenrechnung und Kostenanalyse, Stuttgart.
Friedl/Hofmann/Pedell: Kostenrechnung. Eine entscheidungsorientierte Einführung.
(most recent editions)

Intended learning outcomes

After completing the course "Management Accounting and Control", the students will be able to
(i) set out the responsibilities of the company's internal accounting and control;
(ii) define the central concepts of internal enterprise computing restriction and control and assign case studies the terms;
(iii) apply the basic methods of internal corporate accounting and control on a full and cost base to idealized case studies of medium difficulty that calculate relevant costs and benefits and take on this basis a reasoned decision.

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

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

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

written examination (approx. 60 minutes)

Allocation of places

Number of places: 640. No restrictions with regard to available places for Bachelor's students of Wirtschaftswissenschaft (Business Management and Economics), Wirtschaftsmathematik (Mathematics for Economics) and Wirtschaftsinformatik (Business Information Systems). The remaining places will be allocated to students of other subjects. 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. Applicants who al-

Subdivided Module Catalogue for the Subject
China Business and Economics
Master's with 1 major, 120 ECTS credits

ready have successfully completed at least one module component of the respective module will be given preferential consideration. Places on all courses of the module component with a restricted number of places will be allocated in the same procedure. A waiting list will be maintained and places re-allocated as they become available.

Additional information

--

Workload

--

Teaching cycle

--

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

--

Module appears in

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

Subdivided Module Catalogue for the Subject
China Business and Economics
Master's with 1 major, 120 ECTS credits

Module title	Abbreviation
Information Systems Analysis and Design	12-IS-111-m01

Module coordinator	Module offered by
holder of the Chair of Business Management and Business Information Systems	Faculty of Business Management and Economics

ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--

Duration	Module level	Other prerequisites
1 semester	graduate	--

Contents

(This course was discontinued and replaced by the course "IT-Management")

Content:
This course provides students with an in-depth overview of aims, tasks and appropriate methods of IT management.

Outline of syllabus:

1. Organisation and distinction
2. IT strategy
3. IT organisation
4. Management of IT systems
5. Enterprise Architecture Management
6. IT project management
7. IT security
8. IT law
9. IT controlling

Reading:
- Hofmann/Schmidt: Masterkurs IT-Management, Wiesbaden.
- Tiemeyer: Handbuch IT-Management, Munich.
- Hanschke: Strategisches Management der IT-Landschaft, Munich.

Intended learning outcomes

After completing the course "IT Management", students will be able to

1. overview the different aspects to be considered regarding a purposeful IT management;
2. understand and apply appropriate methods and tools;
3. independently perform system search and selection in a team project (only after participation in the practice lessons).

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

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

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

a) written examination (approx. 60 minutes) or b) term paper (approx. 15 pages)

Allocation of places

--

Additional information

--

Subdivided Module Catalogue for the Subject
China Business and Economics
Master's with 1 major, 120 ECTS credits

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

Subdivided Module Catalogue for the Subject
China Business and Economics
Master's with 1 major, 120 ECTS credits

Module title	Abbreviation
Information Processing within Organizations	12-IU-111-m01

Module coordinator	Module offered by
holder of the Chair of Business Management and Business Information Systems	Faculty of Business Management and Economics

ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--

Duration	Module level	Other prerequisites
1 semester	graduate	--

Contents

Content:
This course provides students with an in-depth overview of the structure and the application areas of business management information systems in enterprises and public institutions.

Outline of syllabus:
1. What is software: concepts, categories, application
2. Software life cycle: duration, phases, steps
3. As-is analysis: tasks, problems
4. To-be concept: system design, data design, dialog design, function design
5. Object orientation: paradigm shift
6. Change management: meaning, methodologies, project management
7. Office automation: tasks, areas of application

Intended learning outcomes

After completing the course "Integrated Information Processing", students will be able to
(i) understand the importance of integration in enterprises, especially in information systems;
(ii) assess the progress of development of a software project, estimate cycle costs, know and consider requirements, which brings a software implementation with;
(iii) select the correct procedures or practices in an as-is analysis and target conception and practically apply (with participation in the exercise);
(iv) understand the importance of change management and project management and know the appropriate methods for specific applications.

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

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

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

a) written examination (approx. 60 minutes) or b) term paper (approx. 15 pages)
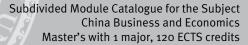
Allocation of places

--

Additional information

--

Workload

--

Teaching cycle

--

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

--

Module appears in

Master's degree (1 major) Economathematics (2011)

Subdivided Module Catalogue for the Subject
China Business and Economics
Master's with 1 major, 120 ECTS credits

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

Subdivided Module Catalogue for the Subject
China Business and Economics
Master's with 1 major, 120 ECTS credits

Module title		Abbreviation
Business Cycles and Stabilization Policy		12-Konj1-F-082-m01

Module coordinator	Module offered by
holder of the Chair of Monetary Policy and International Economics	Faculty of Business Management and Economics

ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--

Duration	Module level	Other prerequisites
1 semester	undergraduate	--

Contents

The course will introduce students to the theory of business cycle dynamics. Capitalist based economies are subject to pronounced cycles of economic booms and busts. In this course, we will find out why! Kicking off the lecture, we will look at some stylised empirical facts of business cycles. Afterwards, we will give a structural interpretation, focusing in particular on housing and asset markets and their role for the business cycle. We will also take a closer look at investment, one of the main cycle-makers. Afterwards, we will ask the question of how monetary and fiscal policy can safeguard the business cycle. Special attention will be given to the euro area. We will also invite an expert to give a practical introduction to business cycle indicators.

Intended learning outcomes

The course offers an introduction into a vast array of analytical tools. Students
(i) are exposed to 1st and 2nd order difference equations and learn how to solve them;
(ii) learn how business cycle indicator are constructed;
(iii) are supplied with up to date knowledge on the interaction of business cycles, asset markets and economic policy which enables them to critically access contemporaneous policy.

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

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

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

written examination (approx. 60 minutes)

Allocation of places

--

Additional information

--

Workload

--

Teaching cycle

--

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

--

Module appears in

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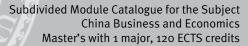Bachelor' degree (1 major) Business Management and Economics (2010)
Bachelor' degree (1 major) Economathematics (2009)
Bachelor' degree (1 major) Economathematics (2012)
Bachelor' degree (1 major) Economathematics (2008)
Bachelor' degree (1 major) Business Information Systems (2009)
Master's degree (1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

Subdivided Module Catalogue for the Subject
China Business and Economics
Master's with 1 major, 120 ECTS credits

Master's degree (1 major) China Business and Economics (2012)
Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2010)

Subdivided Module Catalogue for the Subject
China Business and Economics
Master's with 1 major, 120 ECTS credits

Module title	Abbreviation
Time Series Analysis	12-Konj2-F-082-m01

Module coordinator	Module offered by
holder of the Chair of Econometrics	Faculty of Business Management and Economics

ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--

Duration	Module level	Other prerequisites
1 semester	undergraduate	--

Contents

In this module, students will become familiar with basic methods for describing, analysing and forecasting economic time series. Filter and component models, ARIMA and spectral analytic methods will be discussed.

Note: This module is not offered on a regular basis.

Intended learning outcomes

Students acquire comprehension on the key methods of time-series analysis. They will be able to analyze and forecast economic time-series competently.

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

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

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

written examination (approx. 60 minutes)

Allocation of places

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

Additional information

--

Workload

--

Teaching cycle

--

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

--

Module appears in

Bachelor' degree (1 major) Business Management and Economics (2009)
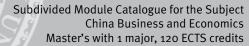Bachelor' degree (1 major) Business Management and Economics (2013)
Bachelor' degree (1 major) Business Management and Economics (2008)
Bachelor' degree (1 major) Business Management and Economics (2010)
Bachelor' degree (1 major) Economathematics (2009)
Bachelor' degree (1 major) Economathematics (2012)
Bachelor' degree (1 major) Economathematics (2008)

Subdivided Module Catalogue for the Subject
China Business and Economics
Master's with 1 major, 120 ECTS credits

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

Master's with 1 major China Business and Econo-
mics (2012)   JMU Würzburg • generated 26-Aug-2024 • exam. reg. data re-
cord Master (120 ECTS) China Business and Economics - 2012   page 100 / 278

Subdivided Module Catalogue for the Subject
China Business and Economics
Master's with 1 major, 120 ECTS credits

Module title		Abbreviation
Simulation of Dynamical Systems		12-Konj3-F-082-m01

Module coordinator	Module offered by
holder of the Chair of International Economics	Faculty of Business Management and Economics

ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--

Duration	Module level	Other prerequisites
1 semester	undergraduate	--

Contents

This module will equip students with a basic knowledge of the mathematics of dynamical systems as well as with a knowledge of elementary simulation techniques. Using the respective methods, the module will experimentally investigate the dynamical behaviour of selected models in business cycle theory.

Intended learning outcomes

German intended learning outcomes available but not translated yet.

Die Studierenden verfügen über ein Verständnis der wichtigsten Techniken der Simulation dynamischer Systeme.

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

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

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

written examination (approx. 60 minutes)

Allocation of places

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

Additional information

--

Workload

--

Teaching cycle

--

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

--

Module appears in

Bachelor' degree (1 major) Business Management and Economics (2009)
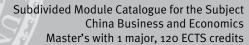Bachelor' degree (1 major) Business Management and Economics (2008)
Bachelor' degree (1 major) Business Management and Economics (2010)
Bachelor' degree (1 major) Economathematics (2009)
Bachelor' degree (1 major) Economathematics (2012)
Bachelor' degree (1 major) Economathematics (2008)

Subdivided Module Catalogue for the Subject
China Business and Economics
Master's with 1 major, 120 ECTS credits

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

Subdivided Module Catalogue for the Subject
China Business and Economics
Master's with 1 major, 120 ECTS credits

Module title	Abbreviation
Cost Accounting for Decision Making and Control	12-KR-091-m01

Module coordinator	Module offered by
holder of the Chair of Business Management, Controlling and Accounting	Faculty of Business Management and Economics

ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--

Duration	Module level	Other prerequisites
1 semester	undergraduate	--

Contents

First, this module will discuss basic principles of accounting such as full and direct costing as well as cost and performance accounting in the context of decision making. The course will then focus on decision-making processes (break-even analysis, short-term production planning and pricing decisions) and internal control calculations (the role of controls; deviation analyses).

Intended learning outcomes

This module provides competences in order to apply systems of full- and direct costing, cost and performance accounting with regard to decision-making and internal control processes. The goal is to promote analytical thinking and problem-solving abilities by analyses of com-plex problem structures.

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

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

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

written examination (approx. 60 minutes)

Allocation of places

--

Additional information

--

Workload

--

Teaching cycle

--

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

--

Module appears in

Bachelor' degree (1 major) Business Management and Economics (2009)
Bachelor' degree (1 major) Business Management and Economics (2007)
Bachelor' degree (1 major) Business Management and Economics (2013)
Bachelor' degree (1 major) Business Management and Economics (2008)
Bachelor' degree (1 major) Business Management and Economics (2010)
Bachelor' degree (1 major) Economathematics (2009)
Bachelor' degree (1 major) Economathematics (2012)
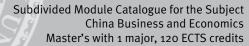Bachelor' degree (1 major) Economathematics (2008)
Bachelor' degree (1 major) Business Information Systems (2014)
Bachelor' degree (1 major) Business Information Systems (2013)
Bachelor' degree (1 major) Business Information Systems (2007)
Bachelor' degree (1 major) Business Information Systems (2009)
Bachelor' degree (1 major) Business Information Systems (2008)

Subdivided Module Catalogue for the Subject
China Business and Economics
Master's with 1 major, 120 ECTS credits

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

Subdivided Module Catalogue for the Subject
China Business and Economics
Master's with 1 major, 120 ECTS credits

Module title		Abbreviation
Logistic Concepts and Processes		12-LA-111-m01

Module coordinator	Module offered by
Business Integration Prof. Thome	Faculty of Business Management and Economics

ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--

Duration	Module level	Other prerequisites
1 semester	graduate	--

Contents

This module discusses fundamental aspects and contemporary concepts of logistical tasks and processes.

Intended learning outcomes

Students will learn about the fundamental aspects and contemporary concepts of logistical tasks and processes especially in the field of Operations Management. Additionally students will be able to evaluate the business impacts of a better performance of logistical issues within a company.

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

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

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

a) written examination (approx. 60 minutes) or b) term paper (approx. 15 pages)

Allocation of places

--

Additional information

--

Workload

--

Teaching cycle

--

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

--

Module appears in

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

Subdivided Module Catalogue for the Subject
China Business and Economics
Master's with 1 major, 120 ECTS credits

Module title	Abbreviation
Operations Research	12-LM-111-m01

Module coordinator	Module offered by
holder of the Chair of Business Management and Business Information Systems	Faculty of Business Management and Economics

ECTS	Method of grading	Only after succ. compl. of module(s)	
5	numerical grade	--	

Duration	Module level	Other prerequisites
1 semester	graduate	--

Contents

Content:
The module familiarises students with essential fundamentals, concepts and methods of logistics applications.

- Modelling
- Graph theory
- Network technology
- Flows in networks
- Touring / route planning
- From heuristics to optimisation
- Simulation

Intended learning outcomes

The students
(i) have significant knowledge of the fundamentals, concepts and methods of logistical applications and
(ii) can recognize their economic importance and consequences.

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

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

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

a) written examination (approx. 60 minutes) or b) term paper (approx. 15 pages)

Allocation of places

--

Additional information

--

Workload

--

Teaching cycle

--

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

--

Module appears in

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

Subdivided Module Catalogue for the Subject
China Business and Economics
Master's with 1 major, 120 ECTS credits

Module title		Abbreviation
Market Research		12-MaFo-F-082-m01

Module coordinator	Module offered by
holder of the Chair of Business Administration and Marketing	Faculty of Business Management and Economics

ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--

Duration	Module level	Other prerequisites
1 semester	undergraduate	--

Contents

This module will acquaint students with modern methods of market research as well as multivariate statistical methods and will thus equip them with the skills necessary to independently conduct practical and empirical scientific studies.

Intended learning outcomes

German intended learning outcomes available but not translated yet.

Die Studierenden verfügen über Kenntnisse moderner Marktforschungsmethoden und multivariater statistischer Verfahren zur eigenständigen Durchführung von praktischen und wissenschaftlichen empirischen Studien.

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

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

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

written examination (approx. 60 minutes)

Allocation of places

--

Additional information

--

Workload

--

Teaching cycle

--

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

--

Module appears in

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

Subdivided Module Catalogue for the Subject
China Business and Economics
Master's with 1 major, 120 ECTS credits

Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2010)

Subdivided Module Catalogue for the Subject
China Business and Economics
Master's with 1 major, 120 ECTS credits

Module title	Abbreviation
Advanced International Trade	12-M-AIT-111-m01

Module coordinator	Module offered by
holder of the Chair of International Economics	Faculty of Business Management and Economics

ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--

Duration	Module level	Other prerequisites
1 semester	graduate	--

Contents

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)

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

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

a) written examination (approx. 180 minutes) or
b) term paper (approx. 15 pages)
Language of assessment: English
Assessment offered: once a year, winter semester

Allocation of places

--

Additional information

--

Workload

--

Teaching cycle

--

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

--

Module appears in

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

Subdivided Module Catalogue for the Subject
China Business and Economics
Master's with 1 major, 120 ECTS credits

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

Master's with 1 major China Business and Econo-
mics (2012) | JMU Würzburg • generated 26-Aug-2024 • exam. reg. data re-
cord Master (120 ECTS) China Business and Economics - 2012 | page 110 / 278

Subdivided Module Catalogue for the Subject
China Business and Economics
Master's with 1 major, 120 ECTS credits

Module title	Abbreviation
Macroeconomics 1	12-Mak1-G-082-m01

Module coordinator	Module offered by
holder of the Chair of International Economics	Faculty of Business Management and Economics

ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--

Duration	Module level	Other prerequisites
1 semester	undergraduate	--

Contents

Description:
This module covers basic macroeconomic relationships, the declaration of employment, production, interest, current and capital account, nominal and real exchange rate, prices and inflation - in the long run (with flexible wages and prices) and in the short term (with fixed wages and prices). The course will familiarise students with concepts which are of central importance in a globalised environment (e. g. interest rate arbitrage, foreign exchange risk, purchasing power parity). The explanations will be applied to current issues (e. g. current account balances in the global economy; questions related to the European monetary union and the global financial crisis).

Outline of syllabus:
1. Macroeconomic issues and characteristics
- Issues of macroeconomics
- The measurement of economic activity
2. Long-term relationships
- The classic long-term model of the closed economy
- Money and Inflation
- The classic long-term model of a small open economy
- Unemployment
3. Short and medium-term relationships
- Fluctuations of economic activity: an introduction
- The IS-LM model of a closed economy
- The IS-LM model of an open economy
- Aggregate supply and Phillips curve
- Conclusion and outlook

Reading:
The latest editions of the following textbooks:
N. Gregory Mankiw: Macroeconomics [students are recommended to read the original English edition; they may also read the German translation]
Olivier Blanchard and David H. Johnson, Macroeconomics Prentice Hall; [a German-language edition of the book by Oliver Blanchard and Gerhard Illing is available from Pearson Studium].
Michael Burda and Charles Wyplosz: Macroeconomics. A European text.
To illustrate the lecture, case studies in particular will be developed in which more current sources are used.

Intended learning outcomes

This expertise enables the students to penetrate economically-intuitively and analytically macroeconomic interactions and problems in the course of advancing globalization and to deal with these arguments. Students learn to interpret on a scientific basis the impact of macroeconomic developments in individual economic actors (businesses, households, the state).

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)

Subdivided Module Catalogue for the Subject
China Business and Economics
Master's with 1 major, 120 ECTS credits

Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)
written examination (approx. 60 minutes)

Allocation of places
Number of places: 640. No restrictions with regard to available places for Bachelor's students of Wirtschaftswissenschaft (Business Management and Economics), Wirtschaftsmathematik (Mathematics for Economics) and Wirtschaftsinformatik (Business Information Systems). The remaining places will be allocated to students of other subjects. 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. Applicants who already have successfully completed at least one module component of the respective module will be given preferential consideration. Places on all courses of the module component with a restricted number of places will be allocated in the same procedure. A waiting list will be maintained and places re-allocated as they become available.

Additional information
--

Workload
--

Teaching cycle
--

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

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

Subdivided Module Catalogue for the Subject
China Business and Economics
Master's with 1 major, 120 ECTS credits

Module title	Abbreviation
Macroeconomics 2	12-Mak2-G-082-m01

Module coordinator	Module offered by
holder of the Chair of Public Finance	Faculty of Business Management and Economics

ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--

Duration	Module level	Other prerequisites
1 semester	undergraduate	--

Contents

Description:
The lecture provides an introduction to long run or dynamic issues of macroeconomic theory and policy.

Contents:
1. Phillips curve and dynamic model
2. Growth theory and policy
3. Microeconomic foundations of macroeconomics
4. Macroeconomic policy

Lecture notes to be provided by Chair.

Intended learning outcomes

After completing the course "Makroökonomie 2" students are familiar with the most important concepts of growth theory, they know the microeconomic foundations of modern macroeconomic theory and understand the intertemporal budget constraint of the government. Therefore they are able to discuss the growth and distributional consequences of policy reforms by applying simple economic models.

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

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

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

written examination (approx. 60 minutes)

Allocation of places

Number of places: 640. No restrictions with regard to available places for Bachelor's students of Wirtschaftswissenschaft (Business Management and Economics), Wirtschaftsmathematik (Mathematics for Economics) and Wirtschaftsinformatik (Business Information Systems). The remaining places will be allocated to students of other subjects. 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. 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

--

Subdivided Module Catalogue for the Subject
China Business and Economics
Master's with 1 major, 120 ECTS credits

Referred to in LPO I (examination regulations for teaching-degree programmes)
--
Module appears in
Bachelor' degree (1 major) Mathematics (2012)
Bachelor' degree (1 major) Mathematics (2013)
Bachelor' degree (1 major) Business Management and Economics (2009)
Bachelor' degree (1 major) Business Management and Economics (2008)
Bachelor' degree (1 major) Business Management and Economics (2010)
Bachelor' degree (1 major) Economathematics (2009)
Bachelor' degree (1 major) Economathematics (2012)
Bachelor' degree (1 major) Economathematics (2008)
Bachelor' degree (1 major) Business Information Systems (2009)
Bachelor' degree (1 major) Business Information Systems (2008)
Master's degree (1 major) China Business and Economics (2014)
Master's degree (1 major) China Business and Economics (2012)
Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2008)

Subdivided Module Catalogue for the Subject
China Business and Economics
Master's with 1 major, 120 ECTS credits

Module title	Abbreviation
Advanced Microeconomics	12-M-AM-111-m01

Module coordinator	Module offered by
holder of the Chair for Economics, Contract Theory and Information Economics	Faculty of Business Management and Economics

ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--

Duration	Module level	Other prerequisites
1 semester	graduate	--

Contents

This course deals with essential microeconomic methods and problems at an advanced level (e. g. Mas-Colell, Whinston, Green: Micoreconomic Theory). As this is a huge field, the course will concentrate on two or three topics such as

1. Game theory
2. Principal-agent models
3. Theory of auctions
4. General equilibrium theory
5. Mechanism design

Intended learning outcomes

After completing the course students are able to

1. explain essential findings of microeconomic theory,
2. apply the involved methods to given simple examples on their own,
3. recognize, in which real life situations and how the results can be applied.

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

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

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

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

Allocation of places

--

Additional information

--

Workload

--

Teaching cycle

--

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

--

Module appears in

Master's degree (1 major) Economathematics (2011)

Master's degree (1 major) Business Information Systems (2011)

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

Subdivided Module Catalogue for the Subject
China Business and Economics
Master's with 1 major, 120 ECTS credits

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

Subdivided Module Catalogue for the Subject
China Business and Economics
Master's with 1 major, 120 ECTS credits

Module title	Abbreviation
Advanced Macroeconomics	12-M-AME-111-m01

Module coordinator	Module offered by
holder of the Chair of International Economics	Faculty of Business Management and Economics

ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--

Duration	Module level	Other prerequisites
1 semester	graduate	--

Contents

The course covers long-run aspects of macroeconomics. We start with a review of the facts of long-run growth and a review of the Solow growth model. The lecture then focuses on the infinite-horizon Ramsey-Cass-Koopmans model and on endogenous growth theory. Applications of this framework involving urban and regional growth, resources and the environment will be discussed, time permitting.

