

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: 2021 Responsible: Faculty of Arts, Historical, Philological, Cultural and Geographical Studies Responsible: Institute of East and South Asian Cultural Studies Responsible: Chair of China Business and Economics

UNIVERSITÄT WÜRZBURG

Learning Outcomes

German contents and learning outcome available but not translated yet.

Wissenschaftliche Befähigung

- Vertiefung der Sprachkompetenzen in der modernen chinesischen Sprache und Schrift im Bereich der Fachsprache.
- Befähigung volkswirtschaftliche und betriebswirtschaftliche Probleme unter Anwendung üblicher Methoden zu analysieren, zu erklären und zu behandeln.
- Befähigung, wirtschaftliche Entwicklungen in China auf der Basis von breitem und integriertem Wissen zum chinesischen Wirtschaftssystem zu interpretieren und zu bewerten.
- Befähigung zur geeigneten mündlichen Präsentation von Problemstellungen und Forschungsergebnissen.
- Befähigung zur fachgerechten Erstellung schriftlicher Arbeiten in englischer Sprache.

Befähigung zur Aufnahme einer Erwerbstätigkeit

- Absolventen/innen verfügen über Problemlösungskompetenz und können mit ihren Kenntnissen und Methoden auch neu aufkommende Wirtschaftsfragen analysieren und bearbeiten und ggfs. analoge Fragestellungen für andere Entwicklungs- und Schwellenländer entwickeln.
- Sprach- und Landeskenntnisse des Ziellandes; Absolventen/innen sind in der Lage, Probleme und deren Lösungen zielgruppengerecht und auch in den eingeübten Fremdsprachen aufzubereiten und darzustellen.
- Teamfähigkeit, Konfliktlösungskompetenz: Absolventen/innen sind in der Lage, konstruktiv und zielorientiert in einem heterogenen Team zusammenzuarbeiten, unterschiedliche Ansichten produktiv für die Zielerreichung zu nutzen und mögliche Konflikte zu lösen.
- Befähigung, praxisnahe Lösungen für unternehmerische Probleme im Kontext der wirtschaftlichen Zusammenarbeit mit China zu entwickeln und zu erklären.

Persönlichkeitsentwicklung

- Die Absolventen/innen können ihre erworbenen Kompetenzen in unterschiedlichen interkulturellen Kontexten, insbesondere im chinesischen Kulturkreis anwenden.
- Die Absolventen/innen können sich sicher in einem heterogenen Umfeld bewegen und andere Meinungen konstruktiv für ein gemeinsames Ziel einbinden. Sie sind kritikfähig.
- Die Absolventen/innen sind befähigt, Aufgaben zu gestellten Themen methodisch und fristgerecht zu bearbeiten und sich in neue Arbeitsgebiete selbständig und kritisch einzuarbeiten, was ein lebenslanges Lernen befördert.

Befähigung zum gesellschaftlichen Engagement

• Die Absolventen/innen können kulturelle und gesellschaftliche Entwicklungen vergleichen, kritisch reflektieren und begründet eigene Positionen beziehen. Sie haben die Fähigkeit entwickelt, ihre Kompetenzen in partizipativen Prozessen einzubringen.

Abbreviations used

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

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

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

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

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

Conventions

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

Notes

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

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

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

In accordance with

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

ASPO2015

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

28-Apr-2021 (2021-52)

This module handbook seeks to render, as accurately as possible, the data that is of statutory relevance according to the examination regulations of the degree subject. However, only the FSB (subject-specific provisions) and SFB (list of modules) in their officially published versions shall be legally binding. In the case of doubt, the provisions on, in particular, module assessments specified in the FSB/SFB shall prevail.

The subject is divided into

Abbreviation	Module title	ECTS credits	Method of grading	page
Compulsory Courses (45 E	CTS credits)			
04-CBE1-162-m01	Introduction to China's Economy	5	NUM	12
04-CBE2-162-m01	Methodological Questions of Chinese Economic Research	5	NUM	14
04-CBE3-212-m01	China in the Global Economy	5	NUM	15
12-EBWL-G-212-m01	Organization	5	NUM	97
12-I&F-G-212-m01	Investment and Finance	5	NUM	135
12-Mik1-G-212-m01	Microeconomics 1	5	NUM	303
12-Mak1-G-212-m01	Macroeconomics 1	5	NUM	177
04-CBE4-212-m01	Chinese Commerce 1	5	NUM	16
04-CBE5-212-m01	Chinese Commerce 2	5	NUM	17
Compulsory Electives (45 E	CTS credits)			
China's Economy (10 ECT	S credits)			
04-CBE6-212-m01	Case Study	5	NUM	18
04-CBE7-212-m01	Chinese Markets	5	NUM	19
04-CBE8-212-m01	Challenges of Sustainable Development in China	5	NUM	20
04-CBE9-212-m01	Current Topics of Chinese Economic Research	5	NUM	21
Chinese Studies (5 ECTS				<u> </u>
04-CS-TCC-I-192-m01	Introduction to Transformation in Contemporary China	5	NUM	53
04-CS-HI-I-192-m01	Introduction to Heritage and Innovation	5	NUM	39
04-CS-TCC1-1-192-m01	Contemporary Politics in Transformation 1	5	NUM	41
04-CS-TCC1-2-192-m01	Contemporary Politics in Transformation 2	5	NUM	42
04-CS-TCC2-1-192-m01	Contemporary Society in Transformation 1	5	NUM	43
04-CS-TCC2-2-192-m01	Contemporary Society in Transformation 2	5	NUM	45
04-CS-TCC3-1-192-m01	Contemporary Economy in Transformation 1	5	NUM	46
04-CS-TCC3-2-192-m01	Contemporary Economy in Transformation 2	5	NUM	48
04-CS-TCC4-1-192-m01	Societal Modernism and the Transformation of Arts 1	5	NUM	49
04-CS-TCC4-2-192-m01	Societal Modernism and the Transformation of Arts 2	5	NUM	50
04-CS-TCC5-1-192-m01	Transformation in Urban and Rural Contemporary China 1	5	NUM	51
04-CS-TCC5-2-192-m01	Transformation in Urban and Rural Contemporary China 2	5	NUM	52
04-CS-Hl1-1-192-m01	Literature of Late Imperial China 1	5	NUM	23
04-CS-HI1-2-192-m01	Literature of Late Imperial China 2	5	NUM	25
04-CS-Hl2-1-192-m01	Cultural History of Late Imperial China 1	5	NUM	27
04-CS-Hl2-2-192-m01	Cultural History of Late Imperial China 2	5	NUM	29
04-CS-HI3-1-192-m01	Heritage and Innovation (Song-Qing) 1	5	NUM	31
04-CS-HI3-2-192-m01	Heritage and Innovation (Song-Qing) 2	5	NUM	33
04-CS-HI4-1-192-m01	Intellectual History of China 1 (900-1600)	5	NUM	35
04-CS-HI4-2-192-m01	Intellectual History of China 2 (900-1900)	5	NUM	36
04-CS-HI5-1-192-m01	East Asian History (600-1800) 1	5	NUM	37
04-CS-HI5-2-192-m01	East Asian History (600-1800) 2	5	NUM	38
Economic Sciences 1 (5 E		,		
12-ExtUR-G-212-mo1	Accounting	5	NUM	112
	Managerial Accounting	5	NUM	112
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mics (2021)	cord Master (120 ECTS) China Business and Economics - 2021	

12-Mark-G-212-mo1	Marketing	r	NUM	100
12-Mark-G-212-M01	Supply, Production and Operations Management	5	NUM	199 75
12-BPL-G-212-III01 12-Mik2-G-212-m01	Microeconomics 2	5	NUM	75 305
12-Mik2-G-212-m01	Macroeconomics 2	5	NUM	
12-WiPo-G-212-m01		5	-	179
	Public Policy	5	NUM	529
12-Stat-G-212-m01	Statistics	5	NUM	509
12-QWF-G-212-m01	Econometrics	5	NUM	478
12-EWiinf-G-212-m01	Business Informatics	5	NUM	108
12-Ebus-F-212-m01	E-Business	5	NUM	95
12-U&UF-F-152-m01	Entrepreneurship, Competition and Strategy	5	NUM	511
12-SCRM-211-m01	Sales and Customer Relationship Management	5	NUM	497
12-SMA-211-m01	Seminar: Marketing	5	NUM	499
12-INMA-211-m01	International Marketing	5	NUM	145
12-BPL-F-212-m01	Supply, Production and Logistics Management. Material Requi-	5	NUM	71
	rements Planning	J		/1
12-HSCM-211-m01	Humanitarian Supply Chain Management	5	NUM	125
12-BPL-FS-212-m01	Seminar: Supply, Production and Logistics Management	5	NUM	73
12-IM-212-m01	Strategic and Innovation Management	5	NUM	143
12-EPS-212-m01	Entrepreneurship	5	NUM	101
12-RES-211-m01	Seminar: Research Seminar	5	NUM	480
12-BUS-211-m01	Seminar: Business Simulation	5	NUM	81
12-BPS-211-m01	Seminar: Business Plan	5	NUM	77
12-SCM-F-212-m01	Supply Chain Management	5	NUM	496
12-LSCM-212-m01	Seminar: Logistics & Supply Chain Management	5	NUM	165
12-MDM-212-m01	Toyota Supply Chain Management	5	NUM	243
12-S&W1-F-212-m01	Games and Strategies	5	NUM	489
12-S&W2-F-212-m01	Competition Policy	5	NUM	49
12-S&W3-F-212-m01	Economics of Regulation	5	NUM	493
12-S&W-FS-212-m01	Seminar: Competition and Strategy	5	NUM	49
12-IIO-212-mo1	Industrial Organization	_	NUM	1
12-M&M-1-212-m01	Markets & Management 1	5	NUM	141 167
12-M&M-2-212-m01	Markets & Management 2	-	NUM	167
	Markets & Management 3	5		
12-M&M-3-212-m01		5	NUM	169
12-M&M-4-212-m01	Markets & Management 4	5	NUM	170
12-GP-G-152-m01	Integrated Business Processes	5	NUM	121
12-FRBE-F-152-m01	Forward and Reverse Business Engineering	5	NUM	115
12-Wiinf-FS-212-m01	Seminar: Information Systems	5	NUM	527
12-WebP-F-152-m01	Web Programming	5	NUM	525
12-AWE-152-m01	Advanced Web Engineering	5	NUM	65
12-EBP-152-m01	E-Business Project	5	NUM	93
12-BIF-211-m01	Business Intelligence	5	NUM	69
12-PFM-192-m01	Programming for Management Students	5	NUM	475
12-DM-F-202-m01	Data Management and Analysis	5	NUM	91
12-PEBI-211-m01	Planning and Decision Making in Business Information Sy- stems	5	NUM	473
12-PDS-211-m01	Primer in Data Science	5	NUM	471
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12-BSINI-212-m01	Business Strategy for Information and Network Industries	5	NUM	79
12-CE-212-m01	Computational Economics	5	NUM	85
12-PD-152-m01	Practice of Data Analysis	5	NUM	469
12-CQW-212-m01	Computerlab - Applied Econometrics	5	NUM	87
12-QWF-FS-212-m01	Seminar: Econometrics	5	NUM	477
12-I&D-1-212-m01	Information & Digitalization 1	5	NUM	127
12-I&D-2-212-m01	Information & Digitalization 2	5	NUM	128
12-l&D-3-212-m01	Information & Digitalization 3	5	NUM	129
12-I&D-4-212-m01	Information & Digitalization 4	5	NUM	130
12-Wipr1-F-212-m01	Financial Accounting	5	NUM	531
12-Wipr2-F-212-m01	International Accounting	5	NUM	533
12-Wipr3-F-212-m01	Financial Statement Analysis and Valuation	5	NUM	535
12-Wipr-FS-212-m01	Seminar: Financial Accounting	5	NUM	537
12-1&F-F-192-m01	Decision Theory	5	NUM	131
12-I&F-FS-212-m01	Seminar: Investment and Finance	5	NUM	133
12-ERM-211-m01	Introduction to Risk Management	5	NUM	103
	Business Valuation between Financial Mathematics and Data	-		
12-UBW-F-152-m01	on Capital Market	5	NUM	513
12-St1-F-152-m01	Business Taxation 1: An Introduction to Tax Law & Tax Planning	5	NUM	501
12-St2-F-152-m01	Business Taxation 2: The Taxation of Income in Germany	5	NUM	503
12-St3-F-152-m01	Business Taxation 3: Introduction to VAT	5	NUM	505
12-StAP-V-212-m01	Selected Topics in Business Taxation	5	NUM	508
12-StAP-S-212-m01	Seminar: Business Taxation	5	NUM	507
	Managerial Accounting: cost-based decision-making and con-	<u> </u>		507
12-KR-152-m01	trol	5	NUM	159
12-VeCo-212-m01	Sales Accounting & Management	5	NUM	515
12-AAC-212-m01	Seminar: Managerial Accounting	5	NUM	60
12-EuGP-F-212-m01	Monetary Policy and Financial Markets	5	NUM	106
12-IFM-212-m01	International Money & Finance	5	NUM	139
12-AKP-211-m01	Applied Business Cycle Analysis and Forecasting	5	NUM	61
12-VWL1-FS-212-m01	Seminar: Economic Policy	5	NUM	52:
12-Fiwi-FS-212-m01	Seminar: Public Finance	5	NUM	11/
12-Risk-152-m01	Economic Principles of Risk Management	5	NUM	48:
12-VM-152-m01	Insurance Markets	5	NUM	519
12-Konj1-F-212-mo1	Business Cycle Analysis	5	NUM	157
	Seminar: Business cycles, corporate finance and asset mar-	,		-5,
12-KUV-211-m01	kets	5	NUM	161
12-EM-211-m01	European Macroeconomics	5	NUM	99
12-G&F-1-212-m01	Money & Finance 1	5	NUM	117
12-G&F-2-212-m01	Money & Finance 2	5	NUM	118
12-G&F-3-212-m01	Money & Finance 3	5	NUM	119
12-G&F-4-212-m01	Money & Finance 4	5	NUM	120
12-P&O-F-212-m01	Human Resource Management	-	NUM	467
12 1 00-1-212-11101	Seminar: Human Resource Management & Organizational	5		40/
12-P&O-FS-212-m01	Theory	5	NUM	468
12-IntÖk-152-m01	International Economics	5	NUM	147
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12-IntÖk-FS-152-m01		nternational Economics	5	NUM	149
12-ARS-152-m01		gional and Urban Economics	5	NUM	63
12-A&S-F-212-m01	Labour Eco		5	NUM	58
12-LES-211-m01		abour Economics	5	NUM	163
12-lÖ-152-m01		of Information	5	NUM	153
12-IAO-212-m01	Seminar: D	ecision Making and Incentive Design	5	NUM	137
12-EWJ-192-m01		n to Business Journalism	5	NUM	110
12-CWK-192-m01	Crossmedi	a Storytelling in Business Communication	5	NUM	89
12-WUW-211-m01	Seminar: B	usiness Journalism and Business Communication	5	NUM	539
12-VGP-192-m01	Manageria	l Practice Lectures	5	NUM	517
12-VWP-211-m01	Economist	Practice Lectures	5	NUM	523
12-CCER-212-m01	Challenges	of China's Economic Rise	5	NUM	83
12-A&G-1-212-m01	Labour & S	ociety 1	5	NUM	54
12-A&G-2-212-m01	Labour & S	ociety 2	5	NUM	55
12-A&G-3-212-m01	Labour & S	ociety 3	5	NUM	56
12-A&G-4-212-m01	Labour & S	ociety 4	5	NUM	57
Economic Sciences 2 (25	ECTS credit	s)			
12-BI-192-m01	Analytical	nformation Systems	5	NUM	67
12-GPU-192-m01	Business S	oftware 1: IS-based Enterprise Management	5	NUM	123
12-IV-161-m01	Informatio	n Processing within Organizations	5	NUM	155
12-M-AFW-161-m01	Employme	nt Law	5	NUM	173
12-M-AM-182-m01	Advanced	Microeconomics	5	NUM	181
12-M-AO-182-m01	Incentives	in Organizations	5	NUM	183
12-M-AOLM-182-m01		Operations & Logistics Management	5	NUM	185
12-M-APS-182-m01		lected Topics in Business Management and Econo-	10	NUM	187
12-M-APS2-182-m01	Project: Se mics II	lected Topics in Business Management and Econo-	10	NUM	189
12-M-APW1-161-m01	Selected Te	opics in Business Management and Economics 1	5	NUM	191
12-M-APW2-161-m01	Selected To	opics in Business Management and Economics 2	5	NUM	193
12-M-APW3-161-m01		opics in Business Management and Economics 3	5	NUM	195
12-M-APW4-161-m01		opics in Business Management and Economics 4	5	NUM	197
12-M-ATC-182-m01		trategic Incentive Design	10	NUM	201
12-M-ATIÖ1-182-m01		nternational Economics	5	NUM	203
12-M-ATW1-161-m01	· ·	usiness Information Systems 1	5	NUM	205
12-M-ATW2-161-m01		usiness Information Systems 2	5	NUM	207
12-M-AUAS-182-m01		Seminar: Selected Aspects of Managerial Accoun-	10	NUM	209
12-M-AWI1-161-m01		opics in Business Information Systems 1	5	NUM	211
12-M-AWI2-161-m01		opics in Business Information Systems 2	5	NUM	213
12-M-BE-192-m01		Vanagement 4	5	NUM	217
12-M-BEC-182-mo1		Economics	5	NUM	217
12-M-BLC-162-m01	Business A		5 10	NUM	219
12-M-BUC-182-mo1	-	ation in Business and Economics		NUM	221
12-M-BOC-182-M01	Discounted		5 r	NUM	-
12-M-CF1-182-m01		nd Capital Market Theory	5	NUM	225
	_		5		227
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12-M-CF3-182-m01		gement and Corporate Finance	5	NUM	229
12-M-CF4-182-m01		opics in Corporate Finance	5	NUM	231
12-M-CF5-182-m01	Risk measu ons for ban	urement and risk valuation: Concepts and applicati- iks	5	NUM	232
12-M-CHA-182-m01	Change Ma	inagement	5	NUM	234
12-M-CIU-182-m01	Managerial	l Accounting in the Company Management	5	NUM	236
12-M-CT-182-m01	Contract Th	neory	5	NUM	237
12-M-DFES-182-m01	Design of F	ield Experiments and Studies	5	NUM	239
12-M-DM1-182-m01	Digital Mar	keting I	5	NUM	241
12-M-DM2-182-m01	Digital Mar	keting II	5	NUM	245
12-M-DMM-182-m01	DSGE Mode	elling	5	NUM	247
12-M-DSS-192-m01	Decision Su	upport Systems	5	NUM	249
12-M-EC1-182-m01	E-Commerc	ce l	5	NUM	251
12-M-EC2-182-m01	E-Commerc	ce II	5	NUM	253
12-M-ECC-182-m01	Business C	communication in Print, Online and Social Media	5	NUM	254
12-M-EE-182-m01		tal Economics	5	NUM	256
12-M-EFP-202-m01	European P	Public Finance	5	NUM	258
12-M-EG-182-m01	Economic (5	NUM	262
12-M-EG1-182-m01		Policy and the Financial System	5	NUM	260
	· · ·	Policy, Foreign Exchange Markets, and the Interna-	5		
12-M-EG2-182-m01	· ·	etary System	5 NI		264
12-M-EIO-182-m01		search and Demand Analysis	5	NUM	266
12-M-EMP-202-m01		Macroeconomic Policy	5	NUM	268
12-M-EPF-161-m01	· · ·	IR Research with Stata	5	NUM	270
12-M-ER-161-m01	· ·	Financial Accounting (German GAAP, IFRS)	5	NUM	272
12-M-ERA-182-m01		Regional- and International Economic Research	5	NUM	274
12-M-ES-161-m01		Seminar: Enterprise Systems	10	NUM	276
12-M-EWS-182-m01		Economic Statistics	5	NUM	278
12-M-F1-182-m01	· ·		ر ر		
12-M-F2-182-m01	Policy of Ta	Policy of Taxation		NIIM	1 280
12 101 12 102 1101			5		
12-M-F2-182-m01	Public Deb	t	5	NUM	282
12-M-F3-182-m01	Public Deb Social Insu	t rance and the Welfare State	5	NUM NUM	282 284
12-M-F4-182-m01	Public Deb Social Insu Optimal Ta	t rance and the Welfare State x Theory	5 5 5	NUM NUM NUM	282 284 286
12-M-F4-182-m01 12-M-FER-161-m01	Public Deb Social Insu Optimal Ta Case Studio	t rance and the Welfare State x Theory es on Business Taxation	5 5 5 5	NUM NUM NUM NUM	282 284 286 288
12-M-F4-182-m01 12-M-FER-161-m01 12-M-FMO-182-m01	Public Debi Social Insu Optimal Ta Case Studio Analysis of	t rance and the Welfare State x Theory es on Business Taxation Financial Market Data	5 5 5 5 5	NUM NUM NUM NUM	282 284 286 288 288 289
12-M-F4-182-m01 12-M-FER-161-m01 12-M-FMO-182-m01 12-M-GLSC-182-m01	Public Deb Social Insu Optimal Ta Case Studio Analysis of Global Logi	t rance and the Welfare State x Theory es on Business Taxation Financial Market Data istics & Supply Chain Management	5 5 5 5 5 5 5	NUM NUM NUM NUM NUM	282 284 286 288 289 289 291
12-M-F4-182-m01 12-M-FER-161-m01 12-M-FMO-182-m01 12-M-GLSC-182-m01 12-M-GVM-161-m01	Public Debi Social Insu Optimal Ta Case Studio Analysis of Global Logi Global Valu	t rance and the Welfare State x Theory es on Business Taxation Financial Market Data istics & Supply Chain Management ue Management	5 5 5 5 5 5 5 5 5	NUM NUM NUM NUM NUM NUM	282 284 286 288 289 291 293
12-M-F4-182-m01 12-M-FER-161-m01 12-M-FMO-182-m01 12-M-GLSC-182-m01 12-M-GVM-161-m01 12-M-HRM-192-m01	Public Debi Social Insu Optimal Ta Case Studio Analysis of Global Logi Global Valu Human Res	t rance and the Welfare State x Theory es on Business Taxation Financial Market Data istics & Supply Chain Management ue Management source Management and Industrial Relations	5 5 5 5 5 5 5 5 5 5	NUM NUM NUM NUM NUM NUM NUM	282 284 286 288 289 291 293 295
12-M-F4-182-m01 12-M-FER-161-m01 12-M-FMO-182-m01 12-M-GLSC-182-m01 12-M-GVM-161-m01 12-M-HRM-192-m01 12-M-IB-161-m01	Public Debi Social Insu Optimal Ta Case Studio Analysis of Global Logi Global Valu Human Res Internation	t rance and the Welfare State x Theory es on Business Taxation Financial Market Data istics & Supply Chain Management ue Management source Management and Industrial Relations ial Taxation	5 5 5 5 5 5 5 5 5 5 5 5	NUM NUM NUM NUM NUM NUM NUM NUM	282 284 286 288 289 291 293 295 297
12-M-F4-182-m01 12-M-FER-161-m01 12-M-FMO-182-m01 12-M-GLSC-182-m01 12-M-GVM-161-m01 12-M-HRM-192-m01 12-M-IBS-192-m01	Public Debi Social Insu Optimal Ta Case Studio Analysis of Global Logi Global Valu Human Res Internation E-Business	t rance and the Welfare State x Theory es on Business Taxation Financial Market Data istics & Supply Chain Management ue Management source Management and Industrial Relations al Taxation & Strategies	5 5 5 5 5 5 5 5 5 5 5 5 5	NUM NUM NUM NUM NUM NUM NUM NUM NUM	282 284 286 288 289 291 293 295 297 299
12-M-F4-182-m01 12-M-FER-161-m01 12-M-FMO-182-m01 12-M-GLSC-182-m01 12-M-GVM-161-m01 12-M-HRM-192-m01 12-M-IB-161-m01 12-M-IBS-192-m01 12-M-IMM-161-m01	Public Debi Social Insu Optimal Ta Case Studio Analysis of Global Logi Global Valu Human Res Internation E-Business Internation	t rance and the Welfare State x Theory es on Business Taxation Financial Market Data istics & Supply Chain Management ue Management source Management and Industrial Relations al Taxation & Strategies al Marketing	5 5 5 5 5 5 5 5 5 5 5 5	NUM NUM NUM NUM NUM NUM NUM NUM NUM	282 284 286 288 289 291 293 295 297 299 307
12-M-F4-182-m01 12-M-FER-161-m01 12-M-FMO-182-m01 12-M-GLSC-182-m01 12-M-GVM-161-m01 12-M-HRM-192-m01 12-M-IB-161-m01 12-M-IBS-192-m01 12-M-IBS-192-m01 12-M-INST-182-m01	Public Debi Social Insu Optimal Ta Case Studio Analysis of Global Logi Global Valu Human Res Internation E-Business Internation Strategic M	t rance and the Welfare State x Theory es on Business Taxation Financial Market Data istics & Supply Chain Management ue Management source Management and Industrial Relations al Taxation s Strategies al Marketing hanagerial Accounting	5 5 5 5 5 5 5 5 5 5 5 5 5	NUM NUM NUM NUM NUM NUM NUM NUM NUM NUM	282 284 286 288 289 291 293 295 297 299
12-M-F4-182-m01 12-M-FER-161-m01 12-M-FMO-182-m01 12-M-GLSC-182-m01 12-M-GVM-161-m01 12-M-HRM-192-m01 12-M-IB-161-m01 12-M-IBS-192-m01 12-M-IMM-161-m01 12-M-INST-182-m01 12-M-ITM-161-m01	Public Debi Social Insu Optimal Ta Case Studio Analysis of Global Logi Global Valu Human Res Internation E-Business Internation Strategic M IT-Manager	t rance and the Welfare State x Theory es on Business Taxation Financial Market Data istics & Supply Chain Management ue Management source Management and Industrial Relations al Taxation s Strategies al Marketing hanagerial Accounting ment	5 5 5 5 5 5 5 5 5 5 5 5 5 5 5 5	NUM NUM NUM NUM NUM NUM NUM NUM NUM NUM	282 284 286 288 289 291 293 295 297 299 307
12-M-F4-182-m01 12-M-FER-161-m01 12-M-FMO-182-m01 12-M-GLSC-182-m01 12-M-GVM-161-m01 12-M-HRM-192-m01 12-M-IB-161-m01 12-M-IBS-192-m01 12-M-IBS-192-m01 12-M-INST-182-m01 12-M-ITM-161-m01 12-M-ITM-161-m01	Public Debi Social Insu Optimal Ta Case Studio Analysis of Global Logi Global Valu Human Res Internation E-Business Internation Strategic M IT-Manager Internation	t rance and the Welfare State x Theory es on Business Taxation Financial Market Data istics & Supply Chain Management ue Management source Management and Industrial Relations al Taxation Strategies al Marketing lanagerial Accounting ment al Trade and the Multinational Firm	5 5 5 5 5 5 5 5 5 5 5 5 5 5 5 5 5 5 5	NUM NUM NUM NUM NUM NUM NUM NUM NUM NUM	282 284 286 288 289 291 293 295 297 299 307 310 312
12-M-F4-182-m01 12-M-FER-161-m01 12-M-FMO-182-m01 12-M-GLSC-182-m01 12-M-GVM-161-m01 12-M-IB-161-m01 12-M-IBS-192-m01 12-M-IMM-161-m01 12-M-INST-182-m01 12-M-ITMF-161-m01 12-M-ITMF-182-m01 12-M-ITMF-182-m01	Public Debi Social Insu Optimal Ta Case Studio Analysis of Global Logi Global Valu Human Res Internation E-Business Internation Strategic M IT-Manager Internation Coordinatio	t rance and the Welfare State x Theory es on Business Taxation Financial Market Data istics & Supply Chain Management ue Management source Management and Industrial Relations al Taxation Strategies al Marketing lanagerial Accounting ment al Trade and the Multinational Firm on, Budgeting and Incentives in Organizations	5 5 5 5 5 5 5 5 5 5 5 5 5 5 5 5 5 5 5	NUM NUM NUM NUM NUM NUM NUM NUM NUM NUM	282 284 286 288 289 291 293 295 297 299 307 310
12-M-F4-182-m01 12-M-FER-161-m01 12-M-FMO-182-m01 12-M-GLSC-182-m01 12-M-GVM-161-m01 12-M-HRM-192-m01 12-M-IB-161-m01 12-M-IBS-192-m01 12-M-IMM-161-m01 12-M-INST-182-m01 12-M-ITMF-182-m01	Public Debi Social Insu Optimal Ta Case Studio Analysis of Global Logi Global Valu Human Res Internation E-Business Internation Strategic M IT-Manager Internation Coordinatio	t rance and the Welfare State x Theory es on Business Taxation Financial Market Data istics & Supply Chain Management ue Management source Management and Industrial Relations al Taxation o Strategies al Marketing lanagerial Accounting ment al Trade and the Multinational Firm on, Budgeting and Incentives in Organizations Management 2	5 5 5 5 5 5 5 5 5 5 5 5 5 5 5 5 5 5 5	NUM NUM NUM NUM NUM NUM NUM NUM NUM NUM	282 284 286 288 289 291 293 295 297 299 307 310 312 314
12-M-F4-182-m01 12-M-FER-161-m01 12-M-FMO-182-m01 12-M-GLSC-182-m01 12-M-GVM-161-m01 12-M-IB-161-m01 12-M-IBS-192-m01 12-M-IMM-161-m01 12-M-INST-182-m01 12-M-ITMF-161-m01 12-M-ITMF-182-m01 12-M-ITMF-182-m01	Public Debi Social Insu Optimal Ta Case Studio Analysis of Global Logi Global Valu Human Res Internation E-Business Internation Strategic M IT-Manager Internation Coordinatio	t rance and the Welfare State x Theory es on Business Taxation Financial Market Data istics & Supply Chain Management ue Management source Management and Industrial Relations al Taxation Strategies al Marketing lanagerial Accounting ment al Trade and the Multinational Firm on, Budgeting and Incentives in Organizations	5 5 5 5 5 5 5 5 5 5 5 5 5 5 5 5 5 5 5	NUM NUM NUM NUM NUM NUM NUM NUM NUM NUM	293 295 297 299 307 310 312 314 314