Outline of syllabus
I Facts and the Solow growth model
II Infinite-horizon Ramsey-Cass-Koopmans model
III Endogenous growth
IV Human capital, social infrastructure and beyond
V Applications (urban and regional growth; growth, resources and the environment)

Reading:
The course draws strongly on the following textbook:
David Romer, Advanced Macroeconomics, 4th ed., McGraw-Hill Irwin.
We will also use journal articles and research papers at several points of the lecture.

Intended learning outcomes

Students acquire a working knowledge of the key models and analytical tools of advanced macroeconomics. This enables them to identify the key forces that determine the determinants of income levels and growth rates of incomes, to make informed policy analysis and statements and to critically evaluate current controversies and developments as well as to conduct their own research.

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

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

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

written examination (approx. 60 minutes)
Language of assessment: English
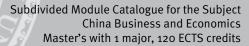Assessment offered: once a year, summer semester

Allocation of places

--

Additional information

--

Workload

--

Teaching cycle

--

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

--

Module appears in

Subdivided Module Catalogue for the Subject
China Business and Economics
Master's with 1 major, 120 ECTS credits

Master's degree (1 major) Economathematics (2011)

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

Master's degree (1 major) Economics (2011)

Master's degree (1 major) China Business and Economics (2014)

Master's degree (1 major) China Business and Economics (2012)

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

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

Subdivided Module Catalogue for the Subject
China Business and Economics
Master's with 1 major, 120 ECTS credits

Module title	Abbreviation
Incentives in Organizations	12-M-AO-111-m01

Module coordinator	Module offered by
holder of the Chair for Human Resource Management and Organisation	Faculty of Business Management and Economics

ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--

Duration	Module level	Other prerequisites
1 semester	graduate	--

Contents

The lecture "Anreize in Organisationen" ("Incentives in Organisations") is based on the principal agent theory. This theory will be used to develop financial and economic solutions to help overcome the conflict of interests between employers and employees. In addition to the most widely used theories, estimation techniques and empirical results are also introduced and discussed.
Reading list to be provided in class.

Intended learning outcomes

The aim of the lectures is to enable students to understand and apply advanced theories, estimation techniques and empirical results in the area incentives in organisation on the basis of scientifc literature.

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

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

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

a) written examination (approx. 60 minutes) or b) term paper (approx. 15 pages)

Allocation of places

--

Additional information

--

Workload

--

Teaching cycle

--

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

--

Module appears in

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

Subdivided Module Catalogue for the Subject
China Business and Economics
Master's with 1 major, 120 ECTS credits

Module title	Abbreviation
Introduction to Market-Oriented Management	12-Mark-G-082-m01

Module coordinator	Module offered by
holder of the Chair of Business Administration and Marketing	Faculty of Business Management and Economics

ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--

Duration	Module level	Other prerequisites
1 semester	undergraduate	--

Contents

Description
In this module, students will acquire the theoretical foundations of market-oriented management.

Content:
With the stakeholder approach as a starting point, the basic design of market-oriented management will be explained and exemplified in the 5 classical steps: situation analysis, objectives, strategies, tools and controlling. The course will focus not only on the behavioural approaches of consumer behaviour but also on industrial purchasing behaviour. A case study introducing students to the fundamental principles of market research based on a conjoint analysis will provide students with deeper insights into the topic.

Outline of syllabus:
1. Marketing, entrepreneurship and business management
2. Explanations of consumer behaviour
3. Fundamentals of market research
4. Strategic marketing; marketing tools
5. Corporate social responsibility versus creating shared value

Reading:
Foscht, T. / Swoboda, B.: Käuferverhalten: Grundlagen -- Perspektiven -- Anwendungen, 4th revised and exp. ed., Wiesbaden 2011.
Homburg, Ch.: Grundlagen des Marketingmanagements: Einführung in Strategie, Instrumente, Umsetzung und Unternehmensführung, 4th revised and exp. ed., Wiesbaden 2012.
Homburg, Ch.: Grundlagen des Marketingmanagements: Einführung in Strategie, Instrumente, Umsetzung und Unternehmensführung, 3rd ed., Wiesbaden, 2012a.
Kroeber-Riel, W. /Weinberg, P.: Konsumentenverhalten, 9th ed., Munich 2009.
Meffert, H. / Burman, Ch / Kirchgeorg, M.: Marketing -- Grundlagen marktorientierter Unternehmensführung: Konzepte -- Instrumente -- Praxisbeispiele, 11th revised and exp. ed., Wiesbaden 2012.
Meffert, H. / Burman, Ch / Becker, Ch.: Internationales Marketing-Management -- Ein markenorientierter Ansatz, 4th ed., Stuttgart 2010.
Meyer, M.: Ökonomische Organisation der Industrie: Netzwerkarrangements zwischen Markt und Unternehmung, Wiesbaden 1995.
Porter, M. E.: Wettbewerbsvorteile -- Spitzenleistungen erreichen und behaupten, 8th ed., Campus Frankfurt / New York 2014. (Original: Porter, M.: Competitive Advantage, New York 1985.)
Simon, H. / Fassnacht, M.: Preismanagement, Strategie -- Analyse -- Entscheidung -- Umsetzung, 3rd ed., Wiesbaden 2009.

Intended learning outcomes

The students have a basic understanding of business management and are able to classify the knowledge systematically. In addition, they can use the acquired knowledge solve and identify the conventional problem fields of business management.

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

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

Subdivided Module Catalogue for the Subject
China Business and Economics
Master's with 1 major, 120 ECTS credits

Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)
written examination (approx. 60 minutes)
Allocation of places
Number of places: 405. No restrictions with regard to available places for Bachelor's students of Wirtschaftswissenschaft (Business Management and Economics), Wirtschaftsmathematik (Mathematics for Economics) and Wirtschaftsinformatik (Business Information Systems). The remaining places will be allocated to students of other subjects. 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. Applicants who already have successfully completed at least one module component of the respective module will be given preferential consideration. Places on all courses of the module component with a restricted number of places will be allocated in the same procedure. A waiting list will be maintained and places re-allocated as they become available.
Additional information
--
Workload
--
Teaching cycle
--
Referred to in LPO I (examination regulations for teaching-degree programmes)
--
Module appears in
Bachelor' degree (1 major) Mathematics (2012)
Bachelor' degree (1 major) Mathematics (2013)
Bachelor' degree (1 major) Business Management and Economics (2009)
Bachelor' degree (1 major) Business Management and Economics (2008)
Bachelor' degree (1 major) Business Management and Economics (2010)
Bachelor' degree (1 major) Economathematics (2009)
Bachelor' degree (1 major) Economathematics (2012)
Bachelor' degree (1 major) Economathematics (2008)
Bachelor' degree (1 major) Business Information Systems (2009)
Bachelor' degree (1 major) Business Information Systems (2008)
Master's degree (1 major) China Business and Economics (2014)
Master's degree (1 major) China Business and Economics (2012)
Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2010)
Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2008)

Subdivided Module Catalogue for the Subject
China Business and Economics
Master's with 1 major, 120 ECTS credits

Module title	Abbreviation
Portfolio Selection and Capital Market Theory	12-M-B1a-111-m01

Module coordinator	Module offered by
holder of the Chair of Business Management, Banking and Finance	Faculty of Business Management and Economics

ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--

Duration	Module level	Other prerequisites
1 semester	graduate	--

Contents

Content:
This course deals with the fundamentals of individual investment decisions (portfolio selection), the capital market equilibrium and the resulting CAPM.

Outline of syllabus:
1. Fundamentals of decision theory
2. Portfolio selection
3. CAPM
4. Information efficiency and event analysis

Intended learning outcomes

After completing the course "Portfolio Selection and Capital Market Theory", the students will be able
(i) to explain the optimal capital market position of an investor given the different investment opportunities and its individual utility function in theory and calculate it;
(ii) to understand the central propositions made by the CAPM and use the CAPM for valuating assets and firms.

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

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

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

written examination (approx. 60 minutes)

Allocation of places

--

Additional information

--

Workload

--

Teaching cycle

--

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

--

Module appears in

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

Subdivided Module Catalogue for the Subject
China Business and Economics
Master's with 1 major, 120 ECTS credits

Module title	Abbreviation
Agency Theory	12-M-B1b-111-m01

Module coordinator	Module offered by
holder of the Chair of Business Management, Banking and Finance	Faculty of Business Management and Economics

ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--

Duration	Module level	Other prerequisites
1 semester	graduate	--

Contents

Content:
This course deals with the fundamentals of agency theory and financial contracting with information symmetric and information asymmetric.

Outline of syllabus:
1. Agency theory
2. Financial contracting

Intended learning outcomes

After completing the course "Agency Theory and Financial contracting", the students will be able
(i) to understand the fundamentals of agency theory and solve problems concerning optimal financial contracting given e.g. different capital endowments;
(ii) to understand the central problems of controlling work assignments in theory and solve basic case studies;
(iii) to generate and evaluate financial contracting given a non-trivial risk allocation and the resulting agency problems.

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

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

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

written examination (approx. 60 minutes)

Allocation of places

--

Additional information

--

Workload

--

Teaching cycle

--

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

--

Module appears in

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

Subdivided Module Catalogue for the Subject
China Business and Economics
Master's with 1 major, 120 ECTS credits

Module title	Abbreviation
Option Pricing Theory	12-M-B2-111-m01

Module coordinator	Module offered by
holder of the Chair of Business Management, Banking and Finance	Faculty of Business Management and Economics

ECTS	Method of grading	Only after succ. compl. of module(s)
10	numerical grade	--

Duration	Module level	Other prerequisites
1 semester	graduate	--

Contents

Content:
The module deals with the nature of stock options using the Black Scholes and Binominial models. It assesses companies as well as shares as derivative financial instruments and discusses delta hedging to hedge equity portfolios.

Outline of syllabus:
1. Share options
2. Other financial derivatives
3. Immunising portfolios against interest rate changes

Intended learning outcomes

After completing the course "Option pricing", the students will be able
(i) to price options using the Black-Scholes formula and the binominal model;
(ii) to understand the use of options as a part of compensation and for share hedging.

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. 120 minutes)

Allocation of places

--

Additional information

--

Workload

--

Teaching cycle

--

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

--

Module appears in

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

Subdivided Module Catalogue for the Subject
China Business and Economics
Master's with 1 major, 120 ECTS credits

UNIVERSITÄT WÜRZBURG
Julius-Maximilians-

Module title	Abbreviation
Financial Markets: Institutions and Regulation	12-M-B3-111-m01

Module coordinator	Module offered by
holder of the Chair of Business Management, Banking and Finance	Faculty of Business Management and Economics

ECTS	Method of grading	Only after succ. compl. of module(s)
10	numerical grade	--

Duration	Module level	Other prerequisites
1 semester	graduate	--

Contents

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 innovations.

Outline of syllabus:
1. The German commerical banking system
2. Aims and restrictions of operating decisions
3. Equity and balance sheet analysis of commerial banks
4. Financial innovations

Reading:
Hartmann-Wendels, Pfingsten, Weber: Bankbetriebslehre, Berlin [etc.], Springer, 2007, 4th revised ed.
Hull: Riskmanagement and Financial Institutions, Boston, Mass. ; Munich [etc.], Pearson, 2010, 2nd ed., internat. ed.

Intended learning outcomes

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.

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. 120 minutes)

Allocation of places

--

Additional information

--

Workload

--

Teaching cycle

--

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

--

Subdivided Module Catalogue for the Subject
China Business and Economics
Master's with 1 major, 120 ECTS credits

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

Subdivided Module Catalogue for the Subject
China Business and Economics
Master's with 1 major, 120 ECTS credits

Module title		Abbreviation
Electronic Procurement		12-M-BE-111-m01

Module coordinator	Module offered by
holder of the Chair of Business Management and Industrial Management	Faculty of Business Management and Economics

ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--

Duration	Module level	Other prerequisites
1 semester	graduate	Admission prerequisite to assessment: successful completion of exercises as specified at the beginning of the course.

Contents

This course will develop the objectives, principles and structure of electronically supported procurement processes with a special focus on catalogue-based procurement systems, electronic tendering systems, electronic (reverse) auctions, e-marketplaces, supplier relationship management systems and eSupply chain management systems.

Intended learning outcomes

The students will be able to describe and evaluate both the potentials and goals of electronic supported procurement systens and will be able to design appropriate systems for real-life applications. Students will get insight into the essentials of operational procurement management, especially e-procurement with a focus on catalog-based procurement systems, electronic tendering systems, electronic (reverse) auctions, e-marketplaces, supplier relationship management systems and eSupply chain management systems. After completing this module, students can define and analyze the related tasks and processes and show or develop theory-based and application-oriented possible solutions at a high professional level.

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

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

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

a) written examination (approx. 60 minutes) or b) written examination (approx. 40 minutes) and presentation (approx. 20 minutes), weighted 2:1 or c) written examination (approx. 40 minutes) with written elaboration (approx. 15 to 20 pages), weighted 2:1 or d) presentation (approx. 20 minutes) with written elaboration (approx. 15 to 20 pages), weighted 1:1

Allocation of places

Number of places: 20. Should the number of applications exceed the number of available places, 15 places will be set aside for Master's students of Business Management and Economics and 5 places will be set aside for Master's students of Business Information Systems. (1) Should the number of applications exceed the number of available places, places will be allocated in a standardised procedure among all applicants irrespective of their subjects according to the following quotas: Quota 1 (50% of places): total number of ECTS credits already achieved in the respective degree subject; among applicants with the same number of ECTS credits achieved, places will be allocated by lot. Quota 2 (25% of places): number of subject semesters of the respective applicant; among applicants with the same number of subject semesters, places will be allocated by lot. Quota 3 (25% of places): allocation by lot. In this procedure, applicants who already have successfully completed at least one module component of the respective module will be given preferential consideration. (2) Places on all courses of the module component with a restricted number of places will be allocated in the same procedure. (3) A waiting list will be maintained and places re-allocated as they become available.

Additional information

--

Workload

--

Subdivided Module Catalogue for the Subject
China Business and Economics
Master's with 1 major, 120 ECTS credits

Teaching cycle
--

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

Module appears in
Master's degree (1 major) Economathematics (2011)
Master's degree (1 major) Business Information Systems (2011)
Master's degree (1 major) Business Management (2011)
Master's degree (1 major) Economics (2011)
Master's degree (1 major) China Business and Economics (2014)
Master's degree (1 major) China Business and Economics (2012)
Master's degree (1 major) Chinese and Economics (2014)
Master's degree (1 major) Chinese and Economics (2012)

Subdivided Module Catalogue for the Subject
China Business and Economics
Master's with 1 major, 120 ECTS credits

Module title	Abbreviation
DSGE Modelling	12-M-DMM-111-m01

Module coordinator	Module offered by
holder of the Chair of Monetary Policy and International Economics	Faculty of Business Management and Economics

ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--

Duration	Module level	Other prerequisites
1 semester	graduate	--

Contents

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:

-- Solving of intertemporal optimization problems (e.g., consumption Euler-equations).
-- Linearization methods (e.g., Taylor-expansions).
-- Solving linear difference expectations by minimum state variabel techniques (MSV-solution).
-- Basic time series concepts such as impilse response functions, variance decompositions.
-- Basic insights in MATLAB/ Dynare programming: specifying, solving and estimating DSGE models.

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

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

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

a) written examination (approx. 60 minutes) or b) term paper (approx. 15 pages)

Allocation of places

--

Additional information

--

Workload

--

Teaching cycle

--

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

--

Module appears in

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

Subdivided Module Catalogue for the Subject
China Business and Economics
Master's with 1 major, 120 ECTS credits

Module title		Abbreviation
Decision Support Systems		12-M-DSS-102-m01

Module coordinator	Module offered by
holder of the Chair of Information Systems Engineering	Faculty of Business Management and Economics

ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--

Duration	Module level	Other prerequisites
1 semester	graduate	--

Contents

The course discusses advanced approaches for modelling and solving decision problems in business settings. The acquired insights are used to design and implement decision support systems using standard software tools.

Intended learning outcomes

After successfully completing the course, students should be able to:
- Understand the structure of classic business decision problems
- Isolate key elements from general problem descriptions and convert them to quantitative decision models
- Solve different classes of optimization problems (linear, network, integer, multi-objective, non-linear, stochastic)
- Implement spreadsheet-based decision support systems

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

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

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

The method of assessment will be specified at the beginning of each exercise. a) written examination (approx. 60 minutes) or b) presentation (approx. 20 minutes) with written elaboration (approx. 15 to 20 pages), weighted 1:2 or c) oral examination (one candidate each: approx. 10 to 15 minutes; groups of 2: approx. 20 minutes; groups of 3: approx. 30 minutes) or c) completion of programming exercises (as specified)

Allocation of places

--

Additional information

--

Workload

--

Teaching cycle

--

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

--

Module appears in

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

Subdivided Module Catalogue for the Subject
China Business and Economics
Master's with 1 major, 120 ECTS credits

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

Subdivided Module Catalogue for the Subject
China Business and Economics
Master's with 1 major, 120 ECTS credits

Module title		Abbreviation
Economic Dynamics		12-M-DWT-111-m01

Module coordinator	Module offered by
holder of the Chair of Econometrics	Faculty of Business Management and Economics

ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--

Duration	Module level	Other prerequisites
1 semester	graduate	--

Contents

Outline of syllabus:
1. Dynamic systems and models in economic theory
2. Differential equations
3. Difference equations
4. Dynamic optimisation
5. Selected models in business cycle theory
6. Selected models in growth theory

Intended learning outcomes

Students acquire comprehension on the key methods of dynamic economic theory. They will be able to analyze linear and some basic non-linear difference and differential equations and apply those to economic applications.

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

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

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

a) written examination (approx. 60 minutes) or b) term paper (approx. 15 pages)

Allocation of places

--

Additional information

--

Workload

--

Teaching cycle

--

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

--

Module appears in

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

Subdivided Module Catalogue for the Subject
China Business and Economics
Master's with 1 major, 120 ECTS credits

Module title		Abbreviation
European Public Finance		12-M-EFP-111-m01

Module coordinator	Module offered by
holder of the Chair of Public Finance	Faculty of Business Management and Economics

ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--

Duration	Module level	Other prerequisites
1 semester	graduate	--

Contents

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.

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 learning outcomes

After completing the course "Europäische Finanzpolitik" students know the central revenues and expenditures of the budget of ther European Union. They also know the most important instruments of the agricultural policy and the debt problem within the European currency union. Finally they will be able to discuss international tax policy and climate issues using simple partial equilibrium models.

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

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

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

a) written examination (approx. 60 minutes) or b) term paper (approx. 15 pages)

Allocation of places

Business Management Master's and Economics Master's: no restrictions. Applied Human Geography Master's and Political and Social Sciences Master's: 10 places. Places will be allocated by lot.

Additional information

--

Workload

--

Teaching cycle

--

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

--

Module appears in

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

Subdivided Module Catalogue for the Subject
China Business and Economics
Master's with 1 major, 120 ECTS credits

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

Subdivided Module Catalogue for the Subject
China Business and Economics
Master's with 1 major, 120 ECTS credits

Module title	Abbreviation
European Monetary Policy - Closed Economy	12-M-EG1-111-m01

Module coordinator	Module offered by
holder of the Chair of Monetary Policy and International Economics	Faculty of Business Management and Economics

ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--

Duration	Module level	Other prerequisites
1 semester	graduate	--

Contents

The course deals with the following topics:
1. Intertemporal allocation -- How do households and firms take an optimal decision regarding investments and savings? Why are financial markets efficient? What is the meaning of financial accounting?
2. Banking, financial markets and crisis -- What are the main functions of banks? What are the roles of banks in an economy? What are the reasons and solutions for liquidity and solvency problems of banks?
3. Macroeconomic analysis of banks -- Banks as intermediaries vs. originators of saving deposits. Macro models of banking -- The role of banks during the financial crisis.
4. Money demand -- What are the key determinants of money demand?
5. The monetary transmission channel -- Connection between monetary policy and the real economy in the BMW model. Description of the basic model. Extension of the basic model of fiscal policy.
6. Deflation -- Consequences of deflation on macro variables on the basis of different models.

Intended learning outcomes

By completing this course, students receive a profound understanding of theory and practice of the monetary policy and the financial system. Next to a profound knowledge of banking in general, students learn the monetary transmission channel. Students will be able to analyze these issues based on theoretical models as well as the international historical experience.

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

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

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

a) written examination (approx. 60 minutes) or b) term paper (approx. 15 pages)

Allocation of places

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

Additional information

--

Workload

--

Teaching cycle

--

Subdivided Module Catalogue for the Subject
China Business and Economics
Master's with 1 major, 120 ECTS credits

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

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

Subdivided Module Catalogue for the Subject
China Business and Economics
Master's with 1 major, 120 ECTS credits

Module title		Abbreviation
European Monetary Policy - Open Economy		12-M-EG2-111-m01

Module coordinator	Module offered by
holder of the Chair of Monetary Policy and International Economics	Faculty of Business Management and Economics

ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--

Duration	Module level	Other prerequisites
1 semester	graduate	--

Contents

The course deals with the following topics:

The foreign exchange market:
Functioning of foreign exchange markets; market structure, players and evolution; FX transactions; hedging and speculation with FX.

Exchange rate economics:
Theoretical background and empirical validity of covered interest parity (CIP), uncovered interest rate parity (UIP) and purchasing power parity (PPP); Monetary approach: Flexible price monetary model and sticky price (Dornbusch-) overshooting model; Balassa-Samuelson effect; FX valuation via the PPP and the macroeconomic balance approach; Real effective exchange rates; Empirical validity of the exchange rate theories; Exchange rates and the current account.

Exchange rate regimes and monetary policy in open economies:
Classification of exchange rate regimes; the policy trilemma in open economies; historical development of the international monetary system; central bank interventions on the FX market.