12-M-MADM-182-m01	Managerial Analytics & Decision Making	5	NUM	322
12-M-MEW-161-m01	Seminar: Macroeconomics and Quantitative Economic Rese- arch	10	NUM	324
12-M-MFF-182-m01	Advanced Macroeconomics	5	NUM	326
12-M-MIK-182-m01	Microeconometrics	5	NUM	328
12-M-MM-161-m01	Brand Management & Market Research	5	NUM	330
12-M-MS-161-m01	Strategic Networks in Industry	5	NUM	332
12-M-MSS-161-m01	Advanced Seminar: Marketing Strategy	10	NUM	334
12-M-MUS-161-m01	Mobile and Ubiquitous Systems	5	NUM	336
12-M-NGM-182-m01	Advanced Computational Economics	5	NUM	338
12-M-OE1-182-m01	Econometrics 1	5	NUM	340
12-M-OE2-182-m01	Econometrics 2	5	NUM	342
12-M-OE3-182-m01	Econometrics 3	5	NUM	344
12-M-OEA-182-m01	Advanced Labour Economics	5	NUM	346
12-M-PACW-182-m01	Project Modul: Audiovisual Business Communication	10	NUM	348
12-M-PCW-182-m01	Project Modul: Crossmedial Business Communication	10	NUM	350
12-M-PDBUS1-182-m01	Project Module Digital Business Strategy I	10	NUM	352
12-M-PDBUS2-182-m01	Project Module Digital Business Strategy II	10	NUM	353
12-M-PEM-182-m01	Policy Evaluation Methods	5	NUM	354
12-M-PFACT1-182-m01	Project Module Finance, Accounting & Taxation I	10	NUM	356
12-M-PFACT2-182-m01	Project Module Finance, Accounting & Taxation II	10	NUM	357
12-M-PIBST1-182-m01	Project Module International Business & Strategy I	10	NUM	358
12-M-PIBST2-182-m01	Project Module International Business & Strategy II	10	NUM	359
12-M-PMALE1-182-m01	Project Module Management & Leadership I	10	NUM	360
	Project Module Management & Leadership II	10	NUM	361
	Project Module Operations & Information Management I	10	NUM	362
	Project Module Operations & Information Management II	10	NUM	363
12-M-PROM-182-m01	Project Management and Control	5	NUM	364
12-M-PSE-182-m01	Programming Survey and Experiments	5	NUM	366
12-M-PUGF-182-m01	Project Module Strategic Entrepreneurship	10	NUM	368
12-M-REKA-182-m01	Accounting and Capital Markets	5	NUM	370
12-M-RFW-161-m01	Tax-Optimized Business Organization	5	NUM	372
12-M-RM1-161-m01	Legal Foundations of Risk Management and Compliance	2	NUM	374
12-M-RM2-161-m01	Financial Reporting and Risk Management	3	NUM	376
12-M-RTP-182-m01	Real-Time Process Analytics	5	NUM	377
12-M-SAS-182-m01	Advanced Seminar: Entrepreneurship and Management	10	NUM	378
12-M-SBL-182-m01	Advanced Seminar: Corporate Finance	10	NUM	380
12-M-SBM-182-m01	Industrial Management 1	5	NUM	382
12-M-SCC-161-m01	Seminar: Supply Chain Competition	5	NUM	384
12-M-SDC-182-m01	Strategic Decisions and Competition		NUM	386
12-M-SEI-161-m01	Selected Topics of European Integration	5	NUM	
12-M-SER-161-m01	Advanced Seminar: Financial Accounting and Auditing	5 10	NUM	390
12-M-SER-161-1101 12-M-SI-161-m01	Advanced Seminar: Industrial Accounting and Auditing			392
	-	10	NUM	394
12-M-SIO-161-m01	Advanced Seminar: Industrial Organization	10	NUM	398
12-M-SIÖ-161-m01	Seminar: International Economics	10	NUM	396
12-M-SM-161-m01	Strategic Marketing	5	NUM	400
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12-M-SMGS-182-m01	Strategic Management of Global Supply Chains	5	NUM	402
12-M-SOE-182-m01	Advanced Seminar: Econometrics	10	NUM	404
12-M-SP-161-m01	Economics of Tax Planning	5	NUM	405
12-M-SPM-182-m01	Industrial Management 3	5	NUM	407
12-M-SPO-182-m01	Advanced Seminar: Topics in Personnel Economics and Orga- nizational Theory	10	NUM	409
12-M-SSL-161-m01	Advanced Seminar: Selected Problems in Analytical Tax Rese- arch	10	NUM	411
12-M-STB-161-m01	Tax Accounting	5	NUM	413
12-M-SV1-161-m01	Advanced Seminar: Monetary policy	10	NUM	415
12-M-SV5-161-m01	Advanced Seminar: Public Finance	10	NUM	
12-M-SWJ-182-m01	Practical Seminar: Economic Journalism	10	NUM	417 419
12-M-SWOSP-182-mo1	Advanced Seminar: Labour Economics	10	NUM	419
12-M-5W051-182-1101	Selected Topics in Analytical Tax Research		NUM	420
12-M-TDS-181-m01	Topics in Data Science	5	NUM	<u> </u>
12-M-TENT-182-m01	Topics in Entrepreneurship	5	NUM	424
		5		426
12-M-THC-182-m01	Topics in Human Capital Development	5	NUM	427
12-M-THRM-182-mo1	Topics in HRM and Organization	5	NUM	429
12-M-Tl1-182-m01	Theory of Industrial Organization	5	NUM	430
12-M-Tl2-182-m01	Applied Industrial Organization	5	NUM	432
12-M-TIF1-182-m01	Topics in Information Systems 1	5	NUM	434
12-M-TIF2-182-m01	Topics in Information Systems 2	5	NUM	436
12-M-TIM-182-m01	Topics in Migration	5	NUM	438
12-M-TLE-182-m01	Topics in Labour Economics	5	NUM	440
12-M-TMA-182-m01	Topics in International Marketing	5	NUM	443
12-M-TP-182-m01	Trade Policy and the World Trading System	5	NUM	442
12-M-UA-161-m01	Financial Statement Analysis and Business Valuation	5	NUM	444
12-M-UF-161-m01	Advanced VAT	5	NUM	446
12-M-UGF1-182-m01	Corporate Entrepreneurship	5	NUM	448
12-M-UGF2-182-m01	Corporate Strategy	5	NUM	450
12-M-UGF3-182-m01	Digital Entrepreneurship	5	NUM	452
12-M-WEW-182-m01	Philosophy of Science and Ethics in Business Management and Economics	10	NUM	458
12-M-WPE-192-m01	European Competition Policy	5	NUM	459
12-M-WPF-161-m01	Advanced Auditing	5	NUM	459
12-M-WPJ-182-m01	Project Modul: Journalism in Economic Policy	10	NUM	463
12-M-WUE-161-mo1	Economic and Business Ethics		NUM	465
12-RM-KS-161-mo1	Risk Management - Concepts and Systems	10	NUM	<u> </u>
		5		484
12-RM-RA-192-m01	Stochastic Models for Risk Analysis	5	NUM	486
12-RM-RW-192-m01	Stochastic Models for Risk Assessment	5	NUM	487
12-M-SEBS-161-m01	Seminar: E-Business Strategies	10	NUM	388
12-M-VGP-202-m01	Managerial Practice Lectures	5	NUM	454
12-M-IFM-211-m01	International Financial Management	5	NUM	301
12-M-AEM-211-m01	Applied Empirical Macroeconomics	5	NUM	171
12-M-BC-211-m01	Business Cycles	5	NUM	215
12-M-ATDS-211-m01	Advanced Topics in Data Science	5	NUM	202
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12-M-IMS-211-m01	International Marketing Strategy	5	NUM	309		
12-M-VWP-211-m01	Economist Practice Lectures	5	NUM	456		
Thesis (30 ECTS credits)						
04-CBE-MT-162-m01 Master-Thesis China Business and Economics		30	NUM	22		

Module title					Abbreviation		
Introduction to China's Economy 04-CBE1-162-m01							
Module	e coord	inator		Module offered by			
		Chair of China Business	and Economics	Institute of East and South Asian Cultural Studies			
ECTS							
5		rical grade					
Duratio	on	Module level	Other prerequisites	i			
1 seme	ester	graduate					
Conten	nts						
politica and ch econor nomic ness la	al syste aracter nic the develop andscap	mic development has m, factor endowment a ize the economic situat ory and new institution oment. The module fur be and financial sector.	nd economic policies tion today. It explains h al economics identify o her addresses specific	have contributed to (now, for example, ma lifferent drivers of ar	China's developmen acroeconomic theory ad explanations for C	t in the past , political China's eco-	
Intend	ed lear	ning outcomes					
current	t econo	acquainted with differe mic situation. Against t an academic paper on	his background they le	earn to develop an ar			
Course	es (type	, number of weekly con	tact hours, language –	- if other than Germa	ın)		
V (2) +							
		t in: English and Chine					
		s essment (type, scope, on on whether module			tion offered — if not	every seme-	
Term p Langua	aper (a	pprox. 20 pages) ssessment: English an		,			
Allocat	tion of p	olaces					
Additio	onal inf	ormation					
Worklo	bad						
150 h							
Teachi	ng cycl	e					
Referre	ed to in	LPOI (examination re	gulations for teaching-	degree programmes)			
Module appears in							
Master's degree (1 major) China Business and Economics (2016)							
Master's degree (1 major) China Language and Economy (2016)							
Master's degree (1 major) China Business and Economics (2019)							
Master's degree (1 major) China Language and Economy (2019)							
Master's degree (1 major) Chinese Politics and Society (2019) Master's degree (1 major) China Business and Economics (2021)							
Master's degree (1 major) China Language and Economy (2021)							
	Master's degree (1 major) Chinese Politics and Society (2025)						
Master	r's degr	ee (1 major) China Busi	ness and Economics (2	2025)			
Master's w mics (2021		r China Business and Econo-		enerated 19-Apr-2025 • exam CTS) China Business and Ecc	-	page 12 / 540	



Master's degree (1 major) China Language and Economy (2025)

Module	e title				Abbreviation	
Methodological Questions of Chinese Economic Research			Economic Research		04-CBE2-162-m01	
A4 - J. 1				Mandala afferraditor		
Module coordinator				Module offered by		
		Chair of China Business a			d South Asian Cultural Studies	
ECTS		od of grading	Only after succ. com	ipl. of module(s)		
5	L	rical grade				
Duratio		Module level	Other prerequisites			
1 seme	ster	graduate				
Conten	ts					
					ise a number of questions with a's economy can be grasped with	
					res examples how China's case	
		Ifluences economic theor		·		
Intende	ed learn	ning outcomes				
					elevant research examples and address a topic of interest.	
		, number of weekly conta			•	
S (2) Module	e taugh	t in: English and Chinese				
					tion offered — if not every seme-	
ster, in	formati	on on whether module ca	an be chosen to earn	a bonus)		
		pprox. 20 pages)				
Langua credita		ssessment: English and (Chinese			
Allocat						
Allocal		Jaces				
Additio	nal inf	ormation				
Worklo	ad					
150 h						
Teachi	ng cycl	9				
Referre	d to in	LPOI (examination regu	lations for teaching-o	legree programmes)		
Module	e appea	in in				
Master	's degre	ee (1 major) China Busine	ess and Economics (2	.016)		
	-	ee (1 major) China Langua	• , .			
	-	ee (1 major) China Busine				
Master's degree (1 major) China Language and Economy (2019)						
	-	ee (1 major) China Busine				
	-	ee (1 major) China Langua				
	-	ee (1 major) China Busine		-		
Master	's degre	ee (1 major) China Langua	age and Economy (20	925)		

Module title					Abbreviation		
China in the Global Economy					04-CBE3-212-m01		
Module	e coord	inator		Module offered by			
holder	of the (Chair of China Business a	nd Economics	Institute of East and	d South Asian Cultural Studies		
ECTS		od of grading	Only after succ. com	pl. of module(s)			
5		rical grade					
Duratio		Module level	Other prerequisites				
2 seme	ster	graduate					
Conten	ts						
vernme na's inf ses stra	ent as a ternatio ategies	n important power in glo onal economic relations b	bal economic govern ooth from an economi al markets and explo	ance. This module of c and a political per res whether and hov	l economy and the Chinese go- ffers an introduction into Chi- spective. It specifically addres- w these differ compared to sug-		
Intende	ed lear	ning outcomes					
ternatio context	onal ec t and a	onomic strategies. They o	an apply internation of Chinese firms. Th	al business and econe ne module enables th	xt and to evaluate China's in- nomics concepts to the Chinese nem to analyze emerging issues al perspective.		
Course	s (type	, number of weekly conta	ct hours, language —	if other than Germa	n)		
V (2) + Module		t in: English and Chinese					
		sessment (type, scope, la ion on whether module ca			tion offered — if not every seme-		
b) oral	examir Ige of a	mination (approx. 60 min nation of one candidate e ssessment: English and (bonus	ach (approx. 15 minu	tes)			
Allocat	ion of p	olaces					
Additio	nal inf	ormation					
Worklo	ad						
150 h							
Teachi	ng cycl	e					
Referred to in LPO I (examination regulations for teaching-degree programmes)							
Module appears in							
Master	Master's degree (1 major) China Business and Economics (2021)						
	Master's degree (1 major) China Language and Economy (2021)						
	-	ee (1 major) Management		225)			
	-	ee (1 major) China Busine ee (1 major) China Languz		-			
master	Master's degree (1 major) China Language and Economy (2025)						

Module	title				Abbreviation
Chinese Commerce 1					04-CBE4-212-m01
Module	coord	inator		Module offered by	
holder o	of the O	Chair of China Business a	nd Economics	Institute of East and	d South Asian Cultural Studies
ECTS		od of grading	Only after succ. com	pl. of module(s)	
5	nume	rical grade			
Duratio	n	Module level	Other prerequisites		
2 seme	ster	graduate			
Conten	ts				
student entails ly introo guage, i is traine busines Intende Student sentatio le to rea	Based on an intermediate level of modern Chinese required for admission to China Business and Economics, students will receive language training aiming at an advanced level of applied Chinese business language. This entails harmonizing international students' Chinese language level in the first term. Students are systematically introduced to economic vocabulary in Chinese language by using texts on economic models in Chinese language is trained in case studies such as stock market games etc. Furthermore, students give presentations on various business strategies and topics such as marketing, value chain, logistics, competitive advantage etc. Intended learning outcomes Students have good command of economic vocabulary and can produce clear and detailed oral or written presentations on economic issues giving the advantages and disadvantages of various points of views. They are able to read, understand, and analyze Chinese texts and materials on various economic issues.				
		ion based on theoretical , number of weekly conta			n)
Ü (4)		t in: Chinese			")
		s essment (type, scope, la on on whether module ca			tion offered — if not every seme-
b) oral e	examin ge of a	nination (approx. 60 min ation of one candidate e ssessment: Chinese bonus		tes)	
Allocati	ion of p	olaces			
Additio	nal inf	ormation			
Worklo	ad				
150 h					
Teachin	ig cycl	e			
	-				
Referre	d to in	LPOI (examination regu	lations for teaching-d	legree programmes)	
Module	appea	irs in			
	-	ee (1 major) China Busine ee (1 major) China Busine		-	

Module	title				Abbreviation		
Chines	e Comn	nerce 2			04-CBE5-212-m01		
Module	coord	inator		Module offered by			
		Chair of China Business a	ind Economics		d South Asian Cultural Studies		
ECTS		od of grading	Only after succ. con				
5		rical grade		1			
Duratio	n	Module level	Other prerequisites				
1 seme	ster	graduate					
Conten	ts						
tegies,	and cu		well as to apply bus		conomic theories, business stra- ious professional situations. Stu-		
Intende	ed learr	ning outcomes					
a busin	ess pre	· ·	Chinese language. T		guage. Students are able to give a language flexibly and effectively		
Course	s (type	, number of weekly conta	ct hours, language –	if other than Germa	n)		
Ü (2)							
		t in: Chinese					
		s essment (type, scope, la on on whether module ca			tion offered — if not every seme-		
b) oral	examin ge of a	nination (approx. 60 mir ation of one candidate e ssessment: Chinese bonus		tes)			
Allocat	ion of p	olaces					
Additio	nal info	ormation	·				
Worklo	ad						
150 h							
Teachir	ng cycl	9					
Referre	d to in	LPOI (examination regu	lations for teaching-o	legree programmes)			
Module	appea	irs in					
	-	ee (1 major) China Busine					
	Master's degree (1 major) China Business and Economics (2025)						

Module	e title				Abbreviation	
Case Study 04-CBE6-212-m01					04-CBE6-212-m01	
Module	e coord	linator		Module offered by		
holder	ofthe	Chair of China Business a	nd Economics	Institute of East and	d South Asian Cultural Studies	
ECTS	1	od of grading	Only after succ. com	npl. of module(s)		
5	nume	rical grade				
Duratio	on	Module level	Other prerequisites			
2 seme	ster	graduate				
Conten	ts					
the spe knowle cal and	ecific cl dge int l empir	hallenges that arise from to practical strategies and ical research done by oth	doing business in or I business cases. The ers to jointly develop	cooperating with Ch erefore, in this modu a project in which th	nese market is to understand ina and to translate theoretical le students built upon theoreti- hey can apply their insight to a sultation with the students.	
Intende	ed lear	ning outcomes				
ding to gemen dent ex	a prac t tools (perien	tical case that they collec to manage the project wo	tively analyze within rk themselves with o ork and project work	a realistic project. The nly supportive guidate	nts. They apply this understan- he students learn project mana- ance by the lecturer. Thereby stu- ize a project within a specific ti-	
Course	s (type	, number of weekly conta	ct hours, language —	- if other than Germa	n)	
S (2) Module	e taugh	t in: English and Chinese				
		sessment (type, scope, la ion on whether module ca			tion offered — if not every seme-	
b) oral c) pres	examir entatio Ige of a	mination (approx. 60 min nation of one candidate e on (approx. 30 to 45 minut ossessment: English and (bonus	ach (approx. 15 minu :es)	tes) or		
Allocat	ion of _l	places				
Additio	nal inf	ormation				
Worklo	ad					
150 h						
Teachi	ng cvcl	e				
Referre	Referred to in LPO I (examination regulations for teaching-degree programmes)					
Module	anne	ars in				
		ree (1 major) China Busine	ess and Economics (2	2021)		
	-	ee (1 major) China Langua				
	-	ree (1 major) China Busine				
Master	Master's degree (1 major) China Language and Economy (2025)					

Module	e title				Abbreviation	
Chines					04-CBE7-212-m01	
Module	e coord	inator		Module offered by		
holder	of the (Chair of China Business a	nd Economics	Institute of East and	d South Asian Cultural Studies	
ECTS	1	od of grading	Only after succ. com	npl. of module(s)		
5	nume	rical grade				
Duratio	on	Module level	Other prerequisites			
2 seme	ester	graduate				
Conten	ts					
in their adapt t pose a ness ex	r busine heir ma challer xample	ess strategies from other arketing strategies to Chin nge their foreign competit	countries' companies nese customers and cors while they also h students to the pecu	s. Therefore, foreign consumers, while Ch ave to adapt. Based Iliarities of consume	Chinese competitors often differ firms expanding to China have to inese firms expanding globally on academic literature and busi- rism and marketing in China as	
Intend	ed lear	ning outcomes				
ting str nomic bining societi	ategies charact the out es and	s of foreign firms operatin teristics of the Chinese m	g in China. In additio arket influences inte t perspective the dev l business.	n, they understand h rnationalization stra velop a deep underst	a and their relevance for marke- now the social, political and eco- tegies of Chinese firms. By com- canding how differences between n)	
V (2) +		· · · · · · · · · · · · · · · · · · ·				
		t in: English and Chinese				
		sessment (type, scope, la ion on whether module ca			tion offered — if not every seme-	
b) oral	examir age of a	mination (approx. 60 min nation of one candidate e ssessment: English and (bonus	ach (approx. 15 minu	tes)		
Allocat	ion of j	places				
Additio	onal inf	ormation				
Worklo	ad					
150 h						
Teachi	ng cvcl	e				
	0 .)					
Referre	ed to in	LPOI (examination regu	lations for teaching-o	degree programmes)		
			0			
Module	e appea	ars in				
		ee (1 major) China Busine	ess and Economics (2	.021)		
	-	ee (1 major) China Langua				
	-	ee (1 major) Chinese Polit				
	-	ee (1 major) China Busine		-		
Master	Master's degree (1 major) China Language and Economy (2025)					

Module	e title				Abbreviation
Challer	iges of	Sustainable Developme	nt in China		04-CBE8-212-m01
Module	coord	inator		Module offered by	
		Chair of China Business a	nd Economics	•	d South Asian Cultural Studies
ECTS	· · · · ·	od of grading	Only after succ. com		South Asian Cultural Studies
5	î	rical grade			
Duratio	<u> </u>	Module level	Other prerequisites		
2 seme		graduate			
Conten	ts				
bal con the (lac Chines	npetitic ck of) ei e gover	on. This module interpret nvironmental and social	s these issues as cha sustainability of Chin plores the economic s	llenges to sustainab a's growth, as well a sustainability of Chir	and changes the setting of glo- ole development. It addresses as countermeasures taken by the na's rise as a question of innova- e of other economies.
Intende	ed learr	ning outcomes			
stainat ons an	oility an d policy	d assess the external eff round table simulations	ects of economic pol they experience the	icies and developme dilemma arising fro	nental, social and economic su- ent. Through intensive discussi- m conflicting policy and business gies to overcome the dilemma.
Course	s (type,	, number of weekly conta	ct hours, language —	if other than Germa	ın)
V (2) + Module	• •	t in: English and Chinese			
Metho	d of ass	-			ition offered — if not every seme-
b) oral	examin Ige of a	nination (approx. 60 min ation of one candidate e ssessment: English and (bonus	ach (approx. 15 minu	tes)	
Allocat	ion of p	olaces			
Additio	nal info	ormation			
Worklo	ad				
150 h					
Teachi	ng cycl	e			
Referre	d to in	LPO I (examination regu	lations for teaching-c	legree programmes)	
Module	e appea	irs in			
Master Master Master	's degre 's degre 's degre	ee (1 major) China Busine ee (1 major) China Langua ee (1 major) China Busine ee (1 major) China Langua	age and Economy (20 ess and Economics (2	021) 025)	

Module	title				Abbreviation	
Current	Topics	of Chinese Economic Re	search		04-CBE9-212-m01	
Module	coordi	nator		Module offered by	Module offered by	
holder o	of the C	hair of China Business a	nd Economics	Institute of East and	d South Asian Cultural Studies	
ECTS	Metho	d of grading	Only after succ. com	pl. of module(s)		
5	numer	ical grade				
Duratio	n	Module level	Other prerequisites			
2 semes	ster	graduate				
Content	S					
econom public o develop	y and s f China ments ation c	society. More than four d a continues to swiftly cat and trends that shape C of Chinese companies an	ecades later the pace ch up to the develope hina's economy and	e of development re ed industrial nations society today and in	t about great changes for China's mains high and the People's Re- s. This module discusses recent the foreseeable future, i.e. the igitization and e-commerce, or	
		ing outcomes				
Student dary sou	s discu urces, a	uss and evaluate econom against the background o	of different economic	theories. The modu	a selection of primary and secon le enables them to analyze re- nanging economic landscape.	
Courses	(type,	number of weekly conta	ct hours, language —	if other than Germa	n)	
Method	of ass				tion offered — if not every seme-	
a) writte b) oral e	en exan examin ge of as	on on whether module can nination (approx. 60 min ation of one candidate e ssessment: English and (ponus	utes) or ach (approx. 15 minu			
Allocati	on of p	laces				
Addition	nal info	ormation				
Workloa	ad					
150 h						
Teachin	g cycle	9				
	- •					
Referred	to in	LPO I (examination regu	lations for teaching-c	legree programmes)		
				<u> </u>		
Module	annea	rs in				
Master's Master's	s degre s degre	ee (1 major) China Busine ee (1 major) China Langua ee (1 major) China Busine	age and Economy (20	21)		
	-	ee (1 major) China Langua		-		

Module	e title				Abbreviation	
Master-Thesis China Business and Economics					04-CBE-MT-162-m01	
Module	e coord	inator		Module offered by		
		Chair of China Business a	and Economics		d South Asian Cultural Studies	
ECTS		od of grading	Only after succ. com			
30		rical grade				
Duratio	·	Module level	Other prerequisites			
1 seme		graduate				
Conten	Its		L			
search and sp their m al search tents. T sor enf	paper v ecify th ain adv ches, th The rese forces th	with an average length of e topic of their Master th visor, who offers advise o ne development of a rese earch and writing process	around 80 pages, to esis based on their o n major problems an arch focus, the select s is based on a draft o	be completed withi wn research interest d supports the stude tion of sources, as w putline and a time pl	s an autonomously written re- n six months. Students develop as and in close cooperation with ents' bibliographical and materi- rell as a suitable structure of con- an. At the final stages, the advi- writing, as well as an acceptable	
		ning outcomes				
choice skills ir length,	and to n plann , accord	present their insights in	a state-of-the-art way esearching, drafting, hnical standards, an	. In the working proc writing and revising d in a proper langua		
		signed to module				
Metho	d of ass				tion offered — if not every seme-	
		s (approx. 80 pages) ssessment: English				
Allocat						
Additio	onal inf	ormation				
Time to	o compl	ete: 6 months.				
Worklo						
900 h						
Teachi		2				
		•				
Referre	d to in	LPOI (examination regu	lations for teaching.	legree programmes)		
			actions for teaching-t			
Module	aannea	ors in				
		ee (1 major) China Busine	ess and Economics (a	016)		
	-	ee (1 major) China Busine				
	-			-		
	Master's degree (1 major) China Business and Economics (2021) Master's degree (1 major) China Business and Economics (2025)					

Module ti	tle	Abbreviation				
Literature	Literature of Late Imperial China 1 04-CS-HI1-1-192-mo1					
Module co	oordinator		Module offered by			
holder of t	the Chair of East Asian Cult	ural Studies	Institute of East and	d South Asian Cultur	ral Studies	
ECTS M	ethod of grading	Only after succ. con	npl. of module(s)			
5 ni	umerical grade					
Duration	Module level	Other prerequisites	i i i i i i i i i i i i i i i i i i i			
1 semeste	er graduate					
Contents						
in premod ge. The ou the histori history of passing as ciety and ing releva vernacula depends of discussed original te logical an term pape	Chinese literary history, as written in the modern period, emphasizes the genres of narrative and drama, which in premodern times only had subcultural status, but are now considered masterworks of China's literary heritage. The outstanding literary works of Ming and Qing narrative and drama, besides offering profound insights into the historical, social and cultural milieus they represent, also provide access to pertinent contexts, such as the history of the book, of reading, editing and commenting. In terms of genre evolution they are studied as encompassing aspects of both persistent cultural continuity and striking innovation, also mirroring developments in society and culture at large. The courses offered in this module focus on individual literary masterworks exemplifying relevant genres, themes, and periods. Suggested genres (and titles) include the novel (Shuihu zhuan), the vernacular story (San yan), the classical tale (Liaozhai zhiyi), and the song drama (Xixiang ji). The choice of focus depends on the learning agreement with the new student group. While the literary work in question is read and discussed in class only in short, exemplary excerpts, its more comprehensive reading (in either translation or the original text) is required as accompanying homework. The program for the course focuses on a selection of philological and analytical issues. It also provides the basis for individual oral presentations and a starting point for term papers.					
	are familiarized with one or	utstanding work of prev	nodern Chinese liter	ature and with a ray	nge of con-	
texts and terary ana	analytical issues relevant f lysis and with appropriate,	or its interpretation and up-to-date methodolo	d research. They are	acquainted with ele	ments of li-	
	reading and oral presentin type, number of weekly con	-	if other than Gorma	un)		
S (3)	type, number of weekly con			(11)		
-	aught in: English and Chine	se				
Method of	f assessment (type, scope, mation on whether module	language — if other th		ition offered — if not	every seme-	
	amination of one candidate					
b) written	examination (approx. 60 m	ninutes)				
	of assessment: English an e for bonus	d Chinese				
Allocation	n of places					
Additiona	l information					
Workload	Workload					
150 h						
Teaching	cycle					
Referred t	to in LPO I (examination reg	gulations for teaching-	degree programmes)			
Module a	ppears in					
Master's with 1 mics (2021)	major China Business and Econo-		enerated 19-Apr-2025 • exam CTS) China Business and Eco		page 23 / 540	

Master's degree (1 major) Chinese Studies (2019) Master's degree (1 major) Chinese Politics and Society (2019) Master's degree (1 major) China Business and Economics (2021) Master's degree (1 major) Chinese Politics and Society (2025) Master's degree (1 major) China Business and Economics (2025) Master's degree (1 major) China Business and Economics (2025) Master's degree (1 major) China Language and Economy (2025)

Module title					Abbreviation	
Literat	Literature of Late Imperial China 2 04-CS-HI1-2-192-mo1					
Modul	e coord	inator		Module offered by		
holder	of the (Chair of East Asian Cult	ural Studies	Institute of East and	d South Asian Cultur	ral Studies
ECTS		od of grading	Only after succ. con	npl. of module(s)		
5	nume	rical grade				
Duratio		Module level	Other prerequisites	i		
1 seme		graduate				
Conter						
in prer ge. The the his history passin ciety a ing relo vernac depen discus origina logical term p Intend	Chinese literary history, as written in the modern period, emphasizes the genres of narrative and drama, which in premodern times only had subcultural status, but are now considered masterworks of China's literary heritage. The outstanding literary works of Ming and Qing narrative and drama, besides offering profound insights into the historical, social and cultural milieus they represent, also provide access to pertinent contexts, such as the history of the book, of reading, editing and commenting. In terms of genre evolution they are studied as encompassing aspects of both persistent cultural continuity and striking innovation, also mirroring developments in society and culture at large. The courses offered in this module focus on individual literary masterworks exemplifying relevant genres, themes, and periods. Suggested genres (and titles) include the novel (Shuihu zhuan), the vernacular story (San yan), the classical tale (Liaozhai zhiyi), and the song drama (Xixiang ji). The choice of focus depends on the learning agreement with the new student group. While the literary work in question is read and discussed in class only in short, exemplary excerpts, its more comprehensive reading (in either translation or the original text) is required as accompanying homework. The program for the course focuses on a selection of philological and analytical issues. It also provides the basis for individual oral presentations and a starting point for term papers. Intended learning outcomes Students are familiarized with one outstanding work of premodern Chinese literature, and with a range of con-					
		ytical issues relevant f				
	-	s and with appropriate, ding and oral presentin		gical approaches. Th	ney further develop t	heir skills in
Course	es (type	, number of weekly con	tact hours, language –	- if other than Germa	in)	
S (3) Modul	e taugh	t in: English and Chine	se			
		s essment (type, scope, on on whether module			tion offered — if not	every seme-
a) oral	examin	ation of one candidate	each (approx. 15 minu	ites) or		
		mination (approx. 60 m	-			
	age of a Ible for	ssessment: English an bonus	d Chinese			
Alloca	tion of p	olaces				
	_					
Additio	onal inf	ormation				
	_					
Worklo	oad					
150 h	150 h					
Teachi	ng cycl	e				
Referre	ed to in	LPOI (examination reg	gulations for teaching-	degree programmes)		
Modul	e appea	ars in				
Master's w mics (2021		China Business and Econo-		enerated 19-Apr-2025 • exam CTS) China Business and Ecc		page 25 / 540

Master's degree (1 major) Chinese Studies (2019) Master's degree (1 major) Chinese Politics and Society (2019) Master's degree (1 major) China Business and Economics (2021) Master's degree (1 major) Chinese Politics and Society (2025) Master's degree (1 major) China Business and Economics (2025) Master's degree (1 major) China Business and Economics (2025) Master's degree (1 major) China Language and Economy (2025)

					Abbreviation		
		ry of Late Imperial Chir	ia 1		04-CS-HI2-1-192-mc	01	
Module	e coord	nator		Module offered by			
		Chair of East Asian Cult	1		d South Asian Cultur	al Studies	
ECTS	î	od of grading	g Only after succ. compl. of module(s)				
5	<u> </u>	rical grade					
Duration		Module level	Other prerequisites				
		graduate					
Conten							
and val ject to tinuity, in this sted to popula tic prog levant pers. Intende Studen lection	The society and culture of late imperial China may be analyzed as a complex system of institutions, practices, and values. During the 16th through 18th centuries (mid Ming to mid Qing), this system increasingly became subject to the dynamics of social mobility and the expansion of commerce. Despite a generally strong sense of continuity, the effects and tensions of crises were perceived in all fields of cultural and social life. Courses offered in this module pursue these questions by focusing on one particular field of cultural and social history. Suggested topics and contents include the following: education, literacy and publishing; city and village; or elite and popular culture. The choice of focus depends on the learning agreement with the new student group. The thematic program guides the students toward the exploration of suitable primary source materials and to a range of relevant research literature. It provides the basis for oral presentations and a starting point for individual term pa-						
their sk	kills in a	is and with a range of a cademic reading and c	oral presenting.		· · ·	er develop	
	s (type,	number of weekly con	tact hours, language –	- if other than Germa	n)		
S (3) Module	e taught	t in: English and Chines	se				
		essment (type, scope, on on whether module			tion offered — if not	every seme-	
b) writt	en exar ige of a	ation of one candidate nination (approx. 60 m ssessment: English and bonus	inutes)	tes) or			
Allocat	ion of p	olaces					
Additio	nal info	ormation					
Worklo	ad						
150 h							
Teachi	ng cycle	9					
Referre	d to in	LPOI (examination reg	ulations for teaching-	degree programmes)			
			<u>, </u>				
Module	e appea	rs in					
		ee (1 major) Chinese St	udies (2019)				
	-	ee (1 major) Chinese Po		-			
		ee (1 major) China Busi					
	-	ee (1 major) China Lang					
Master's w mics (2021		China Business and Econo-		enerated 19-Apr-2025 • exam CTS) China Business and Eco	-	page 27 / 540	



Master's degree (1 major) Chinese Politics and Society (2025) Master's degree (1 major) China Business and Economics (2025) Master's degree (1 major) China Language and Economy (2025)

Module	e title			Abbreviation	
Cultura	al History of Late Imperial Chi	na 2	_	04-CS-HI2-2-192-m	01
Madula	e coordinator		An advite afferred by		
			Module offered by		
	of the Chair of East Asian Cult			d South Asian Cultur	ral Studies
ECTS	Method of grading	Only after succ. co	mpl. of module(s)		
5	numerical grade				
Duratio		Other prerequisites	5		
1 seme					
Conten	ts				
and val ject to t tinuity, in this sted to popula tic prog levant pers.	ciety and culture of late imper lues. During the 16th through the dynamics of social mobilit the effects and tensions of cr module pursue these questio pics and contents include the r culture. The choice of focus gram guides the students towaresearch literature. It provides ed learning outcomes	18th centuries (mid Mi ty and the expansion o ises were perceived in ns by focusing on one following: education, depends on the learnin ard the exploration of s	ing to mid Qing), this f commerce. Despite all fields of cultural a particular field of cult literacy and publishin ng agreement with th suitable primary sour	system increasingly a generally strong s and social life. Cours tural and social histo ng; city and village; e new student group ce materials and to	became sub- ense of con- ses offered ory. Sugge- or elite and o. The thema- a range of re-
They ar	its are familiarized with social re acquainted with important f ethodological approaches. Th	topics of cultural-histo	rical analysis and wit	h a range of approp	riate, up-to-
Course	s (type, number of weekly cor	ntact hours, language -	– if other than Germa	n)	
S (3) Module	e taught in: English and Chine	se			
	d of assessment (type, scope, formation on whether module			tion offered — if not	every seme-
b) writt Langua	examination of one candidate en examination (approx. 60 n age of assessment: English an ble for bonus	ninutes)	utes) or		
Allocat	ion of places				
Additio	onal information				
Auditio					
	ad				
Worklo	du				
150 h					
Teachi	ng cycle				
Referre	ed to in LPO I (examination re	gulations for teaching-	degree programmes)		
	e appears in				
	's degree (1 major) Chinese St	-	,		
	's degree (1 major) Chinese Po	•	-		
	's degree (1 major) China Bus				
	's degree (1 major) China Lang 's degree (1 major) Chinese Po	,			
	ith 1 major China Business and Econo-	JMU Würzburg •			



Master's degree (1 major) China Business and Economics (2025) Master's degree (1 major) China Language and Economy (2025)