Modelling open economy macroeconomics at the intermediate level:
Implications of the Mundell-Fleming model for monetary and fiscal policy under fixed and flexible exchange rates.
The BMW (IS-MP-PC) model of the open economy and its implication for monetary and fiscal policy under fixed and flexible exchange rates; optimum currency areas in the BMW model and in practice.

Currency crises:
International experience with currency crises since the 1970s; modelling currency crises within the Mundell-Fleming framework.

Managed-floating as a solution for the policy trilemma.

Intended learning outcomes

By completing this course, students receive a profound understanding of the functioning of foreign exchange markets, the drivers of exchange rate movements and some exchange rate valuation methods used in practice. Next to a profound knowledge of exchange rate theory the course highlights its practical applicability, e.g. as an investment strategy. In the second part of the course students learn the principles of monetary policy in open economies, including its trade-offs and risks like currency crises. Students will be able to analyze these issues based on theoretical models as well as the international historical experience.

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

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

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

a) written examination (approx. 60 minutes) or b) term paper (approx. 15 pages)

Subdivided Module Catalogue for the Subject
China Business and Economics
Master's with 1 major, 120 ECTS credits

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

Additional information
--

Workload
--

Teaching cycle
--

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

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

Julius-Maximilians-
UNIVERSITÄT
WÜRZBURG

Subdivided Module Catalogue for the Subject
China Business and Economics
Master's with 1 major, 120 ECTS credits

Module title		Abbreviation
Empirical Research in Entrepreneurship and Management		12-M-EGF-111-m01

Module coordinator	Module offered by
holder of the Chair of Entrepreneurship and Strategy	Faculty of Business Management and Economics

ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--

Duration	Module level	Other prerequisites
1 semester	graduate	--

Contents

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 make? How are empirically testable hypotheses derived? What method of empirical data collection is used? What evaluation methodology is used? What are the implications for science and practice, what are the strengths and weaknesses of the paper?

Content (subject to change):
1. Introduction
2. Philosophy of science
3. Study design
4. Correlations
5. Methods of data collection
6. Simple linear regression
7. Specification problems and distributions
8. Time series analysis
9. Logistic regression
10. Factor and cluster analysis

Intended learning outcomes

Students acquire the ability to work purposefully in complex situations with empirical expertise on a practice-oriented solution.

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

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

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

term paper (approx. 10 pages) and presentation of term paper (approx. 15 minutes) and presentation of an empirical working paper (approx. 30 minutes) and contributions to the discussion, weighted 9:2:6:1
Language of assessment: English or German
Assessment offered: once a year, summer semester

Allocation of places

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

Subdivided Module Catalogue for the Subject
China Business and Economics
Master's with 1 major, 120 ECTS credits

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

Subdivided Module Catalogue for the Subject
China Business and Economics
Master's with 1 major, 120 ECTS credits

Module title	Abbreviation
European Macroeconomic Policy	12-M-EMP-111-m01

Module coordinator	Module offered by
holder of the Chair of Monetary Policy and International Economics	Faculty of Business Management and Economics

ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--

Duration	Module level	Other prerequisites
1 semester	graduate	--

Contents

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)

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) 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.

Subdivided Module Catalogue for the Subject
China Business and Economics
Master's with 1 major, 120 ECTS credits

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

Subdivided Module Catalogue for the Subject
China Business and Economics
Master's with 1 major, 120 ECTS credits

Module title	Abbreviation
Empirical HR Research	12-M-EPF-111-m01

Module coordinator	Module offered by
holder of the Chair for Human Resource Management and Organisation	Faculty of Business Management and Economics

ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--

Duration	Module level	Other prerequisites
1 semester	graduate	--

Contents

The seminar "Empirische Personalforschung" ("Empirical Personnel Economics") introduces and discusses the most important estimation problems and their application in the software package STATA. In addition, students learn, with the help of basic problems of personnel economics, how estimation programs are programmed in STATA.
Reading list to be provided in class.

Intended learning outcomes

The aim of the seminar is to enable students to understand and apply the most important estimation programmes and their application in STATA with a focus on problems in personnel economics.

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

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

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

term paper (approx. 10 pages) and presentation (approx. 30 minutes), weighted 2:1
Assessment offered: once a year, summer semester

Allocation of places

Number of places: 18. Should the number of applications exceed the number of available places, places will be allocated in a standardised procedure among all applicants irrespective of their subjects according to the following quotas: Quota 1 (50% of places): total number of ECTS credits already achieved in the respective degree subject; among applicants with the same number of ECTS credits achieved, places will be allocated by lot. Quota 2 (25% of places): number of subject semesters of the respective applicant; among applicants with the same number of subject semesters, places will be allocated by lot. Quota 3 (25% of places): allocation by lot. In this procedure, applicants who already have successfully completed at least one module component of the respective module will be given preferential consideration. Places on all courses of the module component with a restricted number of places will be allocated in the same procedure. A waiting list will be maintained and places re-allocated as they become available.

Additional information

--

Workload

--

Teaching cycle

--

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

--

Module appears in

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

Subdivided Module Catalogue for the Subject
China Business and Economics
Master's with 1 major, 120 ECTS credits

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

Subdivided Module Catalogue for the Subject
China Business and Economics
Master's with 1 major, 120 ECTS credits

Module title	Abbreviation
Advanced Financial Accounting (German GAAP, IFRS)	12-M-ER-111-m01

Module coordinator	Module offered by
holder of the Chair of Business Management and Accounting	Faculty of Business Management and Economics

ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--

Duration	Module level	Other prerequisites
1 semester	graduate	--

Contents

Content: This course deals with seleceted complex financial accounting problems according to national German GAPP (German Commercial Code, Handelsgesetzbuch).

Outline of syllabus: Theoretical and empirical foundations of financial accounting; selected topics of advanced financial accounting, e. g. pension accounting, fair value accounting (financial instruments, biological assets, hedge accounting; purchase price allocation and impairmant test; leasing; deferred taxes in individual and group financial statements; capital consolidation in multilevel corporate groups; presentation of equity changes; statement of cash flow and segment reporting; notes and management report.

Reading list to be provided during course.

Intended learning outcomes

After completing this course, students will be able to
1. analyze complex financial accounting problems according to national and international financial reporting standards and develop predominantly self-directed solutions for these problems;
2. evaluate independently selected research contribution to the theory of financial accounting and design research- or application-oriented projects.

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

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

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

a) written examination (approx. 60 to 90 minutes) or b) term paper (approx. 15 pages) and presentation (approx. 20 minutes), weighted 2:1

Allocation of places

--

Additional information

--

Workload

--

Teaching cycle

--

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

--

Module appears in

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

Subdivided Module Catalogue for the Subject
China Business and Economics
Master's with 1 major, 120 ECTS credits

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

Subdivided Module Catalogue for the Subject
China Business and Economics
Master's with 1 major, 120 ECTS credits

Module title	Abbreviation
Common European Labor Market	12-M-EW-111-m01

Module coordinator	Module offered by
holder of the Chair of Economic Order and Social Policy	Faculty of Business Management and Economics

ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--

Duration	Module level	Other prerequisites
1 semester	graduate	--

Contents

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)

Allocation of places

--

Additional information

--

Workload

--

Subdivided Module Catalogue for the Subject
China Business and Economics
Master's with 1 major, 120 ECTS credits

Teaching cycle
--

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

Module appears in
Master's degree (1 major) Economathematics (2011)
Master's degree (1 major) Business Management (2011)
Master's degree (1 major) Economics (2011)
Master's degree (1 major) China Business and Economics (2014)
Master's degree (1 major) China Business and Economics (2012)
Master's degree (1 major) Chinese and Economics (2014)
Master's degree (1 major) Chinese and Economics (2012)
Master's degree (1 major) Political and Social Sciences (2012)

Subdivided Module Catalogue for the Subject
China Business and Economics
Master's with 1 major, 120 ECTS credits

Module title		Abbreviation
European Economic Statistics		12-M-EWS-111-m01

Module coordinator	Module offered by
holder of the Chair of Econometrics	Faculty of Business Management and Economics

ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--

Duration	Module level	Other prerequisites
1 semester	graduate	--

Contents

Outline of syllabus:
1. Subject and tasks of business and economic statistics
2. The European system of national accounting
3. The harmonised consumer price index
4. Structural indicators
5. Money and loans in the European monetary union
6. Data bases of EuroStat

Intended learning outcomes

Students acquire comprehension on the most important indicators and accounting systems of the European and German business and economic statistics. They will be able to use these reporting systems for different macroeconomic questions.

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

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

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

a) written examination (approx. 60 minutes) or b) term paper (approx. 15 pages)

Allocation of places

--

Additional information

--

Workload

--

Teaching cycle

--

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

--

Module appears in

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

Subdivided Module Catalogue for the Subject
China Business and Economics
Master's with 1 major, 120 ECTS credits

Module title	Abbreviation
Policy of Taxation	12-M-F1-111-m01

Module coordinator	Module offered by
holder of the Chair of Public Finance	Faculty of Business Management and Economics

ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--

Duration	Module level	Other prerequisites
1 semester	graduate	--

Contents

Description:
In this module, students will acquire a basic understanding of the tax system and structure applied to households in Germany. In addition, the course will include simple tax incidence analyses of specific tax policies.
Reading: lecture notes provided by Chair.

Contents:
1. Fiscal harmonisation system in Germany
2. Mechanics and problems of the VAT system
3. Tax incidence analysis
4. Income tax code
5. Taxation of married couples and families
6. Progressive taxation and income leveling
7. Taxation and household decisions

Intended learning outcomes

After completing the course "Tax Policy" students know the most important tax revenues in Germany and how they are divided between the Federation and the federal provinces. They are able to explain the incidence of specific taxes using simple case studies. Finally they can discuss tax induced distortions of individual decisions using simple partial equilibrium models.

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

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

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

a) written examination (approx. 60 minutes) or b) term paper (approx. 15 pages)

Allocation of places

--

Additional information

--

Workload

--

Teaching cycle

--

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

--

Module appears in

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

Subdivided Module Catalogue for the Subject
China Business and Economics
Master's with 1 major, 120 ECTS credits

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

Subdivided Module Catalogue for the Subject
China Business and Economics
Master's with 1 major, 120 ECTS credits

Module title	Abbreviation
Public Debt	12-M-F2-111-m01

Module coordinator	Module offered by
holder of the Chair of Public Finance	Faculty of Business Management and Economics

ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--

Duration	Module level	Other prerequisites
1 semester	graduate	--

Contents

Description:
The module provides an introduction to some specific issues of public debt that are in the focus of the public and scientific debate.
Reading: lecture notes provided by Chair.

Outline of syllabus:
1. Measurement of public debt
2. Growth effects of public debt
3. Intergenerational effects of public debt
4. Public debt in open economies
5. Neutrality of public debt
6. Political economy of public debt
7. Theory of souvereign debtors

Intended learning outcomes

After completing the course "National Debt" students are able to distinguish and discuss the most important measurement concepts and problems of public debt. They can discuss the growth and distributional consequences using simple equilibrium models of closed and open economies. They can evaluate the relevance of Ricardian neutrality and know the political economny explanations of rising debt levels and debt overhangs in specific countries.

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)

Allocation of places

--

Additional information

--

Workload

--

Teaching cycle

--

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

--

Module appears in

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

Subdivided Module Catalogue for the Subject
China Business and Economics
Master's with 1 major, 120 ECTS credits

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

Subdivided Module Catalogue for the Subject
China Business and Economics
Master's with 1 major, 120 ECTS credits

Module title		Abbreviation
Social Insurance and the Welfare State		12-M-F3-111-m01

Module coordinator	Module offered by
holder of the Chair of Public Finance	Faculty of Business Management and Economics

ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--

Duration	Module level	Other prerequisites
1 semester	graduate	--

Contents

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 foundation of the social security system in a market economy. Using simple partial equilibrium models they can discuss the financing and contract structure of the public health and pension system. Finally they are able to analyze the consequences of policy reforms.

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

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

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

a) written examination (approx. 60 minutes) or b) term paper (approx. 15 pages)

Allocation of places

--

Additional information

--

Workload

--

Teaching cycle

--

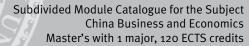**Referred to in LPO I** (examination regulations for teaching-degree programmes)

--

Module appears in

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

Subdivided Module Catalogue for the Subject
China Business and Economics
Master's with 1 major, 120 ECTS credits

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

Subdivided Module Catalogue for the Subject
China Business and Economics
Master's with 1 major, 120 ECTS credits

Module title	Abbreviation
Optimal Tax Theory	12-M-F4-111-m01

Module coordinator	Module offered by
holder of the Chair of Public Finance	Faculty of Business Management and Economics

ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--

Duration	Module level	Other prerequisites
1 semester	graduate	--

Contents

Description:
The course will discuss the design of an optimal tax system. First, students will learn what criteria have to be met for a tax system to be optimal. Lectures will introduce key rules for taxing commodities as well as income and capital.
Examining specific taxation issues such as eco-tax, family taxation and the taxation of international enterprises, students will then gain more in-depth insights into these rules.
Reading: Lecture notes will be provided.

Outline of syllabus:
1. Optimal commodity taxation
2. Optimal income taxation
3. Optimal taxation of families
4. International tax competition

Intended learning outcomes

After completing this module students have a basic understanding of what is meant with "optimal taxation". They are able to apply this concept to specific normative questions of tax policy in practice. Students also learn to prepare and present short papers, where they discuss specific normative policy issues in groups.

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

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

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

written examination (approx. 60 minutes) or term paper (approx. 15 pages)

Allocation of places

--

Additional information

--

Workload

--

Teaching cycle

--

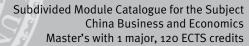**Referred to in LPO I** (examination regulations for teaching-degree programmes)

--

Module appears in

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

Subdivided Module Catalogue for the Subject
China Business and Economics
Master's with 1 major, 120 ECTS credits

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

Subdivided Module Catalogue for the Subject
China Business and Economics
Master's with 1 major, 120 ECTS credits

Module title		Abbreviation
Analysis of Financial Market Data		12-M-FMO-111-m01

Module coordinator	Module offered by
holder of the Chair of Econometrics	Faculty of Business Management and Economics

ECTS	Method of grading	Only after succ. compl. of module(s)	
5	numerical grade	--	

Duration	Module level	Other prerequisites
1 semester	graduate	--

Contents

Description:
The module covers the fundamentals, methods and concepts for the empirical analysis of financial market data. The concept of market efficiency is explained and critically examined with reference to the random walk hypothesis. To test this hypothesis, a number of parametric and non-parametric methods are proposed and applied in practice. Based on the findings, market microstructure models that can explain some important empirical findings will be discussed. In addition, the course describes event studies for testing the significant impact of corporate news on the share price and discusses issues of univariate time series analysis such as AR(I)MA and ARCH / GARCH models that are indispensable for modelling financial market data. In the final part of the course, the CAPM is discussed and examined, in particular, with regard to its empirical applicability.

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 finanzwirtschaftlichen Zeitreihen, Verlag V. Florentz.
Hamilton, JD: Time Series Analysis, Princeton University Press.
Mills, T.: Econometric Modelling of Financial Time Series, Cambridge University Press.
Taylor, S.: Modelling Financial Time Series, Wiley.

Intended learning outcomes

Students have significant knowledge of the fundamentals, methods and concepts that are needed for the empirical analysis of financial market data. They can autonomously perform statistical test decisions with statistics programs such as EViews or Gretl and critically analyze in terms of their economic importance. In addition, the students learn the independent handling of empirical capital market data and have at the end of the course the ability to develop also own functions and routines, for example for EViews.

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

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

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

a) written examination (approx. 60 minutes) or b) term paper (approx. 15 pages)

Allocation of places

--

Additional information

--

Subdivided Module Catalogue for the Subject
China Business and Economics
Master's with 1 major, 120 ECTS credits

Workload
--

Teaching cycle
--

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

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

Subdivided Module Catalogue for the Subject
China Business and Economics
Master's with 1 major, 120 ECTS credits

Module title	Abbreviation
Management and Leadership in Organizations	12-MFO-111-m01

Module coordinator	Module offered by
holder of the Chair of Business Management and Business Information Systems	Faculty of Business Management and Economics

ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--

Duration	Module level	Other prerequisites
1 semester	graduate	--

Contents

Part I:
The complexity of the modern work environment and the constantly changing organisational structures of companies lead to a demand for young mangers with a high diversity of expertise that are able to play their part in managing the organisational world. The lecture will provide students with an insight into the characteristics, tasks and instruments as well as the challenges of management in organisations and situations that are becoming ever more complex.

Outline of syllabus:
- Introduction -- Power in the daily management routine
- Fundamentals of management in complex organisations
- Tasks and instruments of management
- Leadership in an intercultural context
- Assurance of employability
- Conclusion -- Management of supervisors and colleagues **Part II:** Today's world of work is characterised by continuous change in a global context. Mergers, integrations and acquisitions - these are key terms in this context. The majority of change processes does not have the desired effect or even fails. This is not least due to the fact that not enough attention is paid to the complexity of these processes and to employees.
The support and integration of successful change processes is a central responsibility of managers as well as a complex and central task that requires sound preparation.

Outline of syllabus:
- Introduction - typical change scenarios
- Psychological basics and concepts
- Approaches and control in change projects
- Measures and instruments of change management
- The role of management
- Conclusion - example of application acquisitions and cases

Intended learning outcomes

Part I: Course objectives:
- Provide a widespread insight into the current status of theory and practice regarding management in complex organizations
- Introduction of essential tasks and instruments of managers and their apply to authentic cases.
- To illustrate and reflect the tensions of management in complex situations and international context Part II: Course objectives:
- Provide a widespread insight into the current status of theory and practice regarding changes
- Introduction, suitability of daily use and critical reflection of essential concepts, models and methods
- Foster the understanding for the necessity, complexity of changes as well as their constraints and barriers.

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

This module comprises 2 module components. Information on courses will be listed separately for each module component.
- 12-MFO-1-111: V (no information on SWS (weekly contact hours) and course language available)
- 12-MFO-2-111: V (no information on SWS (weekly contact hours) and course language available)

Subdivided Module Catalogue for the Subject
China Business and Economics
Master's with 1 major, 120 ECTS credits

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-1-111:** General Management - Key Skills for Young Professionals   • 3 ECTS, Method of grading: numerical grade   • written examination (approx. 60 minutes)   **Assessment in module component 12-MFO-2-111:** Managing Change   • 2 ECTS, Method of grading: numerical grade   • written examination (approx. 60 minutes)
Allocation of places
--
Additional information
--
Workload
--
Teaching cycle
--
Referred to in LPO I (examination regulations for teaching-degree programmes)
--
Module appears in
Master's degree (1 major) Economathematics (2011)   Master's degree (1 major) Business Information Systems (2011)   Master's degree (1 major) Business Management (2011)   Master's degree (1 major) Economics (2011)   Master's degree (1 major) China Business and Economics (2014)   Master's degree (1 major) China Business and Economics (2012)   Master's degree (1 major) Chinese and Economics (2014)   Master's degree (1 major) Chinese and Economics (2012)

Subdivided Module Catalogue for the Subject
China Business and Economics
Master's with 1 major, 120 ECTS credits

Module title		Abbreviation
Human Resource Management and Industrial Relations		12-M-HRM-111-m01

Module coordinator		Module offered by
holder of the Chair for Human Resource Management and Organisation		Faculty of Business Management and Economics

ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--

Duration	Module level	Other prerequisites
1 semester	graduate	--

Contents

The lecture "Human Resource Management und Industrielle Beziehungen" ("Human Resource Management and Industrial Relations") introduces advanced theories, estimation techniques and empirical results from the areas of human resources and institutional frameworks such as industrial relations.
Reading list to be provided in class.

Intended learning outcomes

The aim of the lectures is to enable students to understand and apply advanced theories, estimation techniques and empirical results in the area human resource management and industrial relations on the basis of scientific literature.

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

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

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

a) written examination (approx. 60 minutes) or b) term paper (approx. 15 pages)

Allocation of places

Business Management Master's and Economics Master's: no restrictions. Political and Social Sciences Master's: 10 places. Places will be allocated by lot.

Additional information

--

Workload

--

Teaching cycle

--

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

--

Module appears in

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

Subdivided Module Catalogue for the Subject
China Business and Economics
Master's with 1 major, 120 ECTS credits

Module title			Abbreviation
Internet-Based Systems			12-M-IBS-102-m01

Module coordinator		Module offered by	
holder of the Chair of Information Systems Engineering		Faculty of Business Management and Economics	

ECTS	Method of grading	Only after succ. compl. of module(s)	
5	numerical grade	--	

Duration	Module level	Other prerequisites	
1 semester	graduate	--	

Contents

The lecture provides an overview of the relationships between the advent of web-based platforms (electronic markets, Web 2.0 etc.) and the strategic management of a company.

Intended learning outcomes

The module provides students with knowledge of:
(i) Theoretical concepts of strategy development and implementation in e-business context;
(ii) The strengths and weaknesses of different frameworks and approaches as well as the conditions for their meaningful application;
(iii) Transfer of concepts to other situations of entrepreneurial studies or work.

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

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

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

The method of assessment will be specified at the beginning of each exercise. a) written examination (approx. 60 minutes) or b) presentation (approx. 20 minutes) with written elaboration (approx. 15 to 20 pages), weighted 1:2 or c) oral examination (one candidate each: approx. 10 to 15 minutes; groups of 2: approx. 20 minutes; groups of 3: approx. 30 minutes) or c) completion of programming exercises (as specified)

Allocation of places

--

Additional information

--

Workload

--

Teaching cycle

--

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

--

Module appears in

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

Subdivided Module Catalogue for the Subject
China Business and Economics
Master's with 1 major, 120 ECTS credits

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

Subdivided Module Catalogue for the Subject
China Business and Economics
Master's with 1 major, 120 ECTS credits

Module title	Abbreviation
Microeconomics 1	12-Mik1-G-082-m01

Module coordinator	Module offered by
holder of the Chair for Economics, Contract Theory and Information Economics	Faculty of Business Management and Economics

ECTS	Method of grading	Only after succ. compl. of module(s)	
5	numerical grade	--	

Duration	Module level	Other prerequisites
1 semester	undergraduate	--

Contents

The lecture covers the following topics

Theory of the household:

1. Utility maximisation under constraints
2. Comparative statics
3. Income and substitution effects
4. Labour supply
5. Intertemporal consumption / savings decisions

Theory of the firm:

6. Production functions (technology)
7. Profit maximisation
8. Long run versus short run cost minimisation
9. Supply of goods

Intended learning outcomes

Students are systematically trained in microeconomic methods relevant in household and firm theory. Accordingly, they will know how to solve optimization problems under constraints. These scientific methods will serve as useful in many fields of specialization in economics and business administration. In particular, studends know analytically how to analyze the impact of changes in the economic environment, e.g., wages, interest rates, income on individual decision making.

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

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

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

written examination (approx. 60 minutes)

Allocation of places

Number of places: 640. No restrictions with regard to available places for Bachelor's students of Wirtschaftswissenschaft (Business Management and Economics), Wirtschaftsmathematik (Mathematics for Economics) and Wirtschaftsinformatik (Business Information Systems). The remaining places will be allocated to students of other subjects. 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. 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

Subdivided Module Catalogue for the Subject
China Business and Economics
Master's with 1 major, 120 ECTS credits

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

Additional information

--

Workload

--

Teaching cycle

--

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

--

Module appears in

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

Subdivided Module Catalogue for the Subject
China Business and Economics
Master's with 1 major, 120 ECTS credits

Module title			Abbreviation
Microeconomics 2			12-Mik2-G-082-m01

Module coordinator		Module offered by	
holder of the Chair of Industrial Economics		Faculty of Business Management and Economics	

ECTS	Method of grading	Only after succ. compl. of module(s)	
5	numerical grade	--	

Duration	Module level	Other prerequisites	
1 semester	undergraduate	--	

Contents

Outline of syllabus:
1. Cost minimisation
2. Profit maximisation and the supply function
3. Short-run market equilibrium
4. Long-run market equilibrium
5. Government interventions
6. Monopoly
7. Pricing strategies with market power
8. Introduction to game theory
9. Strategic interaction and oligopoly

Intended learning outcomes

The aim of the course is to understand how markets work. We will investigate the behavior of a company in different market structures; namely perfectly competitive markets, monopoly markets and all forms in between, the so-called oligopoly markets. Ultimately, we are interested in whether the market results from a social point of view is desirable. Using our models, we will also try to analyze the consequences of different government interventions. The knowledge that students gain in this course will be in their future course of studies of benefits to them. In almost all business and economics lectures markets play a role. It also discussed in detail how economic actors make their decisions. Students will thus learn the important building blocks of economic thought. This knowledge will also be useful in the workplace and even in their private lives.

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

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

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

written examination (approx. 60 minutes)

Allocation of places

Number of places: 405. No restrictions with regard to available places for Bachelor's students of Wirtschaftswissenschaft (Business Management and Economics), Wirtschaftsmathematik (Mathematics for Economics) and Wirtschaftsinformatik (Business Information Systems). The remaining places will be allocated to students of other subjects. 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. 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

--

Subdivided Module Catalogue for the Subject
China Business and Economics
Master's with 1 major, 120 ECTS credits

Workload
--

Teaching cycle
--

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

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

Subdivided Module Catalogue for the Subject
China Business and Economics
Master's with 1 major, 120 ECTS credits

Module title		Abbreviation
Microeconomics 3		12-Mik3-F-082-m01

Module coordinator	Module offered by
holder of the Chair of Public Finance	Faculty of Business Management and Economics

ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--

Duration	Module level	Other prerequisites
1 semester	undergraduate	--

Contents

Description:
This lecture deals with the allocative tasks of the government in a market economy. In this context, the lecture will first develop the theory of market failure and will then describe the positive effects government activities have on such market allocations.

Outline of syllabus:
1. Allocative foundations of welfare economics
2. External effects
3. Public goods

Intended learning outcomes

After completing the course "Microeconomics 3" students know the concept of efficiency and when a market economy satisfies these conditions. They are able to discuss the central role of government in a market economy and to apply these arguments to specific public policies (i.e. envireonmental policy). Of course, students should also be aware of the limitations of government interventions.

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

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

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

written examination (approx. 60 minutes)

Allocation of places

--

Additional information

--

Workload

--

Teaching cycle

--

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

--

Module appears in

Bachelor' degree (1 major) Business Management and Economics (2009)
Bachelor' degree (1 major) Business Management and Economics (2013)
Bachelor' degree (1 major) Business Management and Economics (2008)
Bachelor' degree (1 major) Business Management and Economics (2010)
Bachelor' degree (1 major) Economathematics (2009)
Bachelor' degree (1 major) Economathematics (2012)
Bachelor' degree (1 major) Economathematics (2008)
Bachelor' degree (1 major) Business Information Systems (2014)

Subdivided Module Catalogue for the Subject
China Business and Economics
Master's with 1 major, 120 ECTS credits

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

Subdivided Module Catalogue for the Subject
China Business and Economics
Master's with 1 major, 120 ECTS credits

Module title		Abbreviation
International Marketing		12-M-IMM-102-m01

Module coordinator		Module offered by
holder of the Chair of Business Administration and Marketing		Faculty of Business Management and Economics

ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--

Duration	Module level	Other prerequisites
1 semester	graduate	--

Contents

Description:
The module builds on the knowledge acquired during the Bachelor's degree programme or the *Grundstudium* (stage I studies). It provides a systematic introduction to strategic marketing decisions in global and international contexts. These are explained mainly by Porter's diamond and cluster models. Another focus is on internationalisation strategies, which require country analyses and decisions on the selection of national markets as well as a timing of the countries market development. In addition, the module discusses different strategies for market entry and market development.

Outline of syllabus:
1. Internationalisation of the economy and regional integration processes
- Globalisation
- Competitiveness of countries, industries and companies in an international context
2. International strategic marketing decisions
- Market entry forms
- Market development strategies
- Timing strategies
- International organisation structures
3. Theories and strategies of internationalisation
- Foreign trade theory
- Multinational enterprise
- Internationalisation strategies

Reading:
Meffert, H. / Burmann C. / Becker, C.: Internationales Marketing-Management, Stuttgart etc. (most recent edition).
Berndt, R. / Fantapié-Altobelli C. / Sander M.: Internationales Marketing-Management, Berlin etc. (most recent edition).

Intended learning outcomes

Students acquire in-depth skills in the field of strategic and operational management with particular attention to the international context. Students achieve particular expertise in the analysis, assessment and implementation of international business decisions and gain skills thus guiding the execution of marketing and management positions in globally-active companies.

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

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

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

written examination (approx. 60 minutes)

Allocation of places

--

Additional information

--

Subdivided Module Catalogue for the Subject
China Business and Economics
Master's with 1 major, 120 ECTS credits

Workload
--

Teaching cycle
--

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

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

Subdivided Module Catalogue for the Subject
China Business and Economics
Master's with 1 major, 120 ECTS credits

Module title	Abbreviation
Instruments of Strategic Controlling	12-M-INST-111-m01

Module coordinator	Module offered by
holder of the Chair of Business Management, Controlling and Accounting	Faculty of Business Management and Economics

ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--

Duration	Module level	Other prerequisites
1 semester	graduate	--

Contents

The module focuses on controlling instruments, which are applied in the context of the strategic management of enterprises. The module covers analytical and heuristic techniques of planning and control. In the context of these techniques, instruments of target costing, life cycle analysis, value chain analysis and various portfolio techniques are discussed with regard to their theoretical foundation and fields of application.

Intended learning outcomes

Initially, knowledge about fundamental requirements concerning instruments of decision-making and behavior control within enterprises is acquired. What is more, the module conveys obtaining knowledge about the strengths and weaknesses and therewith fields of application and limits of prevalent instruments of strategic corporate management used by practitioners.

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

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

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

a) written examination (approx. 60 minutes) or b) term paper (approx. 15 pages)

Allocation of places

--

Additional information

--

Workload

--

Teaching cycle

--

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

--

Module appears in

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

Subdivided Module Catalogue for the Subject
China Business and Economics
Master's with 1 major, 120 ECTS credits

Module title		Abbreviation
Information Systems Research		12-M-ISR-102-m01

Module coordinator	Module offered by
holder of the Chair of Information Systems Engineering	Faculty of Business Management and Economics

ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--

Duration	Module level	Other prerequisites
1 semester	graduate	--

Contents

The course provides an overview of theoretical scientific foundations, theories, research topics and methods of international research in business informatics.

Intended learning outcomes

The module provides students with knowledge of:
(i) Exploration of classical themes of WI / IS research;
(ii) Getting to know the relevant paradigms, theories and methods;
(iii) Recognition of the interfaces to other areas of business administration and management practice;
(iv) Gain experience in finding and evaluation of scientific literature.

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

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

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

The method of assessment will be specified at the beginning of each exercise. a) written examination (approx. 60 minutes) or b) presentation (approx. 20 minutes) with written elaboration (approx. 15 to 20 pages), weighted 1:2 or c) oral examination (one candidate each: approx. 10 to 15 minutes; groups of 2: approx. 20 minutes; groups of 3: approx. 30 minutes) or c) completion of programming exercises (as specified)

Allocation of places

--

Additional information

--

Workload

--

Teaching cycle

--

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

--

Module appears in

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

Subdivided Module Catalogue for the Subject
China Business and Economics
Master's with 1 major, 120 ECTS credits

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

Master's with 1 major China Business and Econo-
mics (2012) | JMU Würzburg • generated 26-Aug-2024 • exam. reg. data re-
cord Master (120 ECTS) China Business and Economics - 2012 | page 175 / 278

Subdivided Module Catalogue for the Subject
China Business and Economics
Master's with 1 major, 120 ECTS credits

Module title		Abbreviation
Coordination, Budgeting and Incentives in Enterprises		12-M-KOBO-111-m01

Module coordinator	Module offered by
holder of the Chair of Business Management, Controlling and Accounting	Faculty of Business Management and Economics

ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--

Duration	Module level	Other prerequisites
1 semester	graduate	--

Contents

This module focuses on accounting-based instruments to control behaviour in decentralised enterprises. The course first discusses the role of accounting in the context of decision making and behavioural controlling as well as informational analyses. Afterwards, the most common instruments of behavioural controlling (budgeting, value-oriented management, transfer prices) are discussed with regard to theory and practice.

Intended learning outcomes

This module aims to provide knowledge in the context of behavioral controlling in enterprises. Knowledge about Requirements on instruments used for behavioral controlling are discussed and competencies for deployment, structure and development of coordination tools are provided.

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

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

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

a) written examination (approx. 60 minutes) or b) term paper (approx. 15 pages)

Allocation of places

--

Additional information

--

Workload

--

Teaching cycle

--

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

--

Module appears in

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

Subdivided Module Catalogue for the Subject
China Business and Economics
Master's with 1 major, 120 ECTS credits

Module title	Abbreviation
Lot Sizing and Scheduling	12-M-LA-111-m01

Module coordinator	Module offered by
holder of the Chair of Business Management and Industrial Management	Faculty of Business Management and Economics

ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--

Duration	Module level	Other prerequisites
1 semester	graduate	Successful completion of exercises as specified at the beginning of the course is an admission prerequisite to assessment.

Contents

This module analyses and classifies approaches of production planning and control. In addition, it develops methods and models of lot sizing and scheduling. The focus is on the determination of optimal production and transport volumes as well as the planning of orders and manufacturing orders.

Intended learning outcomes

Students learn essential concepts, principles and methods of production planning and control with emphasis on the determination of optimal production and transport volumes as well as the planning of production and order sequences. Then, based on this expertise related knowledge broadening and deepening, essential competencies are conveyed, which allow the imaging of realistic situations and problems using mathematical and quantitative models for the derivation and assessment of alternative courses of action. After completion of the module students can answer, analyze and structure questions of production planning and control, goal-oriented. They can also arrange the planning areas in the overall business context and have an in-depth overview of the production planning and control.

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

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

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

a) written examination (approx. 60 minutes) or b) written examination (approx. 40 minutes) and presentation (approx. 20 minutes), weighted 2:1 or c) written examination (approx. 40 minutes) and written elaboration (approx. 15 to 20 pages), weighted 2:1 or d) presentation (approx. 20 minutes) and written elaboration (approx. 15 to 20 pages), weighted 1:1

Allocation of places

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

Additional information

--

Workload

--

Teaching cycle

--

Subdivided Module Catalogue for the Subject
China Business and Economics
Master's with 1 major, 120 ECTS credits

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

Subdivided Module Catalogue for the Subject
China Business and Economics
Master's with 1 major, 120 ECTS credits

Module title	Abbreviation
Management Methods	12-MM-111-m01

Module coordinator	Module offered by
holder of the Chair of Business Management and Business Information Systems	Faculty of Business Management and Economics

ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--

Duration	Module level	Other prerequisites
1 semester	graduate	--

Contents

Description:
The module familiarises students with relevant management methods.

Content:
- Principles of Management
- Corporate strategy and processes
- Determination of strategy
- Performance tasks within the company

Intended learning outcomes

After completing the course "Mangementmethoden", students
(i) have substantial knowledge in the application of relevant management methods and
(ii) recognize their economic importance and consequences;
(iii) succumbed to an idea of the scope of managers´ activities;
(iv) recognize the challenges businesses to deal with and
(v) understand processes of an industrial company.

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

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

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

a) written examination (approx. 60 minutes) or b) term paper (approx. 15 pages)

Allocation of places

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

Additional information

--

Workload

--

Teaching cycle

--

Subdivided Module Catalogue for the Subject
China Business and Economics
Master's with 1 major, 120 ECTS credits

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

Subdivided Module Catalogue for the Subject
China Business and Economics
Master's with 1 major, 120 ECTS credits

Module title			Abbreviation
Microeconometrics			12-M-MIK-111-m01

Module coordinator		Module offered by
holder of the Chair of Econometrics		Faculty of Business Management and Economics

ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--

Duration	Module level	Other prerequisites
1 semester	graduate	--

Contents

Description:
This course builds on the Master's courses "Ökonometrie 1" ("Econometrics 1") and "Ökonometrie 2" ("Econometrics 2") and introduces students to different microeconometric models. In the first part of the course, the maximum 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 models is motivated and explained and the advantages of these models over the linear regression model are pointed out. In addition, these models are estimated with different estimation methods and the results are interpreted.

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

Reading:
Ronning: Mikroökonometrie, Springer-Verlag.
Cameron / Trivedi: Micoreconometrics - Methods and Applications, Cambridge University Press.
Greene: Econometric Analysis, Pearson.
(most recent editions)

Intended learning outcomes

After finishing this course students are able to
(i) understand the maximum likelihood method;
(ii) apply, assess, and interpret the above introduced models and check for possible violation of the assumptions;
(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 (type, number of weekly contact hours, language — if other than German)

D (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)

Allocation of places

--

Additional information

--

Subdivided Module Catalogue for the Subject
China Business and Economics
Master's with 1 major, 120 ECTS credits

Workload
--

Teaching cycle
--

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

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

Subdivided Module Catalogue for the Subject
China Business and Economics
Master's with 1 major, 120 ECTS credits

Module title	Abbreviation
Marketing & Brand Management	12-M-MM-111-m01

Module coordinator	Module offered by
holder of the Chair of Business Administration and Marketing	Faculty of Business Management and Economics

ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--

Duration	Module level	Other prerequisites
1 semester	graduate	--

Contents

Description:
At the beginning of the 21st century, marketing - until then interpreted as a market-oriented corporate management approach - was further developed to be seen as the entrepreneurial task of creating "shared value" for the organisation on the one hand and - broadly speaking - for society on the other hand. This idea leads to high requirements regarding the strategic sustainable positioning of the brand as well as brand management itself.

Outline of syllabus:
1. Brand leadership and brand assessment
2. Brand leadership, identity and relevance according to David Aaker's approach
3. Brand strategies
4. Consumer behaviour
5. Market research methods and the development of brand strategies
6. Market research methods

Intended learning outcomes

Based on the theories of Meffert and Aaker, students will gain a profound understanding for brand leadership, which will be deepened by many pracital implications and examples. Provided by cases studies and market research tools, it's the defined goal of this lecture to convey an in-depth knowledge for consumer behavior and sustainable brand management.

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

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

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

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

Allocation of places

Number of places: 35. 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

--

Subdivided Module Catalogue for the Subject
China Business and Economics
Master's with 1 major, 120 ECTS credits

Teaching cycle
--

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

Module appears in
Master's degree (1 major) Economathematics (2011)
Master's degree (1 major) Business Information Systems (2011)
Master's degree (1 major) Business Management (2011)
Master's degree (1 major) Economics (2011)
Master's degree (1 major) China Business and Economics (2014)
Master's degree (1 major) China Business and Economics (2012)
Master's degree (1 major) Chinese and Economics (2014)
Master's degree (1 major) Chinese and Economics (2012)

Subdivided Module Catalogue for the Subject
China Business and Economics
Master's with 1 major, 120 ECTS credits

Module title	Abbreviation
Multinational Enterprises	12-M-MNE-111-m01

Module coordinator	Module offered by
holder of the Chair of Public Finance	Faculty of Business Management and Economics

ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--

Duration	Module level	Other prerequisites
1 semester	graduate	--

Contents

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)

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

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

a) written examination (approx. 120 minutes) or
b) oral examination (approx. 15 minutes)
Language of assessment: English
Assessment offered: once a year, summer semester

Allocation of places

Business Management Master's and Economics Master's: no restrictions. Applied Human Geography Master's: 10 places. Places will be allocated by lot.

Additional information

--

Workload

--

Teaching cycle

--

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

--

Module appears in

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

Subdivided Module Catalogue for the Subject
China Business and Economics
Master's with 1 major, 120 ECTS credits

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

Subdivided Module Catalogue for the Subject
China Business and Economics
Master's with 1 major, 120 ECTS credits

Module title	Abbreviation
Strategic Networks in Industry	12-M-MS-111-m01

Module coordinator	Module offered by
holder of the Chair of Business Administration and Marketing	Faculty of Business Management and Economics

ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--

Duration	Module level	Other prerequisites
1 semester	graduate	--

Contents

The primary object of this course is to gain a detailed understanding of strategic networks and of the phenomenon of clustering in the industrial industry. The example of the international automotive industry is used for clarification of the theoretical contents.

The focus is on marketing in industrial companies and also on CSR - CSR is considered the "driver" of sustainable innovations - as well as the different strategy types of sustainable innovations.

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 suppliers
3. Management of business types, in particular the business of suppliers in the automotive industry
4. Cluster and entrepreneurship activities
5. Sustainable innovation strategies

Intended learning outcomes

By the end of the course, students gain a profound understanding above the basics of network research. Furthermore students will aquire sectoral knowledge of the automotive industry as well as detailed cluster skills.

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

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

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

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

Allocation of places

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

Additional information

--

Workload

--

Teaching cycle

--

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

--

Subdivided Module Catalogue for the Subject
China Business and Economics
Master's with 1 major, 120 ECTS credits

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

Subdivided Module Catalogue for the Subject
China Business and Economics
Master's with 1 major, 120 ECTS credits

Module title			Abbreviation
Strategic Management of Innovation and Growth			12-M-MWT-111-m01

Module coordinator		Module offered by	
holder of the Chair of Entrepreneurship and Strategy		Faculty of Business Management and Economics	

ECTS	Method of grading	Only after succ. compl. of module(s)	
5	numerical grade	--	

Duration	Module level	Other prerequisites	
1 semester	graduate	--	

Contents

In this course, students will acquire an overview of the strategic aspects of innovation management. They will acquire the knowledge necessary to understand the range, scope and complexity of the issues and problems related to the strategic management of innovations. The lecture will focus on innovation teams and the different roles in the innovation process. It will also discuss how users can be involved in the innovation process. In addition, the course will address the concepts of open innovation, lean innovation and crowdsourcing and will discuss how platform strategies can be used for the new product development process as well as what market entry strategies and patent management strategies are currently used. Practical examples and case studies will be used to provide students with a better understanding of the theoretical concepts.

Intended learning outcomes

At the end of the module students are able to understand:

- The tasks of the strategic innovation management
- The state of the art and importance of innovations
- The current trends in strategic innovation management
- The importance of patent strategies
- The market entry strategies
- Concepts of the marketing mix

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

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

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

a) one assessment during lecture period (e. g. take-home case, term paper or presentation with slides (approx. 10 pages), term paper or talk (10 minutes)) and written examination (approx. 50 minutes), weighted 4:1 or
b) written examination (approx. 60 minutes)
Language of assessment: English or German
Assessment offered: once a year, summer semester

Allocation of places

--

Additional information

--

Workload

--

Teaching cycle

--

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

--

Module appears in

Master's degree (1 major) Economathematics (2011)

Subdivided Module Catalogue for the Subject
China Business and Economics
Master's with 1 major, 120 ECTS credits

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

Subdivided Module Catalogue for the Subject
China Business and Economics
Master's with 1 major, 120 ECTS credits

Module title		Abbreviation
Applied General Equilibrium Models		12-M-NGM-111-m01

Module coordinator		Module offered by
holder of the Chair of Public Finance		Faculty of Business Management and Economics

ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--

Duration	Module level	Other prerequisites
1 semester	graduate	--

Contents

Description:
This course will mostly be concerned with the analysis of public policy (in areas such as taxation, social security etc.). Providing students with state-of-the-art techniques for quantitative macroeconomic research in this very field and familiarising them with the relevant literature, this course will teach students how such policies redistribute between different generations and also within generations, how they may improve risk sharing when markets are incomplete and how they can trigger distortions and therefore hurt the aggregate economy.

Outline of syllabus:
1. Programming with FORTRAN and application of numerical methods
2. Solution techniques for dynamic programming problems
3. The overlapping generations model (OLG) with uninsurable income risk
3. Policy analysis in the stochastic OLG model

Reading:
Lecture notes will be provided.

Intended learning outcomes

After completing the course "Computational Economics - Advanced Level" students will be able to
(i) edit and solve stochastic economic problems using advanced numerical techniques;
(ii) implement small scale economic models on the computer;
(iii) simulate tax and social security policy reforms and interpret the quantitative results in economic term.