Module title					Abbreviation	
_		nnovation (Song-Qing))1		04-CS-HI3-1-192-m	01
Module	e coordi	inator		Module offered by		
	r	Chair of East Asian Cult			d South Asian Cultur	al Studies
ECTS	·	od of grading	Only after succ. con	npl. of module(s)		
5	<u> </u>	rical grade				
Duratio		Module level	Other prerequisites			
1 seme		graduate				
Conten						
gan in t um CE, ty we fi aptatio the lon groups bining of sour Intende This mo	Important social and cultural developments and institutions, such as the civil examination system, basically be- gan in the Song dynasty (960-1279) and appear to have continued to persist over much of the second millenni- um CE, until the end of the Qing dynasty (1644-1911). However, within this overall image of continuity and stabili- ty we find extensive histories of reform and change, aiming at the correction of perceived deficiencies or the ad- aptation to new challenges and developments. This module provides the framework for courses that emphasize the longue durée in China's cultural history, from the Song to the Qing, looking at the cultural histories of social groups and institutions, identifying major periods of crisis, and testing common patterns of periodization. Com- bining the survey of long-term developments with snapshots in time and case studies, it introduces a selection of source materials and an appropriate range of research literature. Intended learning outcomes This module develops students' insights into long-term changes and developments in China's social and cultu- ral history, as they learn to consider both continuity and change. They acquire deepened skills in handling sour-					
			tact hours, language –	- if other than Germa	n)	
S (3)		t in: English and Chine				
			language — if other the can be chosen to earn		tion offered — if not	every seme-
b) writt	en exar Ige of a	nination (approx. 60 m ssessment: English an	-	tes) or		
Allocat	ion of p	olaces				
Additio	onal info	ormation				
Worklo	ad					
150 h						
Teachi	ng cycl	9				
Referre	ed to in	LPOI (examination res	gulations for teaching-o	degree programmes)		
Module	e appea	rs in				
		ee (1 major) Chinese St	udies (2019)			
	-	-	litics and Society (201	9)		
	-		ness and Economics (2			
	-		uage and Economy (20			
	-	-	litics and Society (202	-		
	-	China Business and Econo-	ness and Economics (2	2025) enerated 19-Apr-2025 • exam	reg data re-	page 31 / 540
mics (2021)		Linia Sasiless and Etono		CTS) China Business and Eco	-	P~3~ J1 / J40



Master's degree (1 major) China Language and Economy (2025)

Module title					Abbreviation		
_	Heritage and Innovation (Song-Qing) 2 04-CS-HI3-2-192-m01						
Module coordinator				Module offered by			
		Chair of East Asian Cult		Institute of East and South Asian Cultural Studies		al Studies	
ECTS	î	d of grading	Only after succ. con	pl. of module(s)			
5	<u> </u>	rical grade					
Duratio		Module level	Other prerequisites	prerequisites			
1 seme		graduate					
Conten							
Important social and cultural developments and institutions, such as the civil examination system, basically be- gan in the Song dynasty (960-1279) and appear to have continued to persist over much of the second millenni- um CE, until the end of the Qing dynasty (1644-1911). However, within this overall image of continuity and stabili- ty we find extensive histories of reform and change, aiming at the correction of perceived deficiencies or the ad- aptation to new challenges and developments. This module provides the framework for courses that emphasize the longue durée in China's cultural history, from the Song to the Qing, looking at the cultural histories of social groups and institutions, identifying major periods of crisis, and testing common patterns of periodization. Com- bining the survey of long-term developments with snapshots in time and case studies, it introduces a selection of source materials and an appropriate range of research literature. Intended learning outcomes This module develops students' insights into long-term changes and developments in China's social and cultu- ral history, as they learn to consider both continuity and change. They acquire deepened skills in handling sour- ce materials from a wide historical range.					d millenni- y and stabili- es or the ad- t emphasize ies of social ation. Com- a selection l and cultu-		
	s (type,	number of weekly con	tact hours, language –	- if other than Germa	n)		
S (3) Module	e taugh	t in: English and Chine	se				
			language — if other the can be chosen to earn		tion offered — if not	every seme-	
b) writt	en exar ige of a	nination (approx. 60 m ssessment: English an	-	tes) or			
Allocat	ion of p	laces					
Additional information							
Workload							
150 h							
Teaching cycle							
Teaching cycle							
Referred to in LPO I (examination regulations for teaching-degree programmes)							
Module	e appea	rs in					
Master's degree (1 major) Chinese Studies (2019)							
Master's degree (1 major) Chinese Politics and Society (2019)							
Master's degree (1 major) China Business and Economics (2021)							
	-		uage and Economy (20				
	-	-	litics and Society (202 ness and Economics (2	-			
	-	China Business and Econo-		enerated 19-Apr-2025 • exam	. reg. data re-	page 33 / 540	
mics (2021				CTS) China Business and Eco	-		



Master's degree (1 major) China Language and Economy (2025)

Module					Abbreviation		
Intellectual History of China 1 (900-1600)					04-CS-HI4-1-192-m01		
Module	e coord	inator		Module offered by	<u> </u>		
		Chair of East Asian Cu	ltural Studies		Institute of East and South Asian Cultural Studies		
ECTS		od of grading	Only after succ. cor				
5	1	rical grade					
Duratio		Module level	Other prerequisites				
1 seme	ster	graduate					
Conten	ts	1 -					
Chines on syst	e socie tem and and th	ty. The broader embe d the relevance for eve	dment into discourses c eryday life will be given.	of political and societ The elaboration of a	of a new Confucian learning in tal developments, the examinati systematical philosophic termi- ucianism in the period is to be ur		
Intend	ed lear	ning outcomes					
late Mi	ng. The		ently analyze original te		of Confucianism from late Tang t work of Confucianism in the give		
Course	s (type	, number of weekly co	ontact hours, language -	– if other than Germa	an)		
S (3)							
Module	e taugh	t in: English and Chin	ese				
			e, language — if other th e can be chosen to earr		ation offered — if not every seme		
b) writt	en exa age of a	mination (approx. 60 Issessment: English a	-	utes) or			
Allocat							
Additio	onal inf	ormation					
Worklo	ad						
150 h							
Teachi	ng rvrl	ρ					
	-5 cycl	-					
	ed to in	LPOI (examination r	egulations for teaching-	degree programmes			
Module		ars in					
		ee (1 major) Chinese S	Studies (2010)				
	-		Politics and Society (201	.9)			
	-		siness and Economics (-			
	-		iguage and Economy (2				
muster	-						
	's degr	ee (1 major) Chinese F	Politics and Society (202	25)			
Master	-		,	-			

Modul	e title				Abbreviation	
Intellectual History of China 2 (900-1900)					04-CS-HI4-2-192-m01	
Modul	e coord	inator		Module offered by		
		Chair of East Asian Cultu	ural Studios	Institute of East and South Asian Cultural Studies		
ECTS	1	od of grading	Only after succ. con			
5		rical grade				
Duratio		Module level	Other prerequisites			
1 seme		graduate				
Conten		3.44440				
its tern - Detail - Intera	ninolog led unc Iction w	understanding of genera ical implications aspect lerstanding of specific s vith non-Confucian position ns of Confucian position	s of intensifying or co chools and authors ions	nparative analysis a		
Intend	ed lear	ning outcomes		·		
have th	ne abili al scien	ty to an in depth compa tific discourses as well	rative analysis betwee	n different Confucia	ourses in the given period. They n positions from context driven o n the academic discourse of the	
Course	s (type	, number of weekly con	act hours, language –	- if other than Germa	an)	
S (3)						
Module	e taugh	t in: English and Chines	e			
		sessment (type, scope, ion on whether module			ation offered — if not every seme-	
b) writt	ten exa age of a	nation of one candidate mination (approx. 60 m Issessment: English and bonus	inutes)	tes) or		
Allocat	tion of	places				
Additio	onal inf	ormation				
Worklo	ad					
150 h						
Teachi	ng cycl	۵				
	ing cycl	•				
Roforra	ad to in	LPOI (examination reg	ulations for teaching	legree programmer		
Kelent)	
Module	e appea	ars in				
		ee (1 major) Chinese Stu	ıdies (2019)			
Master's degree (1 major) Chinese Politics and Society (2019)						
	-	ee (1 major) China Busir				
musici	'c doar					
	s uegi	ee (1 major) China Lang	uage and Economy (20	021)		
Master	-	ee (1 major) China Lang ee (1 major) Chinese Po	- ,			
Master Master	's degr		itics and Society (202	5)		

Master's with 1 major China Business and Econo-

mics (2021)

Module title Abbreviation							
		tory (600-1800) 1			04-CS-HI5-1-192-m01		
Module	e coord	inator		Module offered by			
holder	of the C	Chair of East Asian Cultur	al Studies	Institute of East and	d South Asian Cultural Studies		
ECTS	Metho	od of grading	Only after succ. con	npl. of module(s)			
5	numer	rical grade					
Duratio	on	Module level	Other prerequisites				
1 seme	ster	graduate					
Conten	ts						
obviou philoso te for ti ly pain	This class focusses on interactions and connections between China, Korea and Japan. These may be direct and obvious interactions such as trade (including smuggling, piracy), warfare, and diplomatic relations, or religious, philosophical, and institutional ideas and phenomena usually taken over from China in a variant more adequate for the smaller countries. Cultural phenomena discussed include (women's) literature, music, and especially painting. East Asian History I covers the time until about 1600, East Asian History II deals with the period from 1600 to 1800 (Tokugawa-shogunate in Japan, Qing-dynasty in China, Western ideas introduced by early Christian						
Intend	ed learr	ning outcomes					
concep	ots in di		l develop a deep und	erstanding for societ	vays of implementing Chinese tal conditions enabling or hinde-		
Course	s (type,	, number of weekly conta	ct hours, language –	- if other than Germa	n)		
S (3) Module	e taugh	t in: English and Chinese					
		e ssment (type, scope, la on on whether module ca			tion offered — if not every seme-		
b) writt Langua	en exar	ation of one candidate ea nination (approx. 60 min ssessment: English and (bonus	utes)	tes) or			
Allocat	ion of p	olaces					
Additio	onal info	ormation					
Worklo	ad						
150 h							
Teachi	ng cycl	e					
Referre	ed to in	LPOI (examination regu	lations for teaching-o	degree programmes)			
Module	e appea	irs in					
	-	ee (1 major) Chinese Stuc	-				
		ee (1 major) Chinese Polit					
	-	ee (1 major) China Busine					
	-	ee (1 major) China Langua	- ,				
	-	ee (1 major) Chinese Polit ee (1 major) China Busine		-			
		ee (1 major) China Langua					
	2 2051			<i>ر</i> – - <i>ب</i> ر			

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Module	title				Abbreviation	
East As	ian His	tory (600-1800) 2			04-CS-HI5-2-192-m01	
Module	coord	inator		Module offered by		
		Chair of East Asian Cultur	al Studies		d South Asian Cultural Studies	
ECTS				ipl. of module(s)		
5		rical grade				
Duration Module level Other prerequisites						
1 semes	1 semester graduate					
Conten	ts					
as well	as cult ssible f	ural phenomena such as focus of intensification is	(women's) literature	, music, and especia	ophical, and institutional ideas ally painting are intensified. Ano- e. This implies reading first hand	
Intende	ed learr	ning outcomes				
		pe enabled to work from rical examples.	primary sources and	develop question wi	ithin a defined set of theories and	
Courses	s (type,	, number of weekly conta	ct hours, language —	· if other than Germa	ın)	
S (3) Module	taugh	t in: English and Chinese				
		e ssment (type, scope, la on on whether module ca			tion offered — if not every seme-	
b) writte	en exar ge of a	ation of one candidate e nination (approx. 60 min ssessment: English and (bonus	utes)	tes) or		
Allocati	ion of p	olaces				
Additio	nal info	ormation				
Worklo	ad					
150 h						
Teachin	ng cycle	9				
	- /					
Referre	d to in	LPO I (examination regu	lations for teaching-c	legree programmes)		
Module						
Master's degree (1 major) Chinese Studies (2019) Master's degree (1 major) Chinese Politics and Society (2019) Master's degree (1 major) China Business and Economics (2021) Master's degree (1 major) China Language and Economy (2021) Master's degree (1 major) Chinese Politics and Society (2025) Master's degree (1 major) China Business and Economics (2025)						
	-	ee (1 major) China Langua				

Module	e title				Abbreviation	
Introdu	iction t	o Heritage and Innovat	ion		04-CS-HI-I-192-m01	
Module	e coord	inator		Module offered by		
holder	of the C	Chair of Contemporary	Chinese Studies	Institute of East and	d South Asian Cultur	al Studies
ECTS	<u> </u>	od of grading	Only after succ. con	npl. of module(s)		
5	nume	rical grade				
Duratio		Module level	Other prerequisites			
1 seme	ster	graduate				
Conten	ts					
ty and o both co the pol red, su with th also off offer is Intende Studen Chines They al que. St	culture ontinuo itical, s ch as lo e new s e sourc fers an also op ed learn ts are f e state, so learn udents	of late imperial China, us as well as innovativ ocial and cultural syste ocal history, gender his tudent group. Each top e text presented in bot introduction to a range open to students in the C hing outcomes amiliarized with a rang society and culture. The n to handle primary so practice the effective of	o some core institutions mainly during the 16th e or discontinuous eler ems. In order to provide tory, or the history of e bic is viewed through a h the original language of source types and ge CLE/CBE programs. e of institutions, issues hey strengthen their ab urces, approaching the bral presentation of the	to 18th centuries (m ments, and identifies e a general focus, a t veryday life, depend primary source, besi e as well as an Englis enres, and to reading s, concepts and deve ilities to view a prob m methodically, bas	id Ming to mid Qing) important fields of hematic frame of cho ing on the learning a ides suitable researc h translation. Thus, and analyzing them elopments of the late lem from various per ed on appropriate so). It includes tension in pice is offe- greement th literature, the course h. This course e-imperial rspectives. purce criti-
		imary in a handout.	to at hours longuage	if other than Cormo	2)	
S (3)	s (type,	, number of weekly con	tact hours, language –	- II other than Germa	n)	
	e taugh	t in: English and Chine	se			
Metho	d of ass	essment (type, scope,	language — if other tha can be chosen to earn		tion offered — if not	every seme-
b) writt	en exai ige of a	nination (approx. 60 m ssessment: English an		tes) or		
Allocat	ion of p	olaces				
Additio	onal info	ormation				
Worklo	ad					
150 h						
Teachi		a				
	is cycl	-				
Referre	d to in	IPOI (examination reg	gulations for teaching-o	legree programmes)		
Keleffe						
Module	annea	rs in				
		ee (1 major) Chinese St	udies (2019)			
	-		olitics and Society (201	9)		
	-		ness and Economics (2			
Master	's degre	ee (1 major) China Lang	guage and Economy (20	021)		
Master's wi mics (2021)		China Business and Econo-		enerated 19-Apr-2025 • exam CTS) China Business and Eco	-	page 39 / 540
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Master's degree (1 major) Chinese Politics and Society (2025) Master's degree (1 major) China Business and Economics (2025) Master's degree (1 major) China Language and Economy (2025)

Conten					Abbreviation	
	nporary	Politics in Transform	nation 1		04-CS-TCC1-1-192-m01	
Module coordinator				Module offered by		
		hair of Contemporary	/ Chinese Studies		nd South Asian Cultural Studies	
ECTS	1	d of grading		compl. of module(s)		
5		ical grade		•		
Duration Module level Other prerequisite			Other prerequisit	tes		
1 seme	ster	graduate				
Conten	ts					
They br employ ses offe	rought a /ed. Thi ered in	about complex proces s opened up the ques this module pursue th	sses of change and ac stion of limits to this a	laptation in the ways adaptability and the u form of an overview o	their marks on the party-state. political power is constituted and ltimate direction it will take. Clas- of different aspects of China's do- foreign relations.	
Intende	ed learr	ing outcomes				
Studen empirio paper a Course	its syste cal met allows f	ematically train the cr nodologies in this fiel or students to exercis	itical assessment and d. Classroom discuss	l evaluation of resear ions of texts impart d c exposition based or	se politics in Chinese and English. ch findings, relevant theories and ebate skills while the written term n properly selected sources. nan)	
S (3) Module	e taugh	in: English and Chin	ese			
			e, language — if other e can be chosen to ea		nation offered — if not every seme-	
b) writt	en exa age of a	nination (approx. 60 ssessment: English a		inutes) or		
Allocat	ion of p	laces				
Additio	onal info	ormation				
Worklo	ad					
150 h						
Teachi	ng cycl	9				
Referre	ed to in	LPOI (examination r	egulations for teachin	g-degree programme	s)	
Module	e appea	rs in				
Master	's degre 's degre		Politics and Society (2 siness and Economics	5 (2021)		