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)

Allocation of places

--

Additional information
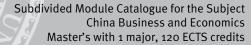
--

Workload

--

Teaching cycle

--

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

--

Module appears in

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

Subdivided Module Catalogue for the Subject
China Business and Economics
Master's with 1 major, 120 ECTS credits

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

Subdivided Module Catalogue for the Subject
China Business and Economics
Master's with 1 major, 120 ECTS credits

Module title	Abbreviation
Management of Corporate Sustainability	12-M-NUF-111-m01

Module coordinator	Module offered by
holder of the Chair of Entrepreneurship and Strategy	Faculty of Business Management and Economics

ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--

Duration	Module level	Other prerequisites
1 semester	graduate	--

Contents

Description:
This module introduces students to sustainability management.
First, essential concepts such as sustainability and corporate social responsibility are explained, the role of businesses within society is discussed. Afterwards, the module addresses different aspects of corporate sustainability as well as environmental and social management with particular regard to the dimensions of corporate and economic performance and competitiveness.

Content:
1. Basic overview of sustainability and (legal) frameworks
2. Business and society
3. System theory
4. Sustainable as well as eco-innovation
5. Operational sustainability management (sustainable strategies, environmental performance indicators)
6. The impact of environmental and social management on corporate performance and competitiveness

Intended learning outcomes

After successfully completing the module "Sustainability Management", students will be able to
(i) explain and define the basic principles and concepts of Sustainability Management as well as to deal with the contributions and aspects of sustainable development in a critical way;
(ii) assess and analyse the complex problems and implementation strategies of Sustainability Management based on the gained knowledge and experiences of this course;
(iii) evaluate different strategic and operational approaches of Sustainability Management as well as to transfer these approaches onto various case studies.

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: English or German

Allocation of places

--

Additional information

--

Workload

--

Teaching cycle

--

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

--

Module appears in

Subdivided Module Catalogue for the Subject
China Business and Economics
Master's with 1 major, 120 ECTS credits

Master's degree (1 major) Economathematics (2011)

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

Master's degree (1 major) Economics (2011)

Master's degree (1 major) China Business and Economics (2014)

Master's degree (1 major) China Business and Economics (2012)

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

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

Master's with 1 major China Business and Econo-
mics (2012) | JMU Würzburg • generated 26-Aug-2024 • exam. reg. data re-
cord Master (120 ECTS) China Business and Economics - 2012 | page 194 / 278

Subdivided Module Catalogue for the Subject
China Business and Economics
Master's with 1 major, 120 ECTS credits

Module title		Abbreviation
Econometrics 1		12-M-OE1-111-m01

Module coordinator	Module offered by
holder of the Chair of Econometrics	Faculty of Business Management and Economics

ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--

Duration	Module level	Other prerequisites
1 semester	graduate	--

Contents

Description:
This module deals with the basic concept and methodology of the ordinary least squares (OLS) regression model. In particular, model assumptions and properties are discussed and formally motivated. In addition, the module examines linear restrictions on the models explanatory variables as well as dummy variables and introduces tests to verify simple and multiple linear restrictions.

Linear algebra is used as formal aid.

Outline of syllabus:
1. Random variables
2. Important distributions
3. Point estimates
4. Simple linear regression model
5. Model assumptions
6. Model properties
7. Simple hypothesis tests
8. Multiple linear regression model
9. Linear restrictions
10. Dummy variables
11. Multiple hypothesis tests

Intended learning outcomes

The students acquire knowledge of the basics, concepts and methods used in the classical linear regression model and understand the role of econometrics in science and data analysis. In particular, they learn how to analytically derive, calculate and interpret the coefficients, standard errors and p-values of a classic regression output of the multiple regression model. Furthermore, they are able to state and motivate formally the assumptions and properties of OLS and know how to deal with transformed and dummy variables. Additionally, students are able to test multiple linear restrictions on the parameters and are able to apply these tests to real economic, business and social science questions.
The competences acquired in this course serve as a prerequisite for "Econometrics II", "Econometrics III", "Microeconometrics" und "Financial Econometrics".

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

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

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

a) written examination (approx. 60 minutes) or b) term paper (approx. 15 pages)

Allocation of places

--

Additional information

--

Workload

--

Subdivided Module Catalogue for the Subject
China Business and Economics
Master's with 1 major, 120 ECTS credits

Teaching cycle
--

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

Module appears in
Master's degree (1 major) Economathematics (2011)
Master's degree (1 major) Business Information Systems (2011)
Master's degree (1 major) Business Management (2011)
Master's degree (1 major) Economics (2011)
Master's degree (1 major) China Business and Economics (2014)
Master's degree (1 major) China Business and Economics (2012)
Master's degree (1 major) Chinese and Economics (2014)
Master's degree (1 major) Chinese and Economics (2012)

Subdivided Module Catalogue for the Subject
China Business and Economics
Master's with 1 major, 120 ECTS credits

Module title		Abbreviation
Econometrics 2		12-M-OE2-111-m01

Module coordinator	Module offered by
holder of the Chair of Econometrics	Faculty of Business Management and Economics

ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--

Duration	Module level	Other prerequisites
1 semester	graduate	--

Contents

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 autocorrelation.
Linear algebra is used as formal aid.

Outline of syllabus:
1. Specification analysis
2. Multicollinearity
3. Heteroskedastiticy
4. Autocorrelated disruptive terms
5. Generalised least squares (GLS)

Intended learning outcomes

Students acquire essential knowledge of the fundamentals, methods and concepts for estimating the generalized linear regression model (GLS) and can apply and interpret it. They are sensitized for specification problems, data problems and violations of the assumptions of the classical linear model (OLS) so that they are able to recognize, to assess and therefore adequately deal with these problems in theory and practice. This enables them to critically assess the use of the Estimation methods in scientific work and to work independently on adequate implementation of empirical analyzes to answer selected (economic) scientific issues if available data with the above-mentioned Involve problems. The competences acquired in this course serve as a prerequisite for "Econometrics III", "Microeconometrics" und "Financial Econometrics".

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

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

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

a) written examination (approx. 60 minutes) or b) term paper (approx. 15 pages)

Allocation of places

--

Additional information

--

Workload

--

Teaching cycle

--

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

--

Module appears in

Subdivided Module Catalogue for the Subject
China Business and Economics
Master's with 1 major, 120 ECTS credits

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

Subdivided Module Catalogue for the Subject
China Business and Economics
Master's with 1 major, 120 ECTS credits

Module title		Abbreviation
Econometrics 3		12-M-OE3-111-m01

Module coordinator	Module offered by
holder of the Chair of Econometrics	Faculty of Business Management and Economics

ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--

Duration	Module level	Other prerequisites
1 semester	graduate	--

Contents

Description:
This module deals with advanced econometric methods and concepts based on the classical and the generalised least squares estimator discussed in Ökonometrie I and II (Econometrics I and II). In particular, this includes the instrumental variable (IV) estimator, the generalised method of moments (GMM) estimator, distributed lag models as well as basic methods and concepts used in uni and multivariate econometric times series analysis, including (non)stationarity, integration, cointegration.
Linear algebra is used as formal aid.

Outline of syllabus:
1. Error-in-variables
2. IV estimation
3. Generalised least squares estimation
4. Distributed lag models
5. Stationary uni and multivariate processes
6. Deterministic and stochastic trends
7. Integrated and cointegrated processes

Intended learning outcomes

The students acquire thorough understanding of advanced methods and concepts in econometrics. They are familiarized with diverse error-in-variables issues and capable of handling them appropriately. After the course, students understand the generalized methods of moment (GMM) and the instrumental variable (IV) estimator to an extent that they can discuss their pros and cons, apply these to selected questions in quantitative economics, and understand scientific papers using these methods. Furthermore, they become acquainted with selected time series issues, such as distributed lag models, non-stationarity, spurious correlation, and cointegrated processes, enabling them to conduct a comprehensive time series analysis. In brief, the course enables students to apply the above mentioned methods and concepts to real life questions, assess their appropriateness, and address their theoretical and practical benefits and shortcomings.

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)

Allocation of places

--

Additional information

--

Workload

--

Teaching cycle

--

Subdivided Module Catalogue for the Subject
China Business and Economics
Master's with 1 major, 120 ECTS credits

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

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

Subdivided Module Catalogue for the Subject
China Business and Economics
Master's with 1 major, 120 ECTS credits

Julius-Maximilians-
UNIVERSITÄT
WÜRZBURG

Module title		Abbreviation
Labor Market Economics		12-M-OEA-111-m01

Module coordinator		Module offered by
holder of the Chair of Economic Order and Social Policy		Faculty of Business Management and Economics

ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--

Duration	Module level	Other prerequisites
1 semester	graduate	--

Contents

Description:
In this course, students will acquire an in-depth understanding of the problems of the German national labour market. The course will discuss economic as well as political-economic theories that can explain the phenomenon of unemployment.

Outline of syllabus:
1. Labour market empirics
2. Why has Germany not been able, for more than two decades, to clear the labour markets?
3. What policy is best suited to tackle labour market problems?
4. How can we break through the rigid political-economic structures in our society?

Basic reading:
BORJAS, G. J. (2010): Labor Economics. 5th ed., Boston etc.
EHRENBERG, R.G./SMITH, R.S. (1996): Modern Labor Economics, 6th ed., Addison-Wesley, Amsterdam.
FRANZ, W. (2009): Arbeitsmarktökonomik. 7th ed., Berlin etc.
JAHN, E. J./ WAGNER, T. (2004): Neue Arbeitsmarkttheorien, 2nd ed., Lucius & Lucius, Stuttgart.
LANDMANN, O./ JERGER, J. (1999): Beschäftigungstheorie, 1st ed., Springer, Berlin.
LAYARD, R. / NICKELL, S. / JACKMAN, R. (2005): Unemployment; Marcroeconomic Performance and the Labour Market, 2nd ed., Oxford University Press Inc., New York.

Intended learning outcomes

The students receive an understanding of the functioning of the labour market and its institutions. They will also be enabled to identify and to evaluate common approaches to mitigate unemployment.

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

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

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

a) written examination (approx. 60 minutes) or b) term paper (approx. 15 pages)

Allocation of places

--

Additional information

--

Workload

--

Teaching cycle

--

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

--

Module appears in

Master's degree (1 major) Economathematics (2011)

Subdivided Module Catalogue for the Subject
China Business and Economics
Master's with 1 major, 120 ECTS credits

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

Subdivided Module Catalogue for the Subject
China Business and Economics
Master's with 1 major, 120 ECTS credits

Module title		Abbreviation
Principles of European Regulation		12-M-PRE-111-m01

Module coordinator	Module offered by
holder of the Chair of Industrial Economics	Faculty of Business Management and Economics

ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--

Duration	Module level	Other prerequisites
1 semester	graduate	--

Contents

Description:
This module examines the regulation of traditional network industries (railroads, electricity, telecommunications) in Europe: theory and practice

Outline of syllabus:
1. Overview of the regulation of railroads in Gemany and Europe in practice
2. Overview of the regulation of the electricity industry in Gemany and Europe in practice
3. Overview of the regulation of the telecommunications industry in Gemany and Europe in practice
4. Political economy of regulation
5. Natural monopoly and price regulation under ideal conditions
6. Price regulation under realistic circumstances
7. Procurement: advantages and disadvantages
8. Network access regulation

Intended learning outcomes

After succesfully completing this module, students wiil be able to
(i) describe central problems in regulation of the traditional network industries;
(ii) identify and apply the appropriate results from Industrial Organization;
(iii) assess the advantages and disadvantages of existing regulatory mechanisms by using results from the industrial organization theory.

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

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

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

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

Allocation of places

--

Additional information

--

Workload

--

Teaching cycle

--

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

--

Module appears in

Master's degree (1 major) Economathematics (2011)

Subdivided Module Catalogue for the Subject
China Business and Economics
Master's with 1 major, 120 ECTS credits

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

Subdivided Module Catalogue for the Subject
China Business and Economics
Master's with 1 major, 120 ECTS credits

Module title		Abbreviation
Project Management and Controlling		12-M-PROM-111-m01

Module coordinator	Module offered by
holder of the Chair of Business Management, Controlling and Accounting	Faculty of Business Management and Economics

ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--

Duration	Module level	Other prerequisites
1 semester	graduate	--

Contents

The module focuses on the discussion and critical examination of instruments and methods used in the context of project management and controlling within enterprises. It covers characteristic features and structures of projects, their possible success factors, methods and instruments of the controlling and management of projects in various project phases as well as approaches to multi-project management. The theoretical basis as well as potential applications of these instruments are discussed.

Intended learning outcomes

Initially knowledge about fundamental requirements concerning instruments of project management and controlling is acquired. What is more the module conveys knowledge about strengths and weaknesses and therewith fields of application and limits of commonly used instruments and methods of practitioners. Competences within the configuration and development of the project management and -controlling are obtained as well as skills within the practical use of the project management software MS Project.

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

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

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

a) written examination (approx. 60 minutes) or b) term paper (approx. 15 pages)

Allocation of places

--

Additional information

--

Workload

--

Teaching cycle

--

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

--

Module appears in

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

Subdivided Module Catalogue for the Subject
China Business and Economics
Master's with 1 major, 120 ECTS credits

Module title		Abbreviation
Quantitative Economic Policy		12-M-QWP-111-m01

Module coordinator		Module offered by
holder of the Chair of Econometrics		Faculty of Business Management and Economics

ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--

Duration	Module level	Other prerequisites
1 semester	graduate	--

Contents

Outline of syllabus:
1. Subject and tasks of quantitative economic policy
2. Quantitative economic policy in the static model
3. Fundamentals of systems and control theory
4. Econometric models
5. Stabilisation theory and policy in dynamic models
6. Optimal quantitative economic policy

Intended learning outcomes

Students have an understanding of the importance of most methods of quantitative economic policy. They are able to analyze static and dynamic economic policy models and apply them to concrete economic problems.

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

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

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

a) written examination (approx. 60 minutes) or b) term paper (approx. 15 pages)

Allocation of places

--

Additional information

--

Workload

--

Teaching cycle

--

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

--

Module appears in

Master's degree (1 major) Economathematics (2011)
Master's degree (1 major) Business Management (2013)
Master's degree (1 major) Business Management (2011)
Master's degree (1 major) Economics (2011)
Master's degree (1 major) China Business and Economics (2014)
Master's degree (1 major) China Business and Economics (2012)
Master's degree (1 major) Chinese and Economics (2014)
Master's degree (1 major) Chinese and Economics (2012)

Master's with 1 major China Business and Econo-
mics (2012)
JMU Würzburg • generated 26-Aug-2024 • exam. reg. data re-
cord Master (120 ECTS) China Business and Economics - 2012
page 206 / 278

Subdivided Module Catalogue for the Subject
China Business and Economics
Master's with 1 major, 120 ECTS credits

Module title	Abbreviation
Accounting and Capital Markets	12-M-REKA-111-m01

Module coordinator	Module offered by
holder of the Chair of Business Management, Controlling and Accounting	Faculty of Business Management and Economics

ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--

Duration	Module level	Other prerequisites
1 semester	graduate	--

Contents

The module focuses on financial and management accounting, their functions, possible configurations as well as their impact on internal and external recipients under consideration of the institutional setting. In this context, an economic perspective has priority over detailed legal arrangements and regulations by the standard setters. Based on the theoretical foundations of information economics as well as decision-making and balance sheet theories, typical issues concerning cost accounting and controlling as well as financial accounting and publicity are discussed.

Intended learning outcomes

Initially, a fundamental knowledge about the conception and impact of management and financial accounting as information systems is acquired. In the following, the module mainly sharpens the understanding of the economic impacts of the configuration of management and financial accounting. What is more, extensive knowledge about possible impacts of changes in institutional general frameworks is covered. For example, changes in valuation standards, publicity rules or regulations about the distribution of profits in enterprises and on capital markets are considered.

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

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

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

a) written examination (approx. 60 minutes) or b) term paper (approx. 15 pages)

Allocation of places

--

Additional information

--

Workload

--

Teaching cycle

--

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

--

Module appears in

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

Subdivided Module Catalogue for the Subject
China Business and Economics
Master's with 1 major, 120 ECTS credits

Module title	Abbreviation
Strategic Supply Management	12-M-SBM-111-m01

Module coordinator	Module offered by
holder of the Chair of Business Management and Industrial Management	Faculty of Business Management and Economics

ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--

Duration	Module level	Other prerequisites
1 semester	graduate	Admission prerequisite to assessment: successful completion of exercises as specified at the beginning of the course.

Contents

The course addresses central issues of strategic supply management. The supply function of the company (purchasing, materials management, procurement logistics) and its strategic importance is analysed and basic methods are developed that are relevant in this area.

Intended learning outcomes

Students learn the principles of performance-oriented optimization of all procurement activities to develop long-term, competitively sensitive potential for success. After completion of the module students are able to prepare structured, to goal-oriented analyze and to respond to performance-oriented issues of strategic procurement based on key instruments. Students are able to accurately classify the tasks of the procurement and to describe and discuss their strategic importance and dominate essential methods and procedures used in this area to apply.

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

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)

a) written examination (approx. 60 minutes) or b) written examination (approx. 40 minutes) and presentation (approx. 20 minutes), weighted 2:1 or c) written examination (approx. 40 minutes) with written elaboration (approx. 15 to 20 pages), weighted 2:1 or d) presentation (approx. 20 minutes) with written elaboration (approx. 15 to 20 pages), weighted 1:1

Allocation of places

--

Additional information

--

Workload

--

Teaching cycle

--

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

--

Module appears in

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

Subdivided Module Catalogue for the Subject
China Business and Economics
Master's with 1 major, 120 ECTS credits

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

Subdivided Module Catalogue for the Subject
China Business and Economics
Master's with 1 major, 120 ECTS credits

Module title	Abbreviation
Strategic Marketing	12-M-SM-102-m01

Module coordinator	Module offered by
holder of the Chair of Business Administration and Marketing	Faculty of Business Management and Economics

ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--

Duration	Module level	Other prerequisites
1 semester	graduate	--

Contents

Description:
The module raises awareness in students of the relevance and necessity of strategic management in a competitive and dynamical competitive process.

Content:
Based on the marketing strategies as well as the stakeholder and entrepreneurship approaches, this module discusses the roots of the concept of strategy in marketing based on Drucker, Porter, Ansoff and Mintzberg. The focus of the module is on thinking in competitive advantages, which is directly related to responsible leadership.

Outline of syllabus:
1. Competitive dynamics requires strategy and leadership
2. Marketing strategies, stakeholder management and entrepreneurship
3. Objectives and tasks of corporate governance in management practice
4. Competitive forces, strategies and benefits according to Michael Porter
5. Growth strategies and marketing myths
6. Future technologies, new businesses and dynamic capabilities
7. Nature and principles of responsible management

Reading:
Barnard, CI (1938): The Functions of the Executive, Harvard University Press, Cambridge, Massachusetts.
Eschenbach, R.; Eschenbach, S.; Kunesch, H. (2008): Strategische Konzepte: Management-Ansätze von Ansoff bis Ulrich, 5th ed., Schäffer-Poeschel Stuttgart.
Freeman, RE (2010): Strategic Management: A Stakeholder Approach, Cambridge University Press.
Grant, R. M.; Nippa, M. (2006): Strategisches Management: Analyse, Entwicklung und Implementierung von Unternehmensstrategien, 5th ed., Pearson Munich.
Hinterhuber, H. H. (2011): Strategische Unternehmensführung -- I. Strategisches Denken, 8th ed., Erich Schmidt Verlag, Berlin.
Hungenberg, H. (2012): Strategisches Management in Unternehmen: Ziele -- Prozesse -- Verfahren, 7th ed., Gabler, Wiesbaden.
Johnson, G.; Scholes, K.; Whittington, R. (2009): Fundamentals of Strategy, 1st ed., Financial Times and Prentice Hall Harlow.
Kotler, P.; Berger, R.; Bickhoff, N. (2010): The Quintessence of Strategic Management, Springer, Heidelberg.
Laasch, O.; Conaway RN (2014): The Principles of Responsible Management: Global Sustainability, Responsibility, and Ethics, Cengage Stamford.
Meffert, H.; Burmannn, C.; Kirchgeorg, M. (2012): Marketing -- Grundlagen marktorientierter Unternehmensführung, 11th ed., Gabler, Wiesbaden.
Meyer, M. (1995): Ökonomische Organisation der Industrie: Netzwerkarrangements zwischen Markt und Unternehmung, Gabler, Wiesbaden.
Müller-Stewens, G.; Lechner, C. (2011): Strategisches Management -- Wie strategische Initiativen zum Wandel führen, 4th ed., Schäffer-Poeschel Stuttgart.
Porter, M. (1999): Wettbewerb und Strategie, Econ Munich. (Original: Porter, M.: On Competition, Boston, 1998.)
Porter, M. (2014): Wettbewerbsvorteile -- Spitzenleistungen erreichen und behaupten, 8th ed., Campus Frankfurt / New York. (Original: Porter, M.: Competitive Advantage, New York, 1985)

Subdivided Module Catalogue for the Subject
China Business and Economics
Master's with 1 major, 120 ECTS credits

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)

Allocation of places

--

Additional information

--

Workload

--

Teaching cycle

--

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

--

Module appears in

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

Subdivided Module Catalogue for the Subject
China Business and Economics
Master's with 1 major, 120 ECTS credits

Module title	Abbreviation
Economics of Tax Planning	12-M-SP-111-m01

Module coordinator	Module offered by
holder of the Chair of Business Management and Business Taxation	Faculty of Business Management and Economics

ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--

Duration	Module level	Other prerequisites
1 semester	graduate	--

Contents

This course deals with tax effects on fundamental economic decisions. Taxes are integrated into standard models for investment decisions, financing decisions, firm valuation, divident policy and remunaration of employees. Therefore, the interaction of corporate and personal income taxes is analysed.
A reading list in English is available on request.

Intended learning outcomes

This course enables students to
(i) combine their knowledge of tax law with microeconomic analyses in the areas of corporate and personal finance;
(ii) understand the effect of taxes on fundamental economic decisions, e.g. investment and financing decisions, evaluation of investment, financial assets, forms of remuneration for employees including managing and assessing;
(iii) read and discuss primary scientific literature.

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

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

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

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

Subdivided Module Catalogue for the Subject
China Business and Economics
Master's with 1 major, 120 ECTS credits

Module title	Abbreviation
Strategic Production Management	12-M-SPM-111-m01

Module coordinator	Module offered by
holder of the Chair of Business Management and Industrial Management	Faculty of Business Management and Economics

ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--

Duration	Module level	Other prerequisites
1 semester	graduate	Admission prerequisite to assessment: successful completion of exercises as specified at the beginning of the course.

Contents

This module will discuss contents and procedures of strategic production management and, in particular, planning and control concepts.
Students will become familiar with the essentials of strategic production management. Theoretical and analytical models will be used for analysing both economic and ecological issues. In addition, the module will discuss principles of value structure optimisation and will develop competences regarding the development of integrated mathematical models.

Intended learning outcomes

After completion of the module students are able to process, to analyze and answer questions of operations strategy structured and goal-oriented in a global context using appropriate methods. Furthermore, they know the main strategic tasks and objectives in production management and evaluate and apply planning and control concepts for the production in realistic application situations.

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)

a) written examination (approx. 60 minutes) or b) written examination (approx. 40 minutes) and presentation (approx. 20 minutes), weighted 2:1 or c) written examination (approx. 40 minutes) with written elaboration (approx. 15 to 20 pages), weighted 2:1 or d) presentation (approx. 20 minutes) with written elaboration (approx. 15 to 20 pages), weighted 1:1

Allocation of places

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

Additional information

--

Workload

--

Teaching cycle

--

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

--

Subdivided Module Catalogue for the Subject
China Business and Economics
Master's with 1 major, 120 ECTS credits

Module appears in
Master's degree (1 major) Economathematics (2011)
Master's degree (1 major) Business Information Systems (2011)
Master's degree (1 major) Business Management (2011)
Master's degree (1 major) Economics (2011)
Master's degree (1 major) China Business and Economics (2014)
Master's degree (1 major) China Business and Economics (2012)
Master's degree (1 major) Chinese and Economics (2014)
Master's degree (1 major) Chinese and Economics (2012)

Subdivided Module Catalogue for the Subject
China Business and Economics
Master's with 1 major, 120 ECTS credits

Module title		Abbreviation
Topics in Labor Market Economics and Social Policy		12-M-SPÜ-111-m01

Module coordinator	Module offered by
holder of the Chair of Economic Order and Social Policy	Faculty of Business Management and Economics

ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--

Duration	Module level	Other prerequisites
1 semester	graduate	--

Contents

The module "Sozialpolitische Übungen" ("Advanced Topics in Economic Policy") deals with current economic policy issues and intends to launch an open discussion with the students.

Intended learning outcomes

The discussion of current economic policy issues enables the students to gain a profound unterstanding of how economic and political markets function. Furthermore, autonomous use of research results in economic policy is fostered

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

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

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

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

Allocation of places

--

Additional information

--

Workload

--

Teaching cycle

--

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

--

Module appears in

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

Subdivided Module Catalogue for the Subject
China Business and Economics
Master's with 1 major, 120 ECTS credits

Module title		Abbreviation
Tax Accounting		12-M-STB-111-m01

Module coordinator	Module offered by
holder of the Chair of Business Management and Business Taxation	Faculty of Business Management and Economics

ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--

Duration	Module level	Other prerequisites
1 semester	graduate	--

Contents

This module introduces the various methods of income recognition in the German Income Tax Code (*Einkommensteuergesetz*, EStG). It discusses the main reporting and valuation provisions as well as the specific problems and techniques of income calculation for partnerships.

Intended learning outcomes

Students have in-depth knowledge of tax accounting of companies and are able to solve moderate to complex problems of tax accounting in particular of sole proprietorships and partnerships using legal source.

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

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

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

written examination (approx. 60 minutes)

Allocation of places

--

Additional information

--

Workload

--

Teaching cycle

--

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

--

Module appears in

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

Subdivided Module Catalogue for the Subject
China Business and Economics
Master's with 1 major, 120 ECTS credits

Module title		Abbreviation
Theory of Industrial Organization 1		12-M-TI1-111-m01

Module coordinator	Module offered by
holder of the Chair of Industrial Economics	Faculty of Business Management and Economics

ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--

Duration	Module level	Other prerequisites
1 semester	graduate	--

Contents

Theory of industrial organisation:
1. Monopoly pricing
- Nonlinear pricing and mechanism design
- Dynamic pricing: experience goods, durable goods
2. Oligopoly pricing
- Static price and quantity competition in homogeneous and differentiated goods markets
- Comparative statics
- Equilibrium market structure
3. Dynamic competition in oligopoly markets
- Repeated games and collusion
- Markov perfect equilibrium and models of dynamic competition
4. Strategic behaviour by incumbent firms
- Entry deterrence and predation
- Signalling and reputation
5. Auctions
- Second price auctions
- First price auctions
6. Advertising and product design

The course will be taught in English.

Intended learning outcomes

Students which complete this class will acquire a working knowledge of advanced theoretical models of competition in oligopoly markets as well as sophisticated pricing techniques in monopoly markets. They will learn the conditions under which the predictions of these models are valid. They will become familiar with applications of advanced game theoretic tools, such as dynamic models of competition and auction theory, for studying interactions between firms in markets. By means of comprehensive exercises, they will apply the methods they learn in class to practically relevant problems. They will be in a position to read academic papers on related topics, assess the strengths and weaknesses of approach, summarize and comment on these papers and suggest possible extensions.

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

Allocation of places

--

Additional information

--

Subdivided Module Catalogue for the Subject
China Business and Economics
Master's with 1 major, 120 ECTS credits

Workload
--

Teaching cycle
--

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

Module appears in
Master's degree (1 major) Economathematics (2011)
Master's degree (1 major) Business Information Systems (2011)
Master's degree (1 major) Business Management (2011)
Master's degree (1 major) Economics (2011)
Master's degree (1 major) China Business and Economics (2014)
Master's degree (1 major) China Business and Economics (2012)
Master's degree (1 major) Chinese and Economics (2014)
Master's degree (1 major) Chinese and Economics (2012)

Subdivided Module Catalogue for the Subject
China Business and Economics
Master's with 1 major, 120 ECTS credits

Module title	Abbreviation
Theory of Industrial Organization 2	12-M-TI2-111-m01

Module coordinator	Module offered by
holder of the Chair of Industrial Economics	Faculty of Business Management and Economics

ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--

Duration	Module level	Other prerequisites
1 semester	graduate	--

Contents

Description:
This course discusses vertical contracts in supply chains and their impact on competition.

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) apply the involved methods to given simple examples on their own;
(iii) recognize, in which real life situations (and how) the results can be applied;
(iv) analyze the impact of certain vertical contracts on competition.

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

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

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

written examination (approx. 60 minutes) or term paper (approx. 20 pages)

Allocation of places

--

Additional information

--

Workload

--

Teaching cycle

--

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

--

Module appears in

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

Subdivided Module Catalogue for the Subject
China Business and Economics
Master's with 1 major, 120 ECTS credits

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

Subdivided Module Catalogue for the Subject
China Business and Economics
Master's with 1 major, 120 ECTS credits

Module title		Abbreviation
Topics in International Trade		12-M-TIT-111-m01

Module coordinator	Module offered by
holder of the Chair of International Economics	Faculty of Business Management and Economics

ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--

Duration	Module level	Other prerequisites
1 semester	graduate	--

Contents

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)

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

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

presentation (approx. 60 minutes) and oral examination (approx. 20 minutes), weighted 2:1
Language of assessment: English
Assessment offered: once a year, winter semester

Allocation of places

--

Additional information

--

Workload

--

Teaching cycle

--

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

--

Module appears in

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

Subdivided Module Catalogue for the Subject
China Business and Economics
Master's with 1 major, 120 ECTS credits

Module title		Abbreviation
Theory of Social Policy		12-M-TSP-111-m01

Module coordinator		Module offered by
holder of the Chair of Economic Order and Social Policy		Faculty of Business Management and Economics

ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--

Duration	Module level	Other prerequisites
1 semester	graduate	--

Contents

The 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 learning 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

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

Allocation of places

--

Additional information

--

Workload

--

Teaching cycle

--

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

--

Module appears in

Master's degree (1 major) Economathematics (2011)
Master's degree (1 major) Business Management (2011)

Subdivided Module Catalogue for the Subject
China Business and Economics
Master's with 1 major, 120 ECTS credits

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

Subdivided Module Catalogue for the Subject
China Business and Economics
Master's with 1 major, 120 ECTS credits

Module title	Abbreviation
European Competition Policy	12-M-WPE-111-m01

Module coordinator	Module offered by
holder of the Chair of Industrial Economics	Faculty of Business Management and Economics

ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--

Duration	Module level	Other prerequisites
1 semester	graduate	--

Contents

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
- "More economic approach"
6. Abuse of dominant position
- Classification of abusive conduct
- Economic analysis of abusive conduct and theory of harm

The course will be taught in English.

Intended learning outcomes

After completion of the module students can use the advanced concepts introduced in the lecture of competition policy, including the legal framework, the trace models and methods for the study of competition policy issues, as well as understand the approach of European competition policy in high profile cases. When they are confronted with practical problems, they can refer to these cases, and the same logic to practical examples apply by draining the relevant economic theories that identify variables to be measured and methodologies for assessing, and based on that adequate conclusions for appropriate cases. They will sufficiently understand the subject in order to open up that build upon literature in journals and being able to think critically.

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

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

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

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

Allocation of places

Business Management Master's and Economics Master's: no restrictions. Applied Human Geography Master's and Political and Social Sciences Master's: 10 places. Places will be allocated by lot.

Additional information

--

Subdivided Module Catalogue for the Subject
China Business and Economics
Master's with 1 major, 120 ECTS credits

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

Subdivided Module Catalogue for the Subject
China Business and Economics
Master's with 1 major, 120 ECTS credits

Module title	Abbreviation
Advanced Auditing	12-M-WPF-111-m01

Module coordinator	Module offered by
holder of the Chair of Business Management and Accounting	Faculty of Business Management and Economics

ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--

Duration	Module level	Other prerequisites
1 semester	graduate	--

Contents

Content:
The course discusses business-risk oriented financial statement audits according to International Standards on Auditing (IASs). Selected topics of testing theory are also addressed.

Outline of syllabus:
1. Review process
- Conditions, order taking, audit planning, risk model-based testing methods
- Development of the risk-based audit approach
- Fraud and going concern
- Judgment, reporting and documentation
2. Testing theory
- Overview of the state of research
- The auditor's independence
- Audit fees, concentration, competition

Reading:
Marten, K.-U. / Quick, R. / Ruhnke, K.: Wirtschaftsprüfung, Stuttgart (most recent edition).
Other reading to be specified in class.

Intended learning outcomes

After completion of the module "Auditing for advanced" students can
(i) represent the risk-based audit approach, establish and analyze critical;
(ii) analyze selected complex audit issues on the basis of national and international audit standards and, based largely develop self-directed solutions;
(iii) judge selected research papers examining theory independently and, building design research or application-oriented projects.

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

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

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

a) written examination (approx. 60 to 90 minutes) or b) term paper (approx. 15 pages) and presentation (approx. 20 minutes), weighted 2:1

Allocation of places

--

Additional information

--

Workload

--

Teaching cycle

--

Subdivided Module Catalogue for the Subject
China Business and Economics
Master's with 1 major, 120 ECTS credits

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

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

Subdivided Module Catalogue for the Subject
China Business and Economics
Master's with 1 major, 120 ECTS credits

Module title	Abbreviation
Human Resource Management & Organizational Theory	12-P&O-F-082-m01

Module coordinator	Module offered by
holder of the Chair for Human Resource Management and Organisation	Faculty of Business Management and Economics

ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--

Duration	Module level	Other prerequisites
1 semester	undergraduate	--

Contents

The lecture "Personal und Organisation" ("Human Resources Management and Organisation") presents and discusses basic theories, estimation techniques and empirical results from the area of personnel economics and organisation.
Reading list to be provided during lecture

Intended learning outcomes

The aim of the lecture is to enable students to understand and apply basic theories, estimation techniques and empirical results in the area personnel economics and organisation on the basis of text books and scientifc literature.

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

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

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

written examination (approx. 60 minutes)

Allocation of places

--

Additional information

--

Workload

--

Teaching cycle

--

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

--

Module appears in

Bachelor' degree (1 major) Business Management and Economics (2009)
Bachelor' degree (1 major) Business Management and Economics (2013)
Bachelor' degree (1 major) Business Management and Economics (2008)
Bachelor' degree (1 major) Business Management and Economics (2010)
Bachelor' degree (1 major) Economathematics (2009)
Bachelor' degree (1 major) Economathematics (2012)
Bachelor' degree (1 major) Economathematics (2008)
Bachelor' degree (1 major) Business Information Systems (2014)
Bachelor' degree (1 major) Business Information Systems (2013)
Bachelor' degree (1 major) Business Information Systems (2009)
Bachelor' degree (1 major) Business Information Systems (2008)
Master's degree (1 major) Media Communication (2014)
Master's degree (1 major) Media Communication (2013)

Subdivided Module Catalogue for the Subject
China Business and Economics
Master's with 1 major, 120 ECTS credits

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

Subdivided Module Catalogue for the Subject
China Business and Economics
Master's with 1 major, 120 ECTS credits

Module title		Abbreviation
Process and System Modelling		12-PSM-111-m01

Module coordinator	Module offered by
holder of the Chair of Business Management and Business Information Systems	Faculty of Business Management and Economics

ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--

Duration	Module level	Other prerequisites
1 semester	graduate	--

Contents

The course familiarises students with relevant principles, concepts and methods of process and system model-ling. It is divided up into two parts:

Part A: Introduction to business process management

Contents Part A:

- Purpose of business process management
- How are business processes modelled?
- What is business process management?
- Strategic Management

Part B: Simulation

Contents Part B:

- Simulation
- Theoretical foundations
- Petri nets
- Smalltalk inscription language

Intended learning outcomes

The students have

1. substantial knowledge of the basic principles, concepts and methods of process and system modeling and
2. recognize their economic importance and consequences.

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

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

Method of assessment (type, scope, language — if other than German, examination offered — if not every 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)

Allocation of places

Number of places: 20. Should the number of applications exceed the number of available places, 15 places will be set aside for Master's students of Business Information Systems. (1) Should the number of applications ex-ceed the number of available places, places will be allocated in a standardised procedure among all applicants irrespective of their subjects according to the following quotas: Quota 1 (50% of places): total number of ECTS credits already achieved in the respective degree subject; among applicants with the same number of ECTS cre-dits achieved, places will be allocated by lot. Quota 2 (25% of places): number of subject semesters of the re-

Subdivided Module Catalogue for the Subject
China Business and Economics
Master's with 1 major, 120 ECTS credits

spective applicant; among applicants with the same number of subject semesters, places will be allocated by lot. Quota 3 (25% of places): allocation by lot. In this procedure, applicants who already have successfully completed at least one module component of the respective module will be given preferential consideration. (2) Places on all courses of the module component with a restricted number of places will be allocated in the same procedure. (3) A waiting list will be maintained and places re-allocated as they become available.

Additional information

--

Workload

--

Teaching cycle

--

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

--

Module appears in

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

Subdivided Module Catalogue for the Subject
China Business and Economics
Master's with 1 major, 120 ECTS credits

Module title	Abbreviation
Workshop Corporate Planning	12-PU-092-m01

Module coordinator	Module offered by
holder of the Chair of Business Administration and Marketing	Faculty of Business Management and Economics

ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--

Duration	Module level	Other prerequisites
1 semester	undergraduate	--

Contents

This module will equip students with the theoretical and practical background for founding a business. The course will focus on the business plan comprising the development of a novel and innovative business idea, a related customer potential and competition analysis, a marketing plan, an implementation schedule as well as a strategy concept/business model and an opportunities and threats analysis. The course will provide students with an opportunity to develop, over the course of one semester, a business plan or business concept for a business idea (either given or of their own choice). The course will use a combination of lectures and team exercises. Students will be expected to complete the largest part of the work on the business plan for their business idea independently between seminar sessions, either alone or in teams.

Intended learning outcomes

German intended learning outcomes available but not translated yet.

- Sensibilisierung der Studierenden für eine unternehmerische Perspektive und Erwerb unternehmerischer Handlungskompetenzen. - Erwerb von Fähigkeiten und Kompetenzen, die zur Erstellung eines Geschäftskonzeptes (Business Plan) notwendig sind: ? Detaillierte Kenntnisse zum Aufbau/zur Struktur und den Inhalten eines Businessplans. ? Verfassen eines Businessplans im "Gründerteam" anhand einer selbst gewählten Geschäftsidee. ? Vorbereitung einer Gründung eines Unternehmens mittels Businessplans. ? Ausarbeitung einer Kunden- und Wettbewerbsanalyse; Erstellung eines Marketingplans, eines plausiblen Finanzplans, eines Management- bzw. Realisierungsfahrplans sowie eines Strategiekonzepts bzw. Geschäftsmodells und einer Chancen-Risiken Analyse. ? Die Befähigung, allein oder mit Partnern ein Unternehmen zu gründen. - Kenntnis von Methoden und Instrumenten, die eine Führungskraft eines Unternehmens benötigt. - Selbständiges Arbeiten und Recherchieren sowie Kunden- und Experteninterviews. - Vorbereitung von Präsentationsunterlagen sowie Präsentation des Gründungsvorhabens unter "realen Kapitalgeber-Bedingungen". - Arbeiten im Team/Gruppenarbeit.

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

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

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

written examination (approx. 60 minutes) and assignment to be completed at home (business plan, approx. 30 pages), weighted 2:1

Allocation of places

Number of places: 25. 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

--

Subdivided Module Catalogue for the Subject
China Business and Economics
Master's with 1 major, 120 ECTS credits

Workload
--

Teaching cycle
--

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

Module appears in
Bachelor' degree (1 major) Business Management and Economics (2009)
Bachelor' degree (1 major) Business Management and Economics (2007)
Bachelor' degree (1 major) Business Management and Economics (2008)
Bachelor' degree (1 major) Business Management and Economics (2010)
Bachelor' degree (1 major) Economathematics (2012)
Bachelor' degree (1 major) Business Information Systems (2009)
Master's degree (1 major) China Business and Economics (2014)
Master's degree (1 major) China Business and Economics (2012)
Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2010)

Subdivided Module Catalogue for the Subject
China Business and Economics
Master's with 1 major, 120 ECTS credits

Module title	Abbreviation
Seminar: Quantitative Economic Research	12-QWF-FS-082-m01

Module coordinator	Module offered by
holder of the Chair of Econometrics	Faculty of Business Management and Economics

ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--

Duration	Module level	Other prerequisites
1 semester	undergraduate	--

Contents

This module will take the form of a seminar. Participants will independently work on a subdomain of applied quantitative economics, either theoretically or applying the techniques they have acquired in an empirical study.

Intended learning outcomes

Students acquire the ability to work independently on a given topic in applied quantitative economics, write a summary, and present it to and discuss it with other seminar participants.

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

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

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

term paper (approx. 15 pages) and presentation (approx. 25 minutes), weighted 2:1

Allocation of places

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

Additional information

--

Workload

--

Teaching cycle

--

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

--

Module appears in

Bachelor' degree (1 major) Business Management and Economics (2009)
Bachelor' degree (1 major) Business Management and Economics (2008)
Bachelor' degree (1 major) Business Management and Economics (2010)
Bachelor' degree (1 major) Economathematics (2009)
Bachelor' degree (1 major) Economathematics (2008)
Master's degree (1 major) China Business and Economics (2014)
Master's degree (1 major) China Business and Economics (2012)

Subdivided Module Catalogue for the Subject
China Business and Economics
Master's with 1 major, 120 ECTS credits

Module title		Abbreviation
Introduction to Statistical Inference and Regression Analysis		12-QWF-G-082-m01

Module coordinator	Module offered by
holder of the Chair of Econometrics	Faculty of Business Management and Economics

ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--

Duration	Module level	Other prerequisites
1 semester	undergraduate	--

Contents

Description:
This module deals with random variables and their statistical distributions as well as with the basic terms and methods of inferential statistics. Some of the most famous distributions such as the normal, binomial, poisson or the exponential distribution are introduced in the first half of the course. The second half deals with the fundamental concepts and techniques used in inferential statistics, including interval estimation and the construction, application and interpretation of hypothesis tests. Additionally, an introduction to multiple regression analysis is given towards the end of the course.
The knowledge and skills acquired in this course serve as a prerequisite for the course "Computerpraktikum" ("Computer Lab in Regression Analysis") and the subsequent Master's course "Ökonometrie I" ("Econometrics I").

Outline of syllabus:
1. Random variables and their distributions
2. Distribution parameters
3. On the importance of the normal distribution
4. Central limit theorems
5. Inferential statistics
6. Interval estimation
7. Hypothesis testing
8. Regression analysis

Intended learning outcomes

Students acquire a basic knowledge of the techniques necessary for the analysis of random events. They will be familiar with different distributions and their respective parameters. Apart from basic estimation methods for these unknown parameters, students learn how to construct and interpret common statistical tests and are able to apply these to specific economic or business questions. Additionally, students acquire a basic understanding of ordinary least square (OLS), enabling them to read simple scientific papers and to apply these tools to scientific questions.

The competences acquired in this course serve as a prerequisite for the course "Computer Lab in Regression Analysis" and the subsequent Master's course "Econometrics I".

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. 120 minutes)

Allocation of places

Number of places: 640. No restrictions with regard to available places for Bachelor's students of Wirtschaftswissenschaft (Business Management and Economics), Wirtschaftsmathematik (Mathematics for Economics) and Wirtschaftsinformatik (Business Information Systems). The remaining places will be allocated to students of other subjects. 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;

Subdivided Module Catalogue for the Subject
China Business and Economics
Master's with 1 major, 120 ECTS credits

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. Applicants who already have successfully completed at least one module component of the respective module will be given preferential consideration. Places on all courses of the module component with a restricted number of places will be allocated in the same procedure. A waiting list will be maintained and places re-allocated as they become available.