Modul					Abbreviation		
Conter	nporary	y Politics in Transform	nation 2		04-CS-TCC1-2-192-m01		
Modul	e coord	inator		Module offered	l hy		
		-			•		
	1	Chair of Contemporar	· · ·	Institute of East and South Asian Cultural Studie			
ECTS		od of grading	Only after succ. co	ompl. of module(s)		
5							
Duratio		Module level	Other prerequisite	25			
1 seme	ester	graduate					
Conter	nts						
lowing and co sion, d tical cu Intend	aspect ntentio lecision ulture a ed lear	s of Chinese domesti ous politics, NGOs and n-making structures a nd dominant intellect ning outcomes	c politics: Grassroots P d social activism); Elite nd processes, elite forn tual trends, political val	olitics (rural and u Politics (factions nation in the wide lues and attitudes	course will focus on either of the fo urban governance reforms, protests and personalities, politics of succe r polity); Political Culture (mass po , variants of Chinese nationalism). learn about relevant theoretical an		
					d with the current scholarly debate of their Master's theses.		
Course	es (type	, number of weekly co	ontact hours, language	— if other than Ge	erman)		
S (3)							
Modul	e taugh	t in: English and Chir	iese				
			e, language — if other t le can be chosen to ear		nination offered — if not every sem		
b) writt	ten exa	mination (approx. 60		nutes) or			
	age of a Ible for	issessment: English a	and Chinese				
	tion of						
Additio		formation					
Auditio		ormation					
Worklo	bad						
150 h							
Teachi	ng cycl	e					
Referre	ed to in	LPOI (examination)	regulations for teaching	g-degree program	nes)		
Modul	e appea	ars in					
		ee (1 major) Chinese	Studies (2010)				
	-	-	Politics and Society (20	010)			
	-		siness and Economics	-			
	-		nguage and Economy (2				
	-	-	Politics and Society (20				
	-	-		- 1/			
Mactor	$\zeta \cap \Delta \sigma$	ee (1 maior) China Bu		-			
	-		isiness and Economics nguage and Economy (;	(2025)			

Conton	e title			Abbreviation		
Contemporary Society in Transformation 1 04-CS-TCC2-1-192-mo1						
Modul	e coordinator		Module offered by			
holder	of the Chair of Contemporary (Chinese Studies	Institute of East and	d South Asian Cultur	al Studies	
ECTS	Method of grading	Only after succ. cor				
5	numerical grade					
Duratio	Duration Module level Other prerequisites					
1 seme						
Conten	its	-				
storica and tra the sur the sea overvie and ine	e society is currently undergoin l precedents. This is the cumul insition to a post-socialist soci face, such as growing social st arch for new social identities. C w of different aspects of China equality, shifting social identiti ed learning outcomes	ative result of three in ety. Consequences of ratification and inequ lasses offered in this a's society (such as mo	terrelated processes these transformatior ality, as well as hidd sub-module analyze	: modernization, glo is are at once to be c en below, e.g. value- these issues in the f	balization, bserved on change and orm of an	
Studer	ts familiarize themselves with	current social trends	and developments in	China. This is achie	ved on the	
basis o	of critical reading of primary an	d secondary academic	c sources on Chinese	society in Chinese a	nd English.	
	its systematically train the criti					
	cal methodologies in this field. allows for students to exercise					
	s (type, number of weekly cont					
S (3)			n other than defina	11)		
	e taught in: English and Chines	e				
	d of assessment (type, scope, formation on whether module			tion offered — if not	every seme-	
b) writt	examination of one candidate ten examination (approx. 60 m	inutes)	ites) or			
Language of assessment: English and Chinese						
		l Chinese				
credita	ble for bonus	l Chinese				
credita		l Chinese				
credita Allocat	ble for bonus tion of places	l Chinese				
credita Allocat	ble for bonus	l Chinese				
credita Allocat Additic	ble for bonus ion of places onal information	l Chinese				
credita Allocat Additic Worklo	ble for bonus ion of places onal information	l Chinese				
credita Allocat Additic Worklo 150 h	ble for bonus tion of places onal information	I Chinese				
credita Allocat Additic Worklo 150 h	ble for bonus ion of places onal information	I Chinese				
credita Allocat Additio Worklo 150 h Teachin 	ble for bonus tion of places onal information		degree programmes)			
credita Allocat Additio Worklo 150 h Teachin 	ble for bonus tion of places onal information oad ng cycle		degree programmes)			
credita Allocat Additio Worklo 150 h Teachin Referre	ble for bonus tion of places onal information oad ng cycle		degree programmes)			
credita Allocat Additic Worklo 150 h Teachin Referre Modulo	ble for bonus ion of places onal information oad ng cycle ed to in LPO I (examination reg	gulations for teaching-	degree programmes)			
credita Allocat Additio Worklo 150 h Teachii Referre Modulo	ble for bonus tion of places onal information oad ng cycle ed to in LPO I (examination reg	Julations for teaching-				
credita Allocat Additic Worklo 150 h Teachin Referre Module Master Master Master	ble for bonus ion of places onal information oad ad ed to in LPO I (examination reg e appears in 's degree (1 major) Chinese Stu 's degree (1 major) Chinese Po 's degree (1 major) Chinese Po	ulations for teaching- ulations for teaching- uties (2019) litics and Society (201 ness and Economics (201	9) 2021)			
credita Allocat Additic Worklo 150 h Teachi Referre Module Master Master Master Master	ble for bonus ion of places onal information oad ng cycle ed to in LPO I (examination reg e appears in 's degree (1 major) Chinese Stu 's degree (1 major) Chinese Po 's degree (1 major) China Busiu 's degree (1 major) China Lang	ulations for teaching- ulations for teaching- uties (2019) litics and Society (201 ness and Economics (201 uage and Economy (201	9) 2021) 021)			
credita Allocat Additic 150 h Teachin Referre Master Master Master Master Master Master	ble for bonus ion of places onal information ad ad ed to in LPO I (examination reg e appears in 's degree (1 major) Chinese Stu 's degree (1 major) Chinese Po 's degree (1 major) China Busiu 's degree (1 major) China Lang 's degree (1 major) Chinese Po	udies (2019) litics and Society (201 ness and Economics (201 litics and Economy (201 litics and Society (202	9) 2021) 021) 25)			
credita Allocat Additio Worklo 150 h Teachin Referre Master Master Master Master Master Master Master	ble for bonus ion of places onal information oad ng cycle ed to in LPO I (examination reg e appears in 's degree (1 major) Chinese Stu 's degree (1 major) Chinese Po 's degree (1 major) China Busiu 's degree (1 major) China Lang	udies (2019) litics and Society (201 ness and Economics (201 litics and Economy (201 litics and Society (202 ness and Economics (201	9) 2021) 021) 25)		page 43 / 540	



Master's degree (1 major) China Language and Economy (2025)

Modul	e title				Abbreviation			
Conten	mporary	/ Society in Transforma	tion 2		04-CS-TCC2-2-192-	m01		
Module	e coord	inator		Module offered by	<u> </u>			
		Chair of Contemporary ([^] hinese Studies	· · · ·	d South Asian Cultur	ral Studios		
ECTS	-	od of grading						
5		rical grade		er succ. compl. of module(s)				
<u>)</u> Duratio		Module level	Other prerequisites					
1 seme		graduate						
Conten		gladuate						
rent so of Chin shifting and tra nic ide mily po and old Intend Studer method in the f	ocial tre nese so g social ansform entities, olicies (d-age s d-age s ded lear nts rece dologic field an	e earlier class on conte nds in China. Starting a ciety: social stratificatio identities (subjective p lation of existing ones, historical and compara demographic trends ar upport, social security a ning outcomes ive a systematic introdu al approaches and the d cutting-edge research , number of weekly con	t an advanced level the on and inequality (soci- perspectives on social categories of social be tive perspectives, eth d population policies, and social safety net). uction to research on C necessary sources. The n. This will prepare the	e course will focus o lal groups and status stratification, the em elonging in China), et noregionalism and d birth control and far China's society, learn ey are acquainted wi m for the writing of th	n either of the follow , differentiation and hergence of new soc hnicity and ethnic re evelopment), popula nily dynamics, popula about relevant theo th the current schola heir Master's theses	ving aspects inequality), ial groups elations (eth- ation and fa- lation aging pretical and arly debates		
Metho ster, in a) oral b) writt Langua	d of ass nformati examir ten exa	t in: English and Chines essment (type, scope, ion on whether module nation of one candidate mination (approx. 60 m ssessment: English and bonue	language — if other th can be chosen to earr each (approx. 15 minu inutes)	n a bonus)	tion offered — if not	every seme-		
	tion of p							
Additi-	onal inf	ormation						
Auuitit								
	•							
Worklo	bad							
150 h								
Teachi	ing cycl	e						
Referre	ed to in	LPOI (examination reg	gulations for teaching-	degree programmes)				
Module	e appea	ars in						
		ee (1 major) Chinese St	udies (2019)					
Master	r's degr	ee (1 major) Chinese Po	litics and Society (201	19)				
	-	ee (1 major) China Busi						
	-	ee (1 major) China Lang						
	-	ee (1 major) Chinese Po	•	-				
	r'r daar	(· · · · · · · · · · · · · · · · ·						
	-	ee (1 major) China Busi						
Master	r's degr	ee (1 major) China Busi ee (1 major) China Lang r China Business and Econo-	uage and Economy (2		rog data	page 45 / 540		

Module title Abbreviation							
		Economy in Transform	ation 1		04-CS-TCC3-1-192-n	101	
Module	coordi	nator		Module offered by			
		Chair of Contemporary C			d South Asian Cultur	al Studies	
ECTS		d of grading	Only after succ. con	pl. of module(s)			
5	r	ical grade					
Duratio		Module level graduate	Other prerequisites				
		grauuale					
China's ideal of linkage sed by f ging "re On the in this s China's	Contents China's gradualist economic reforms led to an incremental "growing out of the plan" and transition towards the ideal of a "socialist market economy." However, parts of the state-owned industries and crucial state-economy linkages were maintained. At the same time, new forms of regulating and steering the economy had to be devi- sed by the government to adapt to the increasingly marketized environment. These new institutions of an emer- ging "regulatory state" are, however, not the result of a well-coordinated and rationally planned reform strategy. On the contrary, they are an outgrowth of intensely contentious political and social processes. Classes offered in this sub-module address China's changing political economy in the form of an overview of different aspects of China's political economy in transformation (such as rural political economy, urban economic reforms. Financial sector development, economic policies and regulation).						
		ing outcomes	0				
achieve nese an vant the le the w ted sou	Students familiarize themselves with current trends and developments in China's political economy. This is achieved on the basis of critical reading of primary and secondary academic sources on Chinese politics in Chinese and English. Students systematically train the critical assessment and evaluation of research findings, relevant theories and empirical methodologies in this field. Classroom discussions of texts impart debate skills while the written term paper allows for students to exercise writing an academic exposition based on properly selected sources.						
	s (type,	number of weekly cont	act hours, language –	- if other than Germa	n)		
S (3) Module	taught	t in: English and Chines	e				
		essment (type, scope, on on whether module			tion offered — if not	every seme-	
b) writte	en exar ge of a	ation of one candidate nination (approx. 60 m ssessment: English and bonus	inutes)	tes) or			
Allocati	ion of p	laces					
Additio	nal info	ormation					
Worklo	ad						
150 h							
Teachin	ng cycle	2					
			_				
Referre	d to in	LPOI (examination reg	ulations for teaching-o	degree programmes)			
Module							
	-	ee (1 major) Chinese Stu	•	o)			
	-	ee (1 major) Chinese Po ee (1 major) China Busir					
	th 1 major	China Business and Econo-	JMU Würzburg ● g	enerated 19-Apr-2025 • exam CTS) China Business and Eco	-	page 46 / 540	

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Master's degree (1 major) China Language and Economy (2021) Master's degree (1 major) Chinese Politics and Society (2025) Master's degree (1 major) China Business and Economics (2025) Master's degree (1 major) China Language and Economy (2025)

Conten	e title				Abbreviation	
	nporary	/ Economy in Transfor	mation 2		04-CS-TCC3-2-192-m01	
Modul	e coord	inator		Module offered by	<u> </u>	
		Chair of Contemporary	Chinasa Studias	Institute of East and South Asian Cultural Studie		
	1					
ECTS		od of grading	Only after succ. cor	npl. of module(s)		
5						
Duration Module level Other prerequisites						
1 seme		graduate				
Conten	nts					
the dee of the f tural m na's ec	epening followir Iarkets, conomy	g of China's economic ng aspects: rural devel agro-food businesses (WTO entry and comp	transformation. Startin opment (land policy an s, township and village	g at an advanced lev d management, agri enterprises, rural url , incoming and outge	odule provides details analysis rel the course will focus on eithe cultural development and agricu panization), globalization of Chi- ping foreign direct investments, cture).	
Intend	ed lear	ning outcomes				
tical ar	nd meth	nodological approache	es and the necessary so	ources. They are acqu	nomy, learn about relevant theor Jainted with the current scholarl riting of their Master's theses.	
Course	s (type	, number of weekly co	ntact hours, language -	– if other than Germa	an)	
S (3)						
Module	e taugh	t in: English and Chin	ese			
			e, language — if other th e can be chosen to earr		ation offered — if not every seme	
a) oral	examir			,		
b) writt	ten exa age of a	mination (approx. 60 ssessment: English a		-		
b) writt Langua	ten exa age of a ible for	mination (approx. 60 ssessment: English a bonus	minutes)	-		
b) writt Langua credita	ten exa age of a ible for	mination (approx. 60 ssessment: English a bonus	minutes)	-		
b) writt Langua credita Allocat	ten exa age of a ble for t ion of	mination (approx. 60 ssessment: English a bonus	minutes)	-		
b) writt Langua credita Allocat Additic	ten exa age of a ble for tion of p	mination (approx. 60 ssessment: English a bonus blaces	minutes)	-		
b) writt Langua credita Allocat Additic Worklo	ten exa age of a ble for tion of p	mination (approx. 60 ssessment: English a bonus blaces	minutes)	-		
b) writt Langua credita Allocat Additic	ten exa age of a ble for tion of p	mination (approx. 60 ssessment: English a bonus blaces	minutes)	-		
b) writt Langua credita Allocat Additic Worklo	ten exa age of a ble for tion of pnal inf	mination (approx. 60 ssessment: English a bonus blaces ormation	minutes)	-		
b) writt Langua credita Allocat Additic Worklo 150 h	ten exa age of a ble for tion of pnal inf	mination (approx. 60 ssessment: English a bonus blaces ormation	minutes)	-		
b) writt Langua credita Allocat Additic Worklo 150 h Teachin	ten exa age of a ble for tion of p onal inf pad	mination (approx. 60 ssessment: English a bonus blaces ormation e	minutes)	utes) or)	
b) writt Langua credita Allocat Additic Worklo 150 h Teachin	ten exa age of a ble for tion of p onal inf pad	mination (approx. 60 ssessment: English a bonus blaces ormation e	minutes) nd Chinese	utes) or)	
b) writt Langua credita Allocat Additic Worklo 150 h Teachin	ten exa age of a ble for tion of p onal inf oad ng cycl	mination (approx. 60 ssessment: English an bonus blaces ormation e LPO I (examination re	minutes) nd Chinese	utes) or)	
b) writt Langua credita Allocat Additio 150 h Teachin Referre Modulo	ten exa age of a ble for tion of pnal inf pad ng cycl ed to in e appea	mination (approx. 60 ssessment: English an bonus blaces ormation e LPOI (examination re ars in	minutes) nd Chinese	utes) or)	
b) writt Langua credita Allocat Additic Worklo 150 h Teachin Referre Modulo	ten exa age of a ble for tion of onal inf oad ng cycl ed to in e appea	mination (approx. 60 ssessment: English an bonus places ormation e LPO I (examination re ars in ee (1 major) Chinese S	minutes) nd Chinese	utes) or degree programmes)	
b) writt Langua credita Allocat Additic Teachi Referre Module Master Master	ten exa age of a ble for tion of p onal inf oad ng cycl ed to in e appea d's degr	mination (approx. 60 ssessment: English an bonus olaces ormation e LPO I (examination re ars in ee (1 major) Chinese S ee (1 major) Chinese F	minutes) nd Chinese gulations for teaching-	utes) or degree programmes .9))	
b) writt Langua credita Allocat Additio 150 h Teachin Referre Module Master Master Master	ten exa age of a ble for tion of onal inf oad ad ed to in e appea d's degr d's degr	mination (approx. 60 ssessment: English an bonus places ormation e LPO I (examination re ars in ee (1 major) Chinese S ee (1 major) Chinese F ee (1 major) Chinese R	minutes) nd Chinese gulations for teaching- egulations for teaching- oftudies (2019) Politics and Society (201	utes) or degree programmes 19) 2021)		
b) writt Langua credita Allocat Additic Worklo 150 h Teachin Referre Modulo Master Master Master Master	ten exa age of a ble for tion of pnal inf pad ng cycl ed to in e appea d's degr d's degr d's degr	mination (approx. 60 ssessment: English an bonus blaces ormation e LPOI (examination re ars in ee (1 major) Chinese S ee (1 major) Chinese F ee (1 major) Chine Bus ee (1 major) Chine Bus ee (1 major) Chine Lar	minutes) nd Chinese egulations for teaching- studies (2019) Politics and Society (201 siness and Economics (201	utes) or degree programmes)	
b) writt Langua credita Allocat Additic Worklo 150 h Teachin Referre Master Master Master Master Master	ten exa age of a ble for tion of p onal inf onal inf oad ad ad ad ad ad ad ad ad ad ad ad ad a	mination (approx. 60 ssessment: English an bonus blaces ormation e LPO I (examination re ars in ee (1 major) Chinese S ee (1 major) Chinese F ee (1 major) China Bus ee (1 major) China Ear ee (1 major) China Ear ee (1 major) China Ear	minutes) nd Chinese egulations for teaching- control of the section of the sectio	utes) or degree programmes (9) 2021) 021) 25)		