Additional information

--

Workload

--

Teaching cycle

--

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

--

Module appears in

Bachelor' degree (1 major) Business Management and Economics (2009)
Bachelor' degree (1 major) Business Management and Economics (2008)
Bachelor' degree (1 major) Business Management and Economics (2010)
Bachelor' degree (1 major) Business Information Systems (2007)
Bachelor' degree (1 major) Business Information Systems (2009)
Bachelor' degree (1 major) Business Information Systems (2008)
Master's degree (1 major) China Business and Economics (2014)
Master's degree (1 major) China Business and Economics (2012)

Subdivided Module Catalogue for the Subject
China Business and Economics
Master's with 1 major, 120 ECTS credits

Module title		Abbreviation
Economic Basics of Risk Management		12-Risk-082-m01

Module coordinator	Module offered by
holder of the Chair for Economics, Contract Theory and Information Economics	Faculty of Business Management and Economics

ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--

Duration	Module level	Other prerequisites
1 semester	graduate	--

Contents

Rational decisions under uncertainty
1. Measures of risk aversion
2. Mean preserving spread
3. Axiomatic foundations of the expected utility hypothesis (Neumann/Morgenstern, Savage)
4. Insurance contracts
5. Optimal portfolios
6. Adverse selection
7. Moral Hazard
8. Experimental evidence and alternative approaches

Intended learning outcomes

After completing the course students are able to
1. explain the results of the economic theory of decisions under risk,
2. apply the involved methods to given simple examples on their own,
3. recognise, in which real life situations and how the results can be applied.

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

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

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

written examination (approx. 60 minutes)

Allocation of places

--

Additional information

--

Workload

--

Teaching cycle

--

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

--

Module appears in

Bachelor' degree (1 major) Business Management and Economics (2009)
Bachelor' degree (1 major) Business Management and Economics (2007)
Bachelor' degree (1 major) Business Management and Economics (2013)
Bachelor' degree (1 major) Business Management and Economics (2008)
Bachelor' degree (1 major) Business Management and Economics (2010)
Bachelor' degree (1 major) Economathematics (2009)
Bachelor' degree (1 major) Economathematics (2012)
Bachelor' degree (1 major) Economathematics (2008)

Subdivided Module Catalogue for the Subject
China Business and Economics
Master's with 1 major, 120 ECTS credits

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

Subdivided Module Catalogue for the Subject
China Business and Economics
Master's with 1 major, 120 ECTS credits

Module title	Abbreviation
Risk Management - Concepts and Systems	12-RM-KS-111-m01

Module coordinator	Module offered by
holder of the Chair of Business Management and Accounting	Faculty of Business Management and Economics

ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--

Duration	Module level	Other prerequisites
1 semester	graduate	--

Contents

Concepts: The course will provide students with an overview of the main goals, contents, methods and instruments of opportunity and risk management in industrial and commercial enterprises. **Systems:** The course will provide students with an overview of the design and functionality of essential information systems for risk management.

Intended learning outcomes

Concepts: After completion of the module students have a sound understanding of basic concepts, processes, methods and tools of risk management. They are able to justify the duties and functions of risk management in the company in theory and practice. They can also evaluate proposed solutions for the design of a risk management system, analyze selected issues of risk management and building on that, develop their own solutions. Systems: After completing this module, students can
(i) judge legal, organizational and methodological requirements for the implementation of risk management processes in a risk management information system (RMIS);
(ii) understand the technical basis for RMIS;
(iii) estimate the different characteristics of various information systems for the RM;
(iv) understand the workings of RMIS.

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

This module comprises 2 module components. Information on courses will be listed separately for each module component.
- 12-RM-KS-1-111: V (no information on SWS (weekly contact hours) and course language available)
- 12-RM-KS-2-111: V (no information on SWS (weekly contact hours) and course language available)

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

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

Assessment in module component 12-RM-KS-1-111: Risk Management Concepts
- 3 ECTS, Method of grading: numerical grade
- a) written examination (approx. 60 minutes) or b) term paper (approx. 15 pages)

Assessment in module component 12-RM-KS-2-111: Risk Managements Systems
- 2 ECTS, Method of grading: numerical grade
- a) written examination (approx. 60 minutes) or b) term paper (approx. 15 pages)

Allocation of places

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

Subdivided Module Catalogue for the Subject
China Business and Economics
Master's with 1 major, 120 ECTS credits

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

--

Workload

--

Teaching cycle

--

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

--

Module appears in

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

Subdivided Module Catalogue for the Subject
China Business and Economics
Master's with 1 major, 120 ECTS credits

Module title	Abbreviation
Competition and Strategy 1	12-S&W1-F-082-m01

Module coordinator	Module offered by
holder of the Chair of Industrial Economics	Faculty of Business Management and Economics

ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--

Duration	Module level	Other prerequisites
1 semester	undergraduate	--

Contents

Outline of syllabus:
1. Static games with complete information
- Concept of a game
- Solution concepts and the Nash equilibrium
- Continuous strategy sets
- Nash equilibrium in mixed strategies
2. Dynamic games with complete information
- Subgame perfect Nash equilibrium
- Repeated games
3. Static games with incomplete information: Bayesian Nash equilibrium
4. Dynamic games with incomplete information
- Perfect Bayesian Nash equilibrium
- Signaling games

Intended learning outcomes

Students which complete this course will be able to
(i) explain different equilibrium concepts (Nash equilibrium, subgame perfect equilibrium, bayesian equilibrium, perfect bayesian equilibrium);
(ii) explain for which kind of strategic situation each of these equilibrium concepts were developed;
(iii) apply these concepts to simple realistic strategic situations;
(iv) choose the appropriate equilibrium concept which fits best to a given strategic situation.

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

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

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

written examination (approx. 60 minutes)

Allocation of places

--

Additional information

--

Workload

--

Teaching cycle

--

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

--

Module appears in

Bachelor' degree (1 major) Business Management and Economics (2009)
Bachelor' degree (1 major) Business Management and Economics (2008)
Bachelor' degree (1 major) Business Management and Economics (2010)

Subdivided Module Catalogue for the Subject
China Business and Economics
Master's with 1 major, 120 ECTS credits

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

Subdivided Module Catalogue for the Subject
China Business and Economics
Master's with 1 major, 120 ECTS credits

Module title		Abbreviation
Competition and Strategy 2		12-S&W2-F-082-m01

Module coordinator	Module offered by
holder of the Chair of Industrial Economics	Faculty of Business Management and Economics

ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--

Duration	Module level	Other prerequisites
1 semester	undergraduate	--

Contents

Content:
German and European Competition Policy illustrated by real world cases of the Competition Protection Office.

Outline of syllabus:
1. History of economic thought on competition and mission statements
2. Overview of German and European competition law
3. Fundamentals of industrial economics
4. Classic cartels
5. Tacit collusion
6. Horizontal mergers
7. Joint ventures
8. Abuse of dominant positions: price level
9. Abuse of dominant positions: price discrimination
10. Vertical restraints
11. Vertical mergers

Reading:
Schulz: Wettbewerbspolitik, Tübingen.

Intended learning outcomes

After completing the course students are able to
(i) recognize the potential of lessening competition due to certain practices by firms;
(ii) argue by using results from industrial economics why certain practices hinder competition;
(iii) understand decisions of the Bundeskartellamt and of the European Commission and evaluate such decisions from an economic point of view.

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

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

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

written examination (approx. 60 minutes)

Allocation of places

--

Additional information

--

Workload

--

Teaching cycle

--

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

--

Subdivided Module Catalogue for the Subject
China Business and Economics
Master's with 1 major, 120 ECTS credits

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

Subdivided Module Catalogue for the Subject
China Business and Economics
Master's with 1 major, 120 ECTS credits

Module title		Abbreviation
Competition and Strategy 3		12-S&W3-F-082-m01

Module coordinator	Module offered by
holder of the Chair of Industrial Economics	Faculty of Business Management and Economics

ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--

Duration	Module level	Other prerequisites
1 semester	undergraduate	--

Contents

Outline of syllabus:
1. Repetition of micro skills
- Definitions and basic concepts
- Market analysis
2. Introduction to regulation theory
- The regulatory process
- The natural monopoly
- Optimal pricing of natural monopoly
- Privatisation
3. Practice of economic regulation
- Past and recent experience in Europe and around the world
- Analysis of selected naturally monopolistic markets

This course will be taught in English.

Intended learning outcomes

The aim of this course is to provide the students with an understanding of the economic analysis that underpins competition policy and regulatory policy towards network utilities and to provide them with some institutional background.
Upon successful completion of this module the students will
(i) acquire an understanding of the underlying reasons why some markets cannot be made competitive;
(ii) acquire a knowledge of the economic principles that lie behind the application of competition policy and utility regulation;
(iii) develop an understanding of the ways in which economic analysis can positively inform competition policy and utility regulation, and the limitations of economic analysis in this context;
(iv) learn from the practical experiences of market regulation and deregulation of the last 20-30 years.

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

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

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

written examination (approx. 60 minutes)

Allocation of places

--

Additional information

--

Workload

--

Teaching cycle

--

Subdivided Module Catalogue for the Subject
China Business and Economics
Master's with 1 major, 120 ECTS credits

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

Module appears in
Bachelor' degree (1 major) Business Management and Economics (2009)
Bachelor' degree (1 major) Business Management and Economics (2007)
Bachelor' degree (1 major) Business Management and Economics (2008)
Bachelor' degree (1 major) Business Management and Economics (2010)
Bachelor' degree (1 major) Economathematics (2009)
Bachelor' degree (1 major) Economathematics (2012)
Bachelor' degree (1 major) Economathematics (2008)
Bachelor' degree (1 major) Business Information Systems (2009)
Master's degree (1 major) China Business and Economics (2014)
Master's degree (1 major) China Business and Economics (2012)
Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2010)

Subdivided Module Catalogue for the Subject
China Business and Economics
Master's with 1 major, 120 ECTS credits

Module title	Abbreviation
Seminar: Competition and Strategy	12-S&W3-FS-082-m01

Module coordinator	Module offered by
holder of the Chair of Industrial Economics	Faculty of Business Management and Economics

ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--

Duration	Module level	Other prerequisites
1 semester	undergraduate	--

Contents

This course covers selected topics from the field of industrial economics. Students will be expected to independently work on a topic, submit a written piece of work and present their findings orally.

Intended learning outcomes

Students are able to independently investigate and classify scientific publications on their relevance to a given theme. In addition, they are able to present the results orally and in writing by conventional scientific standards.

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

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

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

term paper (approx. 15 pages) and presentation (approx. 20 minutes), weighted 2:1

Allocation of places

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

Additional information

--

Workload

--

Teaching cycle

--

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

--

Module appears in

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

Subdivided Module Catalogue for the Subject
China Business and Economics
Master's with 1 major, 120 ECTS credits

Master's degree (1 major) China Business and Economics (2012)
Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2010)

Subdivided Module Catalogue for the Subject
China Business and Economics
Master's with 1 major, 120 ECTS credits

Module title	Abbreviation
Supply Chain Management	12-SCM-F-092-m01

Module coordinator	Module offered by
holder of the Chair of Logistics and Quantitative Methods	Faculty of Business Management and Economics

ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--

Duration	Module level	Other prerequisites
1 semester	undergraduate	--

Contents

The seminar "Supply Chain Management" will introduce students to tactical and operational planning problems of supply chain management. It will discuss the wording of these as formal models and, with the help of a continuous case study, will acquaint students with the implementation of these models in SAP APO.

Intended learning outcomes

After completing this seminar students can
(i) apply selected and applied quantitative models for procurement, production, sales and supply chain management;
(ii) face the practical problems when using real data to feed models;
(iii) understand the challenges to reach a coordinated decision in a company.

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

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

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

written examination (approx. 60 minutes)

Allocation of places

Number of places: 30. Should the number of applications exceed the number of available places, places will be allocated as follows: (1) Bachelor's students of Wirtschaftsinformatik (Business Information Systems) (BSc with 180 ECTS credits) will be given preferential consideration. (2) The remaining places will be allocated to students of other subjects. (3) When places are allocated in accordance with (1) and the number of applications from Bachelor's students of Wirtschaftsinformatik (Business Information Systems) (BSc with 180 ECTS credits) exceeds the number of available places, places will be allocated among applicants from this group according to the following quotas: Quota 1 (50% of places): total number of ECTS credits already achieved in the respective degree subject; among applicants with the same number of ECTS credits achieved, places will be allocated by lot. Quota 2 (25% of places): number of subject semesters of the respective applicant; among applicants with the same number of subject semesters, places will be allocated by lot. Quota 3 (25% of places): allocation by lot. (4) When places are allocated in accordance with (2) and the number of applications from students of other subjects exceeds 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. (5) Within the groups according to (1) and (2), applicants who already have successfully completed at least one module component of the respective module will be given preferential consideration. (6) Places on all courses of the module component with a restricted number of places will be allocated in the same procedure. (7) A waiting list will be maintained and places re-allocated as they become available.

Additional information

--

Workload

--

Subdivided Module Catalogue for the Subject
China Business and Economics
Master's with 1 major, 120 ECTS credits

Teaching cycle
--

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

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

Subdivided Module Catalogue for the Subject
China Business and Economics
Master's with 1 major, 120 ECTS credits

Module title	Abbreviation
Business Taxation 1: An Introduction to Tax Law & Tax Planning	12-St1-F-082-m01

Module coordinator	Module offered by
holder of the Chair of Business Management and Business Taxation	Faculty of Business Management and Economics

ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--

Duration	Module level	Other prerequisites
1 semester	undergraduate	--

Contents

This module will introduce students to the field of business taxation. It will provide an overview of German tax law and will analyse tax effects on economic decisions in standard models for investment and financing decisions.

Intended learning outcomes

Students get an overview of the German tax law and they acquire the ability to recognize and understand the effect of taxation in fundamental ecomonic decisions. Therefore, the module is recommended also for students who don't want to specialize in finance and accounting but rather in management studies.

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

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

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

written examination (approx. 60 minutes)

Allocation of places

--

Additional information

--

Workload

--

Teaching cycle

--

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

--

Module appears in

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

Subdivided Module Catalogue for the Subject
China Business and Economics
Master's with 1 major, 120 ECTS credits

Module title		Abbreviation
Business Taxation 2: The Taxation of Income in Germany		12-St2-F-122-m01

Module coordinator	Module offered by
holder of the Chair of Business Management and Business Taxation	Faculty of Business Management and Economics

ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--

Duration	Module level	Other prerequisites
1 semester	undergraduate	--

Contents

In this module, students will acquire an in-depth knowledge of the system of income taxation in Germany which consists of personal income tax, corporate income tax and trade tax, a special income tax on business income.

Intended learning outcomes

Students acquire in-depth knowledge of the system of income taxation in Germany. They are able to solve practical problems of medium to high complexity in this filed by means of the tax code, other legal texts and secondary literature.

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

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

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

written examination (approx. 60 minutes)

Allocation of places

--

Additional information

--

Workload

--

Teaching cycle

--

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

--

Module appears in

Bachelor' degree (1 major) Business Management and Economics (2013)
Bachelor' degree (1 major) Economathematics (2012)
Bachelor' degree (1 major) Business Information Systems (2014)
Bachelor' degree (1 major) Business Information Systems (2013)
Master's degree (1 major) China Business and Economics (2014)
Master's degree (1 major) China Business and Economics (2012)

Subdivided Module Catalogue for the Subject
China Business and Economics
Master's with 1 major, 120 ECTS credits

Module title		Abbreviation
Business Taxation 3: Sales Tax		12-St3-F-122-m01

Module coordinator	Module offered by
holder of the Chair of Business Management and Business Taxation	Faculty of Business Management and Economics

ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--

Duration	Module level	Other prerequisites
1 semester	undergraduate	--

Contents

Introduction to German value added tax.

Intended learning outcomes

Students acquire a thorough knowledge of German VAT law. They are able to solve VAT problems of low to medium complexity by using the tax code itself as well as related literature.

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

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

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

written examination (approx. 60 minutes)

Allocation of places

--

Additional information

--

Workload

--

Teaching cycle

--

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

--

Module appears in

Bachelor' degree (1 major) Economathematics (2012)
Master's degree (1 major) China Business and Economics (2014)
Master's degree (1 major) China Business and Economics (2012)

Julius-Maximilians-
UNIVERSITÄT
WÜRZBURG

Subdivided Module Catalogue for the Subject
China Business and Economics
Master's with 1 major, 120 ECTS credits

Module title	Abbreviation
Descriptive Statistics and Introduction to Probability	12-Stat-G-082-m01

Module coordinator	Module offered by
holder of the Chair of Econometrics	Faculty of Business Management and Economics

ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--

Duration	Module level	Other prerequisites
1 semester	undergraduate	--

Contents

Description:
This module deals with the basic terms and concepts of descriptive statistics, indices and probability calculus. It introduces students to common frequency distributions and fundamental distributional characteristics of one-dimensional data as well as basic concepts and methodology necessary for the description and interpretation of multi-dimensional data. In addition, interpretation and calculation with indices as well as fundamental terms of probability calculus are discussed in the second half of the course.

Outline of syllabus:
1. Basic terms in statistics
2. Frequency distributions
3. Distributional characteristics
4. Multi-dimensional data
5. Index calculus
6. Fundamental probability calculus
7. Random variables and distributions

Reading:
Assenmacher, W.: Deskriptive Statistik, Springer.
Bamberg, G., Baur, F.: Statistik, Oldenbourg.
Bohley, P.: Statistik, Oldenbourg.
Hartung, J., Elpelt, B., Klösner, K.-H.: Statistik, Oldenbourg.
Hippmann, H.-D.: Statistik, Schäffer-Poeschel.
Leiner, B.: Einführung in die Statistik.
Litz, H.-P.: Statistische Methoden in den Wirtschafts- und Sozialwissenschaften, Oldenbourg.
Mosler, K., Schmid, F.: Beschreibende Statistik und Wirtschaftsstatistik, Springer.
Schaich, E., Köhle, B., Hartung, J.: Statistik I für Volkswirte, Betriebswirte und Soziologen, Verlag Franz Vahlen.
Schira, J.: Statistische Methoden der VWL und BWL, Pearson Studium.

Intended learning outcomes

Students acquire knowledge of the fundamental terms and concepts of descriptive statistics. In particular, they become familiar with the application and interpretation of common visual and formal tools for descriptive data analysis while simultaneously learning how to competently deal with economic and/or statistical data. On the visual side, this includes knowledge of the construction and interpretation of histograms, bar plots, pie charts, and empirical distribution functions, while on the formal side students learn how to deal with basic distributional characteristics and correlation measures. Additionally, students are familiarized with index calculus and interpretation (in particular the Laspeyres and the Paasche price index) as well as with the most fundamental concepts and terms of probability calculus.
The competences acquired in this course serve as a prerequisite for "Introductory Statistics II".

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. 120 minutes)

Subdivided Module Catalogue for the Subject
China Business and Economics
Master's with 1 major, 120 ECTS credits

Allocation of places
Number of places: 640. No restrictions with regard to available places for Bachelor's students of Wirtschafts-wissenschaft (Business Management and Economics), Wirtschaftsmathematik (Mathematics for Economics) and Wirtschaftsinformatik (Business Information Systems). The remaining places will be allocated to students of other subjects. 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. Applicants who already have successfully completed at least one module component of the respective module will be given preferential consideration. Places on all courses of the module component with a restricted number of places will be allocated in the same procedure. A waiting list will be maintained and places re-allocated as they become available.

Additional information
--

Workload
--

Teaching cycle
--

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

Module appears in
Bachelor' degree (1 major) Business Management and Economics (2009)
Bachelor' degree (1 major) Business Management and Economics (2008)
Bachelor' degree (1 major) Business Management and Economics (2010)
Bachelor' degree (1 major) Business Information Systems (2009)
Bachelor' degree (1 major) Business Information Systems (2008)
Master's degree (1 major) China Business and Economics (2014)
Master's degree (1 major) China Business and Economics (2012)

Subdivided Module Catalogue for the Subject
China Business and Economics
Master's with 1 major, 120 ECTS credits

Module title	Abbreviation
Entrepreneurship and Management	12-U&UF-F-082-m01

Module coordinator	Module offered by
holder of the Chair of Business Administration and Marketing	Faculty of Business Management and Economics

ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--

Duration	Module level	Other prerequisites
1 semester	undergraduate	--

Contents

Description:
The module builds on the introductory course "Grundlagen marktorientierter Unternehmensführung" ("Fundamentals of Market-based Management"). It provides a systematic introduction to the approaches of corporate management (stakeholder and shareholder value approach) as well as an overview of market-oriented corporate governance. In addition, aspects of responsible leadership will be discussed.
The theory of Chester Barnard with the idea of creating a complex economic incentive contribution balance in the company will help students develop an in-depth understanding of typical management tasks. In addition, the course will focus on the development of business plans for the successful establishment and the continued existence of companies.

Outline of syllabus:
1. Business and strategy in economic theory
2. Business plan as a strategy concept
3. Stakeholder management and responsible leadership
4. Stakeholder value, shareholder value and creating shared value

Intended learning outcomes

Students will gain profound knowledge of basics in business as well as basics in different approaches in corporate management. Furthermore the students will get an overview of the main tools to create a business plan.

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

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

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

written examination (approx. 60 minutes)

Allocation of places

--

Additional information

--

Workload

--

Teaching cycle

--

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

--

Module appears in

Bachelor' degree (1 major) Business Management and Economics (2009)
Bachelor' degree (1 major) Business Management and Economics (2008)
Bachelor' degree (1 major) Business Management and Economics (2010)
Bachelor' degree (1 major) Economathematics (2009)

Subdivided Module Catalogue for the Subject
China Business and Economics
Master's with 1 major, 120 ECTS credits

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

Subdivided Module Catalogue for the Subject
China Business and Economics
Master's with 1 major, 120 ECTS credits

Module title		Abbreviation
Business Valuation between Financial Mathematics and Data on Capital Market		12-UBW-F-082-m01

Module coordinator		Module offered by
holder of the Chair of Business Management, Banking and Finance		Faculty of Business Management and Economics

ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--

Duration	Module level	Other prerequisites
1 semester	undergraduate	--

Contents

Content:
This course deals with the "objectified corporate valuation" of public companies, the components of the discount rate and the mathematical structure of the DCF methods.

Outline of syllabus:
1. Introduction
2. Uncertainty as the central problem in the valuation of a company
3. Estimation of surpluses: accuracy and consistency
4. Risk free rate: capitalised value under certainty applying different interest rate structures
5. The risk premium: identification of the relevant risk and its equivalence for valuation object and alternative investment
6. Different discounted cash flow valuation methods: formal foundations and economic principles

Intended learning outcomes

After completion of the module "Business valuation between Financial Mathematics and capital market data" students can
(i) understand the modern process of objectified business valuation theory;
(ii) examine submitted reviews according to consistent application of these methods.

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

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

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

written examination (approx. 60 minutes)

Allocation of places

--

Additional information

--

Workload

--

Teaching cycle

--

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

--

Module appears in

Bachelor' degree (1 major) Business Management and Economics (2009)
Bachelor' degree (1 major) Business Management and Economics (2013)
Bachelor' degree (1 major) Business Management and Economics (2008)
Bachelor' degree (1 major) Business Management and Economics (2010)

Subdivided Module Catalogue for the Subject
China Business and Economics
Master's with 1 major, 120 ECTS credits

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

Subdivided Module Catalogue for the Subject
China Business and Economics
Master's with 1 major, 120 ECTS credits

Module title	Abbreviation
Seminar: Foundation and Corporate Growth	12-UG-FS-091-m01

Module coordinator	Module offered by
holder of the Chair of Entrepreneurship and Strategy	Faculty of Business Management and Economics

ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--

Duration	Module level	Other prerequisites
1 semester	undergraduate	--

Contents

Seminar on entrepreneurship and corporate growth. Topics will vary and may include the relationship between entrepreneurship, innovation management and sustainability, university entrepreneurship and technology transfer.

Intended learning outcomes

German intended learning outcomes available but not translated yet.

Die Studierenden beherrschen es, sich vertieft in ein Themenfeld aus dem Bereich Unternehmensgründung und Unternehmenswachstum einzuarbeiten und dieses schriftlich darzustellen. Sie haben Kenntnisse in der Durchführung von Literaturrecherche sowie auch im Verfassen einer inhaltlich und formal wissenschaftlichen Maßstäben entsprechenden Seminararbeit. Durch das Erstellen der Seminararbeit besitzen die Studierenden auch generische Kompetenzen und Qualifikationen, wie sie in einer Vielzahl von beruflichen Kontexten immer wieder relevant werden.

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

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

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

term paper (approx. 15 to 20 pages) and presentation (approx. 20 to 30 minutes), weighted 2:1
Language of assessment: German or English

Allocation of places

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

Additional information

--

Workload

--

Teaching cycle

--

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

--

Module appears in

Bachelor' degree (1 major) Business Management and Economics (2009)

Subdivided Module Catalogue for the Subject
China Business and Economics
Master's with 1 major, 120 ECTS credits

Bachelor' degree (1 major) Business Management and Economics (2007)
Bachelor' degree (1 major) Business Management and Economics (2008)
Bachelor' degree (1 major) Business Management and Economics (2010)
Bachelor' degree (1 major) Economathematics (2009)
Bachelor' degree (1 major) Economathematics (2012)
Bachelor' degree (1 major) Economathematics (2008)
Bachelor' degree (1 major) Business Information Systems (2009)
Master's degree (1 major) China Business and Economics (2014)
Master's degree (1 major) China Business and Economics (2012)
Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2010)

Subdivided Module Catalogue for the Subject
China Business and Economics
Master's with 1 major, 120 ECTS credits

Module title	Abbreviation
Sales-Controlling and -Management	12-VeCo-122-m01

Module coordinator	Module offered by
holder of the Chair of Business Management, Controlling and Accounting	Faculty of Business Management and Economics

ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--

Duration	Module level	Other prerequisites
1 semester	undergraduate	--

Contents

The focus of the lecture is the support of sales management by controlling. The course covers the positioning of sales and sales management with a special emphasis on B2B sales of IT companies and the position of sales controlling as a subset of overall controlling in different business organisations. The course discusses basic requirements of an ideal support of sales by controlling as well as possible elements with which this support function can be realised, such as management information systems, target management and customer relationship management.

Intended learning outcomes

Knowledge about the practice of working in sales management and the associated sales is acquired. By displaying theoretical tools to support sales management by the controlling and the balance with the reality in companies, participants further acquire skills to evaluate the possible use of sales management tools in practice.

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

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

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

a) written examination (approx. 60 minutes) or b) term paper (approx. 15 to 20 pages) or c) term paper (approx. 15 to 20 pages) and written examination (approx. 60 minutes), weighted 1:1

Allocation of places

Number of places: 40. Should the number of applications exceed the number of available places, places will be allocated in a standardised procedure among all applicants irrespective of their subjects according to the following quotas: Quota 1 (50% of places): total number of ECTS credits already achieved in the respective degree subject; among applicants with the same number of ECTS credits achieved, places will be allocated by lot. Quota 2 (25% of places): number of subject semesters of the respective applicant; among applicants with the same number of subject semesters, places will be allocated by lot. Quota 3 (25% of places): allocation by lot. In this procedure, applicants who already have successfully completed at least one module component of the respective module will be given preferential consideration. Places on all courses of the module component with a restricted number of places will be allocated in the same procedure. A waiting list will be maintained and places re-allocated as they become available.

Additional information

--

Workload

--

Teaching cycle

--

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

--

Module appears in

Bachelor' degree (1 major) Economathematics (2012)
Master's degree (1 major) China Business and Economics (2014)

Subdivided Module Catalogue for the Subject
China Business and Economics
Master's with 1 major, 120 ECTS credits

Master's degree (1 major) China Business and Economics (2012)

Subdivided Module Catalogue for the Subject
China Business and Economics
Master's with 1 major, 120 ECTS credits

Module title	Abbreviation
Seminar: Economic Policy	12-VWL1-FS-122-m01

Module coordinator	Module offered by
holder of the Chair of Monetary Policy and International Economics	Faculty of Business Management and Economics

ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--

Duration	Module level	Other prerequisites
1 semester	undergraduate	--

Contents

Acquiring an in-depth understanding of specific problems of macroeconomics.

Intended learning outcomes

After the seminar, students can
(i) consolidate acquired knowledge and if necessary apply additional techniques of scientific work;
(ii) create, present and defend a scientific paper;
(iii) deal with the working papers of other participants;
(iv) prepare beter for the processing of the bachelor thesis.

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

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

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

term paper (approx. 15 pages) and presentation (approx. 25 minutes), weighted 2:1

Allocation of places

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

Additional information

--

Workload

--

Teaching cycle

--

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

--

Module appears in

Bachelor' degree (1 major) Business Management and Economics (2013)
Bachelor' degree (1 major) Economathematics (2012)
Bachelor' degree (1 major) Business Information Systems (2014)
Bachelor' degree (1 major) Business Information Systems (2013)
Master's degree (1 major) China Business and Economics (2014)
Master's degree (1 major) China Business and Economics (2012)

Subdivided Module Catalogue for the Subject
China Business and Economics
Master's with 1 major, 120 ECTS credits

Module title	Abbreviation
Seminar: Selected Topics in Economics	12-VWL2-FS-082-m01

Module coordinator	Module offered by
holder of the Chair of International Economics	Faculty of Business Management and Economics

ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--

Duration	Module level	Other prerequisites
1 semester	undergraduate	--

Contents

This module will take the form of a seminar. Participants will independently work on a problem in economic policy or will review an important publication on a topic in economics.

Intended learning outcomes

Students are able to present the status of a current project in a talk as well as to discuss and defend it.

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

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

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

term paper (approx. 15 pages) and presentation (approx. 20 minutes), weighted 2:1

Allocation of places

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

Additional information

--

Workload

--

Teaching cycle

--

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

--

Module appears in

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

Subdivided Module Catalogue for the Subject
China Business and Economics
Master's with 1 major, 120 ECTS credits

Module title	Abbreviation
Seminar: Information Technologies	12-Wiinf-FS-092-m01

Module coordinator	Module offered by
holder of the Chair of Business Management and Business Information Systems	Faculty of Business Management and Economics

ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--

Duration	Module level	Other prerequisites
1 semester	undergraduate	Admission prerequisite to assessment: academic requirements to be met: regular attendance of courses (minimum 70%).

Contents

In this course, students will acquire important knowledge and skills that will enable them to prepare a well-structured term paper and to present the results of their work with the help of relevant topics in the fields of information systems and enterprise systems.

Reading:
will vary according to topic

Intended learning outcomes

After completing the course "Wirtschaftsinformatik-Seminar", students will be able to
1. understand the fundamentals of scientific literature reviews;
2. integrate elaborated content in a scientific thesis;
3. create presentations independently.

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

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

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

term paper (approx. 20 pages) and presentation (approx. 20 minutes), weighted 2:1

Allocation of places

Wirtschaftsinformatik (Business Information Systems) Bachelor's (180 ECTS): no restrictions. Other degree programmes: minimum 15 places. More places will be available provided there is enough capacity. Should the number of applications from students of other subjects 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 subject; among applicants with the same number of ECTS credits, 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; applicants who already have successfully completed at least one module component of the respective module will be given preferential consideration. Places on all courses of the module component with a restricted number of places will be allocated in the same procedure. A waiting list will be maintained and places re-allocated as they become available.

Additional information

--

Workload

--

Teaching cycle

--

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

--

Module appears in

Subdivided Module Catalogue for the Subject
China Business and Economics
Master's with 1 major, 120 ECTS credits

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

Subdivided Module Catalogue for the Subject
China Business and Economics
Master's with 1 major, 120 ECTS credits

Module title		Abbreviation
Introduction to Economic Policy		12-WiPo-G-082-m01

Module coordinator		Module offered by
holder of the Chair of Economic Order and Social Policy		Faculty of Business Management and Economics

ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--

Duration	Module level	Other prerequisites
1 semester	undergraduate	--

Contents

Description:
The course consists of six chapters. The first chapter illustrates what economists have in mind when referring to the term "economic policy" and discusses its objectives, means and institutions. The following chapters deal with the objectives that are set out in the German "Gesetz zur Förderung der Stabilität und des Wachstums der Wirtschaft" ("Law for Promoting Stability and Growth of the Economy") of 1967. Each chapter uses current macroeconomic data to evaluate the degree to which the particular objective is achieved, discusses the reasons of possible problems and demonstrates actions the government may take to cure the problems.

Outline of syllabus:
1. Introduction
-What is "Economic Policy"?
- Objectives of economic policy
- Instruments of economic policy
- Institutions of economic policy
2. Full employment
- Empirics: The status quo of the labour market
- Reasons for unemployment
- Cure for labour market problems
3. Price level stability
- Empirics: inflation, deflation or price stability?
- Reasons for inflation and deflation
- Cure for price instability
- The contradicting relationship between full employment and stable prices
4. Business cycles and economic growth
- Empirics: current situation of the world economy and long-term ecnomoic growth
- Reasons for cyclical fluctuations and determinants of economic growth
- Cure for macroeconomic instabilities and means to facilitate economic growth
5. Balance in foreign trade
- Empirics: balances of payments of Germany, Europe and the World
- Reasons for macroeconomic imbalances
- Cure for instabilities in foreign trade
6. Income distribution
- Empirics: the distribution of incomes and its historical development
- Reasons for an increase in income inequality
- Cure for inequality and redistribution

Intended learning outcomes

The students gain a basic understanding of the role of the state in national and international economies. Based on a number of macroeconomic models (AS/AD, IS/LM, phillips curve, labor market equilibria, Solow model, Beveridge curve, etc.), students study the abilitiy of the state to influence national and global economies. Students learn to assess in which situations such influence can be welfare-enhancing and under which circumstances governmental interventions may be harmful. After successful completion of the course, students are able to analyze concrete economic situations and to develop policy options of the state. In addition, students have learned to assess the situation of a country on the basis of empirical macroeconomic data and to explain the particular problems based on different models.

Subdivided Module Catalogue for the Subject
China Business and Economics
Master's with 1 major, 120 ECTS credits

Courses (type, number of weekly contact hours, language — if other than German)
V + Ü (no information on SWS (weekly contact hours) and course language available)

Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)
written examination (approx. 60 minutes)

Allocation of places
Number of places: 405. No restrictions with regard to available places for Bachelor's students of Wirtschaftswissenschaft (Business Management and Economics), Wirtschaftsmathematik (Mathematics for Economics) and Wirtschaftsinformatik (Business Information Systems). The remaining places will be allocated to students of other subjects. 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. Applicants who already have successfully completed at least one module component of the respective module will be given preferential consideration. Places on all courses of the module component with a restricted number of places will be allocated in the same procedure. A waiting list will be maintained and places re-allocated as they become available.

Additional information
--

Workload
--

Teaching cycle
--

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

Module appears in
Bachelor' degree (1 major) Mathematics (2012)
Bachelor' degree (1 major) Mathematics (2013)
Bachelor' degree (1 major) Business Management and Economics (2009)
Bachelor' degree (1 major) Business Management and Economics (2008)
Bachelor' degree (1 major) Business Management and Economics (2010)
Bachelor' degree (1 major) Economathematics (2009)
Bachelor' degree (1 major) Economathematics (2012)
Bachelor' degree (1 major) Economathematics (2008)
Bachelor' degree (1 major) Business Information Systems (2009)
Bachelor' degree (1 major) Business Information Systems (2008)
Bachelor' degree (1 major) Political and Social Studies (2008)
Bachelor' degree (1 major) Political and Social Studies (2011)
Master's degree (1 major) China Business and Economics (2014)
Master's degree (1 major) China Business and Economics (2012)
Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2010)
Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2008)

Subdivided Module Catalogue for the Subject
China Business and Economics
Master's with 1 major, 120 ECTS credits

Module title		Abbreviation
Financial Accounting and Auditing 1 - Financial Statements (German GAAP, IFRS)		12-Wipr1-F-082-m01

Module coordinator	Module offered by
holder of the Chair of Business Management and Accounting	Faculty of Business Management and Economics

ECTS	Method of grading	Only after succ. compl. of module(s)	
5	numerical grade	--	
Duration	**Module level**	**Other prerequisites**	
1 semester	undergraduate	--	

Contents

Content: This module is based on introductory courses in the areas of financial and managerial accounting and includes essential aspects of corporate financial accounting. It delivers a systematic presentation and interpretation of financial reporting standards according to the Handelsgesetzbuch (German Commercial Code, HGB) and International Financial Reporting Standards (IFRS). In addition, it introduces students to financial statement analysis methods.

Outline of syllabus: Fundamentals of financial statements; purpose and basic assumptions of financial accounting; recognition, valuation and presentation of assets, liabilities and equity; financial statement analysis.

Reading:
Baetge, J./Kirsch, H-J./Thiele, St.: Bilanzen, Düsseldorf.
Coenenberg, A.G.: Jahresabschluss und Jahresabschlussanalyse, Stuttgart. Heuser, P.J./Dörschell, A.: IFRS Handbuch, Cologne 2012. Most recent editions.

Intended learning outcomes

The students have a deeper understanding of business fundamentals in accounting according to national (HGB) and international (IFRS) principles. They can systematically arrange and play with the knowledge and apply the acquired knowledge, i.e. resolve accounting and financial statement analysis problems of medium difficulty.

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

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

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

written examination (approx. 60 minutes)

Allocation of places

--

Additional information

--

Workload

--

Teaching cycle

--

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

--

Module appears in

Bachelor' degree (1 major) Business Management and Economics (2009)
Bachelor' degree (1 major) Business Management and Economics (2013)
Bachelor' degree (1 major) Business Management and Economics (2008)
Bachelor' degree (1 major) Business Management and Economics (2010)

Subdivided Module Catalogue for the Subject
China Business and Economics
Master's with 1 major, 120 ECTS credits

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

Subdivided Module Catalogue for the Subject
China Business and Economics
Master's with 1 major, 120 ECTS credits

Module title			Abbreviation
Financial Accounting and Auditing 2 - Consolidated Financial Statements (German GAAP, IFRS)			12-Wipr2-F-082-m01

Module coordinator		Module offered by	
holder of the Chair of Business Management and Accounting		Faculty of Business Management and Economics	

ECTS	Method of grading	Only after succ. compl. of module(s)	
5	numerical grade	--	

Duration	Module level	Other prerequisites	
1 semester	undergraduate	--	

Contents

Outline of syllabus:
1. Fundamentals of group accounting
2. Legal obligations for group accounts
3. Consolidated companies
4. Capital consolidation
5. Debt consolidation
6. Consolidation of intercompany results
7. Consolidation of income and expenses
8. Equity method
9. Selected problems

Reading:
Baetge/Kirsch/Thiele: Konzernbilanzen, Düsseldorf.
(most recent edition)

Intended learning outcomes

After finishing this module "Konzernrechnungslegung nach HGB und IFRS", the students will be able
(i) to present the purposes of group accounting;
(ii) to identify and interpret central legal rules;
(iii) to apply consolidation methods on problems of moderate difficulty (in terms of capital, debt, interim results, expenses and income) and preparing the necessary entries for the group accounts;
(iv) to name central differences for group accounts according to the German Commercial Code (HGB) and IFRS and give reasons for the differences.

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

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

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

written examination (approx. 60 minutes)

Allocation of places

--

Additional information

--

Workload

--

Teaching cycle

--

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

--

Module appears in

Subdivided Module Catalogue for the Subject
China Business and Economics
Master's with 1 major, 120 ECTS credits

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

Subdivided Module Catalogue for the Subject
China Business and Economics
Master's with 1 major, 120 ECTS credits

Module title		Abbreviation
Financial Accounting and Auditing 3 - Auditing		12-Wipr3-F-082-m01

Module coordinator	Module offered by
holder of the Chair of Business Management and Accounting	Faculty of Business Management and Economics

ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--

Duration	Module level	Other prerequisites
1 semester	undergraduate	--

Contents

Content:
This module builds on the introductory courses in the areas of Financial and Managerial Accounting and, in particular, on the course "Jahresabschluss und -- analyse nach HGB und IFRS" ("Financial Accounting according to HGB and IFRS"). The module provides students with a systematic introduction to practical, methodical and theoretical aspects of business audits, i. e. financial statement audits.

Outline of syllabus:
1. Audits and audit-related services - introduction and overview
2. Audit process: functional aspects of economic examination
3. Audit institutions: institutional aspects of economic examination
4. Economical audit theory: the low-balling model of DeAngelo

Reading:
Marten, K.-U./Quick, R./Ruhnke, K.: Wirtschaftsprüfung, Düsseldorf (most recent edition).

Intended learning outcomes

The students have a deeper understanding of the basics of business (balance) checks. They can organize, play back and apply the systematically gained knowledge, i.e solve simple problems of business (balance sheet) tests.

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

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

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

written examination (approx. 60 minutes)

Allocation of places

--

Additional information

--

Workload

--

Teaching cycle

--

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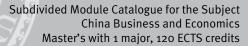
--

Module appears in

Bachelor' degree (1 major) Business Management and Economics (2009)
Bachelor' degree (1 major) Business Management and Economics (2013)
Bachelor' degree (1 major) Business Management and Economics (2008)
Bachelor' degree (1 major) Business Management and Economics (2010)

Subdivided Module Catalogue for the Subject
China Business and Economics
Master's with 1 major, 120 ECTS credits

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

Subdivided Module Catalogue for the Subject
China Business and Economics
Master's with 1 major, 120 ECTS credits

Module title	Abbreviation
Seminar: Financial Accounting and Auditing	12-Wipr-FS-082-m01

Module coordinator	Module offered by
holder of the Chair of Business Management and Accounting	Faculty of Business Management and Economics

ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--

Duration	Module level	Other prerequisites
1 semester	undergraduate	--

Contents

The module provides students with deeper insights into current problems of external accounting and auditing, usually with the help of textbooks or adequate scientific primary literature in English or German language.

Intended learning outcomes

After completing this module, students are able to
(i) consolidate what they have learned and if necessary apply additional techniques of scientific work;
(ii) create and defend a qualification level relevant scientific work;
(iii) carry out scientific analysis of the results from other seminar participant;
(iv) ability to present and reflect solution-oriented the own performance considering communication aspects.

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

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

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

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

Allocation of places

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

Additional information

--

Workload

--

Teaching cycle

--

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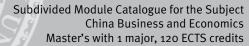
--

Module appears in

Bachelor' degree (1 major) Business Management and Economics (2009)
Bachelor' degree (1 major) Business Management and Economics (2008)
Bachelor' degree (1 major) Business Management and Economics (2010)
Bachelor' degree (1 major) Economathematics (2009)

Subdivided Module Catalogue for the Subject
China Business and Economics
Master's with 1 major, 120 ECTS credits

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

Subdivided Module Catalogue for the Subject
China Business and Economics
Master's with 1 major, 120 ECTS credits

Module title		Abbreviation
Seminar: Economic Order		12-WO-FS-122-m01

Module coordinator		Module offered by	
holder of the Chair of Economic Order and Social Policy		Faculty of Business Management and Economics	

ECTS	Method of grading		Only after succ. compl. of module(s)
5	numerical grade		--

Duration	Module level	Other prerequisites
1 semester	undergraduate	--

Contents

The "Seminar zu Wirtschaftsordnung und Sozialpolitik" ("Seminar: Economic Order") will enable students to independently to work on a specific topic in economic policy. Students will be required to write a seminar paper and the present the results in front of an audience.

Intended learning outcomes

German intended learning outcomes available but not translated yet.

Durch die Anfertigung einer Seminararbeit im Rahmen des Seminars Wirtschaftsordnung und Sozialpolitik soll den Studenten die Kompetenz vermittelt werden, eigenständig eine wissenschaftliche Literaturrecherche durchzuführen und eine wissenschaftliche Arbeit hinsichtlich einer zuvor festgelegten Fragestellung zu verfassen.

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

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

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

term paper (approx. 25 pages) and presentation (approx. 20 minutes), weighted 2:1

Allocation of places

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

Additional information

--

Workload

--

Teaching cycle

--

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

--

Module appears in

Bachelor' degree (1 major) Economathematics (2012)
Master's degree (1 major) China Business and Economics (2014)
Master's degree (1 major) China Business and Economics (2012)