	e title				Abbreviation
Societal Modernism and the Transformation of Arts 1					04-CS-TCC4-1-192-m01
Modul	e coord	inator		Module offered by	<u> </u>
		Chair of Contemporar	/ Chinese Studies	· · · ·	d South Asian Cultural Studies
ECTS	-	od of grading	Only after succ. con		
5		rical grade			
	I	r -			
Duration		Module level	Other prerequisites	•	
		graduate			
Conten	-				ninese society. Visual arts play
a speci econor stern d paintin	ific role nic dev liscours ng, scul	in the interaction wit relopments in a highly ses in art and develop	h other fields of modern complex way. At the same ed an own language and I media art in the period	Chinese society and me time Chinese vis an own market. The	l culture reflecting political and ual arts have interacted with we- e analysis of the discourses in esent is done by visual material,
Intend	ed lear	ning outcomes			
to meth	hodolo	gical approaches to d		nese culture. They a	n Chinese art. They are introduce re able to analyze new develop- cademic discussions.
Course	s (type	, number of weekly co	ontact hours, language –	- if other than Germa	ın)
S (3)		·			-
-	e taugh	t in: English and Chin	ese		
		_		an German, examina	tion offered — if not every seme
			le can be chosen to earn		and once and a more every serve
			te each (approx. 15 minu	ites) or	
		mination (approx. 60 Issessment: English a			
credita			nu chinese		
Allocat					
Additio	onal inf	ormation			
Additio	onal inf	ormation			
		ormation			
 Workla		ormation			
 Worklo 150 h	oad				
 Workla	oad				
 Worklo 150 h	oad				
 Worklo 150 h Teachi	oad ng cycl	e	egulations for teaching-	degree programmes)	
 Worklo 150 h Teachi	oad ng cycl	e	egulations for teaching-o	degree programmes)	
 Worklo 150 h Teachi	ng cycl ed to in	e LPOI (examination r	egulations for teaching-o	degree programmes)	
 Worklo 150 h Teachin Referre Modulo	oad ng cycl ed to in e appea	e LPOI (examination r		degree programmes)	
 Worklo 150 h Teachin Referre Modulo Master	ng cycl ed to in e appea	e LPOI (examination r ars in ee (1 major) Chinese S			
 Worklo 150 h Teachin Referre Module Master Master	oad ng cycl ed to in e appea ''s degr	e LPOI (examination r ars in ee (1 major) Chinese S ee (1 major) Chinese S	Studies (2019)	9)	
 Worklo 150 h Teachin Referre Module Master Master Master	ed to in e appea ''s degr ''s degr	e LPOI (examination r ars in ee (1 major) Chinese S ee (1 major) Chinese I ee (1 major) Chinese I	Studies (2019) Politics and Society (201	9) 2021)	
 Worklo 150 h Teachin Referre Module Master Master Master Master	ad ng cycl ed to in e appea 's degr 's degr 's degr	e LPO I (examination r ars in ee (1 major) Chinese S ee (1 major) Chinese I ee (1 major) China Bu ee (1 major) China La	Studies (2019) Politics and Society (201 siness and Economics (2	9) 2021) 221)	
 Worklo 150 h Teachin Referre Master Master Master Master Master Master Master	ng cycl ed to in e appea d's degr d's degr d's degr d's degr	e LPOI (examination r ars in ee (1 major) Chinese S ee (1 major) Chinese I ee (1 major) China Bu ee (1 major) China Lai ee (1 major) China Lai	Studies (2019) Politics and Society (201 siness and Economics (2 1guage and Economy (20	9) 2021) 221) 25)	

Module title			_	Abbreviation	
Societal Modernism and the Transformation of Arts 2				04-CS-TCC4-2-192-m01	
Module coo	rdinator		Module offered by		
holder of the Chair of Contemporary Chinese Studies				d South Asian Cultural Studies	
1	thod of grading	Only after succ. co			
	nerical grade				
Duration	Module level	Other prerequisites	uisites		
1 semester graduate					
Contents	3				
rative analy - detailed a - comparati	sis are: nalysis of current develo ve analysis of artists or		rk;	aspects of intensifying or compa rature et al.)	
Intended le	arning outcomes				
parative an	alysis of specific develo		iven as well as extern	ain the ability to an in depth com nal cultural and scientific discou	
Courses (ty	pe, number of weekly co	ontact hours, language -	— if other than Germa	an)	
S (3)					
Module tau	ght in: English and Chin	ese			
ster, inform a) oral exan b) written e	ation on whether modu nination of one candida xamination (approx. 60 f assessment: English a	le can be chosen to earr te each (approx. 15 min minutes)	n a bonus)	ation offered — if not every seme	
Allocation of					
Additional	nformation				
Workload					
150 h					
-					
Teaching cy					
 Doformad t-	in IDO L (avamination	agulations for to a him	dograa neogramma -		
	IN LPUT (examination i	regulations for teaching-	uegree programmes)	
	•				
Module app					
	gree (1 major) Chinese				
	• • • •	Politics and Society (20:			
	• • • •	siness and Economics (
		nguage and Economy (2 Politics and Society (20)			
		Politics and Society (202	-		
		siness and Economics (nguage and Economy (2	-		
master S de	Siec (I major) China La	izuaze anu economy (2	025/		

Module	e title			Abbreviation			
Transfo	ormation in Urban and Rural C	ontemporary China 1		04-CS-TCC5-1-192-r	n01		
Madula	e coordinator		Module offered by				
			Institute of East and South Asian Cultural Studies				
	of the Chair of Contemporary (d South Asian Cultur	ral Studies		
ECTS	Method of grading	Only after succ. cor	npl. of module(s)				
5							
Duratio		Other prerequisites	6				
1 seme	0						
Conten	ts						
has be se live tion an of socia vement	China's society has been undergoing far-reaching transformation since the founding of the PRC, a process that has been dramatically accelerated since the beginning of the reform period. Since the early 2010s more Chinese live in cities than in the countryside, marking an important turning point in history. The process of modernization and the transition towards a post-socialist society is characterized by gradual reforms but also persistence of socialist institutions, most visible in the long-standing urban-rural dichotomy. Institutional barriers and involvement of the party-state continue to influence the process of urbanization and modernization to a great extend, and therefore also the overall makeup of society.						
Intende	ed learning outcomes						
China, be gair advanc	its are systematically introduce which will allow them to bette ned by reading primary and sec te understanding and help to f	r assess overall societ condary academic sou oster debate skills.	al development in th rces in English and C	e PRC. In-depth kno hinese. In-class dise	wledge will		
	s (type, number of weekly con	tact hours, language -	– if other than Germa	in)			
S (3) Module	e taught in: English and Chines	5e					
	d of assessment (type, scope, formation on whether module			tion offered — if not	every seme-		
b) writt Langua	examination of one candidate en examination (approx. 60 m age of assessment: English and ble for bonus	inutes)	ites) or				
Allocat	ion of places						
	·. ·						
Additio	onal information						
Additio							
Worklo	ad						
	au						
150 h							
Teachi	ng cycle						
Referre	ed to in LPO I (examination reg	gulations for teaching-	degree programmes)				
					ſ		
Module	e appears in						
	's degree (1 major) Chinese St	udies (2019)					
	's degree (1 major) Chinese Po		.9)				
	's degree (1 major) China Busi						
	's degree (1 major) China Lang	- ,					
	's degree (1 major) Chinese Po	•	-				
	's degree (1 major) China Busi						
	's degree (1 major) China Lang ith 1 major China Business and Econo-		025) generated 19-Apr-2025 • exam	rog data ro	page 51 /		
mics (2021			ECTS) China Business and Eco	-	page 51 / 540		

Module	e title				Abbreviation	
Transfo	ormatio	on in Urban and Rural	Contemporary China 2	2	04-CS-TCC5-2-192-m01	
Module	e coord	inator		Module offere	Module offered by	
holder	of the	Chair of Contemporar	v Chinese Studies	Institute of East and South Asian Cultural Studies		
			Only after succ. c			
5		rical grade			3)	
Duratio		Module level	Other prerequisit	00		
1 seme		graduate		5		
Conten		giaduate				
at urba te 1970 Country	n-rural os. The yside),	issues that have aris class will focus on di rural-to-urban transit	en due to the process fferent aspects, e.g. ru ion (shifting identities,	of rapid moderni ral issues (Three , in situ urbaniza	this module will take an in-depth loo zation and urbanization since the la- Rural Issues, Building a New Socialis tion, rural urbanization), or question n transitional spaces, land use rights	
		ning outcomes				
nizatio cal app prepari	n in co proache ing the	ntemporary China. Th es as well as the curre m to conduct their ow	ey will familiarize then ent state of academic re yn research in this field	nselves with speces esearch, thereby	process of urbanization and moder- cific issues and related methodologi- training their analytical capacities ar	
Course	s (type	, number of weekly c	ontact hours, language	— if other than (German)	
S (3)						
		t in: English and Chir				
			e, language — if other lle can be chosen to ea		amination offered — if not every sem	
b) writt	ten exa age of a	mination (approx. 60 ssessment: English a		nutes) or		
Allocat	ion of	places				
Additio	onal inf	ormation				
 \\\\c =!						
Worklo	ad					
150 h						
Teachi	ng cycl	e				
					`	
Referre	ed to in	LPOI (examination	regulations for teaching	g-degree progran	nmes)	
Module						
	-	ee (1 major) Chinese				
			Politics and Society (20			
	-		isiness and Economics			
	-		nguage and Economy (
	-		Politics and Society (20	-		
	'c door	oo (1 maior) China Bu				
	-	•	isiness and Economics nguage and Economy (-		

Module coor holder of the ECTS Met	to Transformation in Con dinator Chair of Contemporary Ch hod of grading	temporary China		04-CS-TCC-I-192-m01
holder of the ECTS Met 5 num	Chair of Contemporary Ch			
holder of the ECTS Met 5 num	Chair of Contemporary Ch		Module offered by	
ECTS Met 5 num		ningsa Studios		d South Asian Cultural Studies
5 num		Only after succ. com		
	Module level	Other prerequisites		
1 semester	graduate			
Contents				
horitarian po calls for a m provides an	olitical system run by a Cou ulti-disciplinary approach	mmunist Party. This u to disentangle the va rch on contemporary	nique and at the sar rious interconnected China, focusing on e	e political structures of an aut- ne time highly dynamic scenario d developments. This introductior either China's politics, society or group.
Intended lea	rning outcomes			
relevant the		al approaches and tra	ain their analytical ca	dies, familiarize themselves with apacities. Classroom discussions
Courses (typ	e, number of weekly conta	act hours, language —	- if other than Germa	n)
S (3) Module taug	ht in: English and Chinese			
	ssessment (type, scope, la ition on whether module c			tion offered — if not every seme-
b) written ex	ination of one candidate e amination (approx. 60 mir assessment: English and r bonus	nutes)	tes) or	
Allocation o	fplaces			
	-			
Additional in	formation	-		
Workload				
150 h				
Teaching cy	cle			
<u> </u>				
Referred to	n LPO I (examination regu	llations for teaching-o	degree programmes)	
Module app	ears in			
Master's de Master's de Master's de Master's de Master's de	gree (1 major) Chinese Stug gree (1 major) Chinese Poli gree (1 major) China Busing gree (1 major) China Langu gree (1 major) Chinese Poli gree (1 major) China Busing	tics and Society (2019 ess and Economics (2 age and Economy (20 tics and Society (202	021) 021) 5)	
	gree (1 major) China Langu			

Module title					Abbreviation
Labour	& Soci	ety 1			12-A&G-1-212-m01
Module	e coord	inator		Module offered by	
Dean of the Faculty of Business Management and Econo- mics			ement and Econo-	Faculty of Managem	nent and Economics
ECTS Method of grading Only after succ.			Only after succ. con	npl. of module(s)	
5	nume	rical grade			
Duratio	on	Module level	Other prerequisites		
1 seme	ster	undergraduate			
Conten	ts				
• c • a • c	ourses dditior ourses	erves the purpose of tran taken at other German o nal courses offered on a s offered by new Chairs th f the respective Chairs wi	r non-German univer: hort-term basis at are yet to be inclue	ded in the FSB (subje	
Intend	ed lear	ning outcomes			
As a re	sult of a	accrediting multiple kind	s of modules, a desc	ription of acquired sl	kills cannot be given.
Course	s (type	, number of weekly conta	ct hours, language –	- if other than Germa	n)
V (2) +	Ü (2)				
		essment (type, scope, la on on whether module ca			tion offered — if not every seme-
b) term c) oral	ı paper examin	mination (approx. 60 min (10 to 15 pages) and pres ation (approx. 20 minute ssessment: German and,	sentation (approx. 20 s)	minutes); (weighted	1 2:1) or
Allocat	ion of p	olaces			
Additio	onal inf	ormation			
Worklo	ad				
150 h					
Teachi	ng cycl	e			
		e: no courses offered			
	<u> </u>	LPOI (examination regu	lations for teaching-o	degree programmes)	
Module	e appea	urs in			
		ee (1 major) China Busine	ess and Economics (2	.021)	
	-	gree (1 major) Business N			

Module title					Abbreviation
Labour	& Soci	ety 2			12-A&G-2-212-m01
Module	e coord	inator		Module offered by	
Dean of the Faculty of Business Management and Econo- mics			ement and Econo-	Faculty of Managem	nent and Economics
ECTS Method of grading Only after succ.			Only after succ. con	npl. of module(s)	
5	nume	rical grade			
Duratio	on	Module level	Other prerequisites		
1 seme	ster	undergraduate			
Conten	ts				
• c • a • c	ourses dditior ourses	erves the purpose of tran taken at other German o nal courses offered on a s offered by new Chairs th f the respective Chairs wi	r non-German univer: hort-term basis at are yet to be inclue	ded in the FSB (subje	
Intend	ed lear	ning outcomes			
As a re	sult of a	accrediting multiple kind	s of modules, a desc	ription of acquired sl	kills cannot be given.
Course	s (type	, number of weekly conta	ct hours, language –	- if other than Germa	n)
V (2) +	Ü (2)				
		essment (type, scope, la on on whether module ca			tion offered — if not every seme-
b) term c) oral	ı paper examin	mination (approx. 60 min (10 to 15 pages) and pres ation (approx. 20 minute ssessment: German and,	sentation (approx. 20 s)	minutes); (weighted	1 2:1) or
Allocat	ion of p	olaces			
Additio	onal inf	ormation			
Worklo	ad				
150 h					
Teachi	ng cycl	e			
		e: no courses offered			
	<u> </u>	LPOI (examination regu	lations for teaching-	legree programmes)	
Module	e appea	urs in			
		ee (1 major) China Busine	ess and Economics (2	.021)	
	Bachelor's degree (1 major) Business Management and Economics (2021)				

Module title					Abbreviation
Labour	& Soci	ety 3			12-A&G-3-212-m01
Module	e coord	inator		Module offered by	
Dean of the Faculty of Business Management and Econo- mics			ement and Econo-	Faculty of Managen	nent and Economics
ECTS Method of grading Only after succ.			Only after succ. con	npl. of module(s)	
5	nume	rical grade			
Duratio	on	Module level	Other prerequisites		
1 seme	ster	undergraduate			
Conten	ts				
• c • a • c	ourses dditior ourses	erves the purpose of tran taken at other German o nal courses offered on a s offered by new Chairs th f the respective Chairs wi	r non-German univer: hort-term basis at are yet to be inclue	ded in the FSB (subje	
Intend	ed lear	ning outcomes			
As a re	sult of a	accrediting multiple kind	s of modules, a desc	ription of acquired sl	kills cannot be given.
Course	s (type	, number of weekly conta	ct hours, language –	- if other than Germa	n)
V (2) +					-
		essment (type, scope, la on on whether module ca			tion offered — if not every seme-
b) term c) oral	ı paper examin	mination (approx. 60 min (10 to 15 pages) and pres ation (approx. 20 minute ssessment: German and,	sentation (approx. 20 s)	minutes); (weighted	d 2:1) or
Allocat	ion of p	olaces			
Additio	onal inf	ormation			
Worklo	ad				
150 h					
Teachi	ng cycl	e			
		e: no courses offered			
	<u> </u>	LPOI (examination regu	lations for teaching-o	degree programmes)	
				<u> </u>	
Module	e appea	urs in			
			ess and Economics (2	2021)	
	Master's degree (1 major) China Business and Economics (2021) Bachelor's degree (1 major) Business Management and Economics (2021)				

Module title					Abbreviation
Labour	& Soci	ety 4			12-A&G-4-212-m01
Module	e coord	inator		Module offered by	
Dean of the Faculty of Business Management and Econo- mics			ement and Econo-	Faculty of Managem	nent and Economics
ECTS Method of grading Only after succ.			Only after succ. con	npl. of module(s)	
5	nume	rical grade			
Duratio	on	Module level	Other prerequisites		
1 seme	ster	undergraduate			
Conten	ts				
• c • a • c	ourses dditior ourses	erves the purpose of tran taken at other German o nal courses offered on a s offered by new Chairs th f the respective Chairs wi	r non-German univer: hort-term basis at are yet to be inclue	ded in the FSB (subje	
Intend	ed lear	ning outcomes			
As a re	sult of a	accrediting multiple kind	s of modules, a desc	ription of acquired sl	kills cannot be given.
Course	s (type	, number of weekly conta	ct hours, language –	- if other than Germa	n)
V (2) +	Ü (2)				
		essment (type, scope, la on on whether module ca			tion offered — if not every seme-
b) term c) oral	ı paper examin	mination (approx. 60 min (10 to 15 pages) and pres ation (approx. 20 minute ssessment: German and,	sentation (approx. 20 s)	minutes); (weighted	1 2:1) or
Allocat	ion of p	olaces			
Additio	onal inf	ormation			
Worklo	ad				
150 h					
Teachi	ng cycl	e			
		e: no courses offered			
	<u> </u>	LPOI (examination regu	lations for teaching-	legree programmes)	
Module	e appea	urs in			
		ee (1 major) China Busine	ess and Economics (2	.021)	
	Bachelor's degree (1 major) Business Management and Economics (2021)				

Module title				Abbreviation		
Labour	Econor	nics			12-A&S-F-212-m01	
Modul	e coord	inator		Module offered by		
holder of the Junior Professorship of Microeconomics, esp. Faculty of Manag Economics of Digitization				Faculty of Managen	nent and Economics	
ECTS Method of grading Only after succ. compl. of module(s)						
5	nume	rical grade				
Duratio		Module level	Other prerequisites			
1 seme	ester	undergraduate				
Conter	its					
	ourse of		labour economics and	social policy.		
1. Worl 2. Labo	e of syll ds of w our ecor al polic	elfare capitalism nomics				
Sapir, A Franz, ' Wagne Ehrenb Breyer,	W. (200 r, T./Jał perg, R.(, F./Buc	5): Globalisation and t 9): Arbeitsmarktökono 1n, E.J. (2004): Neue A G./Smith, R.S. (1996): I hholz, W. (2009): Öko	ne Reform of the Europo omik, 7th edition. beitsmarkttheorien, 2r Modern Labor Economi nomie des Sozialstaats chrbuch der Sozialpolit	nd edition. cs, 6th edition. , 2nd edition.	Brussels.	
Intend	ed learı	ning outcomes				
The stu	udents a		the labor market and g e underlying theoretica			
Course	es (type	, number of weekly cor	ntact hours, language –	- if other than Germa	ın)	
V (2) + Module		t in: German and/or Er	glish			
			language — if other th can be chosen to earn		tion offered — if not	every seme-
b) port	folio (a	nination (approx. 60 n oprox. 20 pages) ssessment: German ar				
Allocat	tion of p	olaces				
Additio	onal inf	ormation				
Worklo	Workload					
150 h						
-	ng cycl	9				
		e: winter semester				
			gulations for teaching-	dogroo programmes)		
Referre				aegree programmes)		
Modul	e appea	irs in				
Master's w mics (2021		[•] China Business and Econo-		enerated 19-Apr-2025 • exam CTS) China Business and Eco	-	page 58 / 540

Master's degree (1 major) China Business and Economics (2021) Bachelor's degree (1 major) Business Information Systems (2021) Bachelor's degree (1 major) Economathematics (2021) Bachelor's degree (1 major) Business Management and Economics (2021) Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2021) Bachelor's degree (1 major) Economathematics (2022) exchange program Business Management and Economics (2022) Bachelor's degree (1 major) Business Information Systems (2023)

Bachelor's degree (1 major) Economathematics (2023)

Bachelor's degree (1 major) Business Management and Economics (2023)

Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2023)

Modul	e title				Abbreviation
Semin	ar: Man	agerial Accounting			12-AAC-212-m01
A4		•		Mandala afferred have	
	e coord			Module offered by	
holder of the Chair of Business Management, Controlling and Accounting			ement, Controlling	Faculty of Manager	nent and Economics
ECTS Method of grading Only after succ. compl. of module(s)					
5	nume	rical grade			
Durati	on	Module level	Other prerequisites	;	
1 seme	ester	undergraduate			
Conte	nts				
tured p	paper a	nd to present the results	of their work with the	e help of relevant top	able them to prepare a well-struction bics in the field of the focuses of cision Making and Control").
Intend	led lear	ning outcomes			
(i) und (ii) use (iii) cre	lerstanc e elabor eate pre	ing the controlling bache d and apply the fundame rated content to write sci sentations and lectures	ntals of scientific lite entific papers; independently.	rature reviews;	
Course	es (type	, number of weekly cont	act hours, language –	- if other than Germa	an)
S (2)					
ster, ir term p	nformat	ion on whether module of pprox. 12 pages) and pre	an be chosen to earn	a bonus)	ation offered — if not every seme-
Additi	onal inf	ormation			
Workle	oad				
150 h			_		
Teachi	ing cycl	e			
Teachi	ing cycl	e: each semester			
Referr	ed to in	LPO I (examination reg	ulations for teaching-	degree programmes)	
Modul	e appea	ars in			
	-	ee (1 major) China Busin			
		gree (1 major) Business		(2021)	
		gree (1 major) Economat			
		gree (1 major) Business I	-		、 、
		gree (1 major, 1 minor) B		and Economics (Min	nor, 2021)
		gree (1 major) Economat			
		gree (1 major) Business		(2023)	
		gree (1 major) Economat	-	nomice (2222)	
		gree (1 major) Business gree (1 major, 1 minor) B			por 2022)
Dacile	ior s ue		usiness managemen		1101, 2023)

	e title				Abbreviation	
Applied	d Busin	ess Cycle Analysis and F	Forecasting		12-AKP-211-m01	
Module		•		Mandala affanad baa		
			• • • •	Module offered by		
		Chair of Monetary Econor Markets	mics and Internatio-	Faculty of Managen	nent and Economics	
ECTS		od of grading	Only after succ. con	npl. of module(s)		
5	nume	rical grade				
Duratio	on	Module level	Other prerequisites			
1 semester undergraduate						
Conten	ts					
three so sis and	ections foreca	s an introduction to econ 5. In the first section, stat sting are discussed. The he last sections, recent c	tistical and methodol second section cove	ogical basics on qua rs various aspects ar	ntitative macroecon nd issues related to	omic analy-
Intende	ed lear	ning outcomes				
recastir nomic t cy-relev and ecc	ng. Fur toolkit. vant iss onomic	acquire a basic understa ther, students will learn h Students gain expertise sues. Having completed t policy developments an	how to analyze and a on applying their kno the module, students nd to use models and	nswer real-world eco owledge gained in ba will be able to unde theories to analyze a	nomic problems usi asic economics cour rstand current macr and evaluate these.	ng their eco- ses on poli-
Course	s (type	, number of weekly conta	act hours, language –	- if other than Germa	n)	
S (2) Module	e taugh	t in: German and/or Engl	lish			
Method	d of ass	sessment (type, scope, la	anguage — if other th	an German, examina	ition offered — if not	every seme-
ster, in	format	ion on whether module c	an be chosen to earn		tion offered — if not	every seme-
a) Writt b) term c) term d) oral	formati en exa paper paper examir		an be chosen to earn nutes) or sentation (approx. 20 es)	a bonus)		every seme-
a) Writt b) term c) term d) oral	format en exa paper paper examir ge of a	ion on whether module c mination (approx. 60 mi (approx. 15 pages) or (10 to 15 pages) and pres nation (approx. 20 minut ssessment: German and	an be chosen to earn nutes) or sentation (approx. 20 es)	a bonus)		every seme-
ster, inf a) Writt b) term c) term d) oral Langua	format en exa paper paper examir ge of a	ion on whether module c mination (approx. 60 mi (approx. 15 pages) or (10 to 15 pages) and pres nation (approx. 20 minut ssessment: German and	an be chosen to earn nutes) or sentation (approx. 20 es)	a bonus)		every seme-
ster, inf a) Writt b) term c) term d) oral c Langua Allocat	formation en exa paper paper examir age of a ion of 	ion on whether module c mination (approx. 60 mi (approx. 15 pages) or (10 to 15 pages) and pres nation (approx. 20 minut ssessment: German and	an be chosen to earn nutes) or sentation (approx. 20 es)	a bonus)		every seme-
ster, inf a) Writt b) term c) term d) oral c Langua Allocat	formation en exa paper paper examir age of a ion of 	ion on whether module c mination (approx. 60 mi (approx. 15 pages) or (10 to 15 pages) and pres nation (approx. 20 minut ssessment: German and places	an be chosen to earn nutes) or sentation (approx. 20 es)	a bonus)		every seme-
ster, inf a) Writt b) term c) term d) oral c Langua Allocat	format en exa paper paper examir ge of a ion of p	ion on whether module c mination (approx. 60 mi (approx. 15 pages) or (10 to 15 pages) and pres nation (approx. 20 minut ssessment: German and places	an be chosen to earn nutes) or sentation (approx. 20 es)	a bonus)		every seme-
ster, inf a) Writt b) term c) term d) oral d Langua Allocat Additio Worklo	format en exa paper paper examir ge of a ion of p	ion on whether module c mination (approx. 60 mi (approx. 15 pages) or (10 to 15 pages) and pres nation (approx. 20 minut ssessment: German and places	an be chosen to earn nutes) or sentation (approx. 20 es)	a bonus)		every seme-
ster, inf a) Writt b) term c) term d) oral d Langua Allocat Additio Uorklo 150 h	format en exa paper paper examir ge of a ion of p mal inf	ion on whether module c mination (approx. 60 mi (approx. 15 pages) or (10 to 15 pages) and pres nation (approx. 20 minut ssessment: German and places ormation	an be chosen to earn nutes) or sentation (approx. 20 es)	a bonus)		every seme-
ster, inf a) Writt b) term c) term d) oral d Langua Allocat Additio Worklo 150 h Teachin	format en exa paper paper examir ge of a ion of p mal inf ad	ion on whether module c mination (approx. 60 mi (approx. 15 pages) or (10 to 15 pages) and pres- nation (approx. 20 minute ssessment: German and places ormation	an be chosen to earn nutes) or sentation (approx. 20 es)	a bonus)		every seme-
ster, inf a) Writt b) term c) term d) oral d Langua Allocat Additio Torklo 150 h Teachir Teachir	formati en exa paper paper examir ge of a ion of p onal inf ad	ion on whether module c mination (approx. 60 mi (approx. 15 pages) or (10 to 15 pages) and pres nation (approx. 20 minut ssessment: German and places ormation e e: after announcement	an be chosen to earn nutes) or sentation (approx. 20 es) /or English	a bonus) minutes); (weighted	d 2:1) or	every seme-
ster, inf a) Writt b) term c) term d) oral d Langua Allocat Additio Torklo 150 h Teachir Teachir	formati en exa paper paper examir ge of a ion of p onal inf ad	ion on whether module c mination (approx. 60 mi (approx. 15 pages) or (10 to 15 pages) and pres- nation (approx. 20 minute ssessment: German and places ormation	an be chosen to earn nutes) or sentation (approx. 20 es) /or English	a bonus) minutes); (weighted	d 2:1) or	every seme-
ster, inf a) Writt b) term c) term d) oral d Langua Allocat Additio Uorklo 150 h Teachir Teachir Referre	formation en exa paper paper examininge of a ion of p mal inf ad	ion on whether module c mination (approx. 60 mi (approx. 15 pages) or (10 to 15 pages) and pres- nation (approx. 20 minut ssessment: German and places ormation e e e: after announcement LPO I (examination regu	an be chosen to earn nutes) or sentation (approx. 20 es) /or English	a bonus) minutes); (weighted	d 2:1) or	every seme-
ster, inf a) Writt b) term c) term d) oral d Langua Allocat Additio Yorklo 150 h Teachin Teachin Referre Module	format en exa paper paper examir ige of a ion of p mal inf ad ng cycl ed to in e appea	ion on whether module c mination (approx. 60 mi (approx. 15 pages) or (10 to 15 pages) and pres- nation (approx. 20 minute ssessment: German and places ormation e e: after announcement LPO I (examination regu	an be chosen to earn nutes) or sentation (approx. 20 es) //or English	a bonus) minutes); (weighted degree programmes)	d 2:1) or	every seme-
ster, inf a) Writt b) term c) term d) oral d Langua Allocat Additio Teachir Teachir Referre Bachelo	format en exa paper paper examir ige of a ion of p mal inf mad ng cycl ed to in e appea or's de	ion on whether module c mination (approx. 60 mi (approx. 15 pages) or (10 to 15 pages) and pres- nation (approx. 20 minute ssessment: German and places ormation e e: after announcement LPO I (examination regu ars in gree (1 major) Business I	an be chosen to earn nutes) or sentation (approx. 20 es) /or English 	a bonus) minutes); (weighted degree programmes)	d 2:1) or	every seme-
ster, inf a) Writt b) term c) term d) oral d Langua Allocat Additio Teachir Teachir Referre Bacheld Bacheld	formati en exa paper paper examir ge of a ion of p onal inf ad ad ag cycle ed to in e appea or's de or's de	ion on whether module c mination (approx. 60 mi (approx. 15 pages) or (10 to 15 pages) and pres- nation (approx. 20 minute ssessment: German and places ormation e e: after announcement LPO I (examination regu- ars in gree (1 major) Business I gree (1 major) Economat	an be chosen to earn nutes) or sentation (approx. 20 es) /or English /or English //or English //or English //or English //or English	a bonus) minutes); (weighted degree programmes) nomics (2015)	d 2:1) or	every seme-
ster, inf a) Writt b) term c) term d) oral o Langua Allocat Additio Worklo 150 h Teachir Teachir Referre Bachelo Bachelo	format en exa paper paper examin ge of a ion of p mal inf ad ad ad ad ad ad ad ad ad ad ad ad ad	ion on whether module c mination (approx. 60 mi (approx. 15 pages) or (10 to 15 pages) and pres- nation (approx. 20 minute sessessment: German and places ormation e e: after announcement LPO I (examination regu ars in gree (1 major) Business I gree (1 major) Business I	an be chosen to earn nutes) or sentation (approx. 20 es) //or English ulations for teaching- ulations for teaching- hematics (2015) Information Systems	a bonus) minutes); (weighted degree programmes) nomics (2015) (2015)	d 2:1) or	every seme-
ster, inf a) Writt b) term c) term d) oral d Langua Allocat Additio Worklo 150 h Teachin Teachin Referre Bachelo Bachelo Bachelo	format en exa paper paper examir ige of a ion of p mal inf ad ng cycl ed to in e appea or's de or's de or's de or's de	ion on whether module c mination (approx. 60 mi (approx. 15 pages) or (10 to 15 pages) and pres- nation (approx. 20 minute issessment: German and places ormation e e: after announcement LPO I (examination regu- ars in gree (1 major) Business I gree (1 major) Business I gree (1 major, 1 minor) Business I gree (1 major, 1 minor) Business I	an be chosen to earn nutes) or sentation (approx. 20 es) //or English ulations for teaching- Management and Eco hematics (2015) Information Systems usiness Management	a bonus) minutes); (weighted degree programmes) nomics (2015) (2015) : and Economics (Mir	d 2:1) or	every seme-
ster, inf a) Writt b) term c) term d) oral d Langua Allocat Additio Worklo 150 h Teachir Teachir Referre Bacheld Bacheld Bacheld Bacheld	format en exa paper paper examir ige of a ion of p mal inf mad ng cycl ed to in e appea or's de or's de or's de or's de or's de	ion on whether module c mination (approx. 60 mi (approx. 15 pages) or (10 to 15 pages) and pres- nation (approx. 20 minute sessessment: German and places ormation e e: after announcement LPO I (examination regu ars in gree (1 major) Business I gree (1 major) Business I	an be chosen to earn nutes) or sentation (approx. 20 es) //or English 	a bonus) minutes); (weighted degree programmes) nomics (2015) (2015) : and Economics (Mir	d 2:1) or	every seme-
ster, inf a) Writt b) term c) term d) oral d Langua Allocat Additio Teachir Teachir Teachir Referre Bacheld Bacheld Bacheld Bacheld Bacheld	formati en exa paper paper examir ge of a ion of p onal inf ad ad ad ad ad ad ad ad ad ad ad ad ad	ion on whether module c mination (approx. 60 mi (approx. 15 pages) or (10 to 15 pages) and pres- nation (approx. 20 minute ssessment: German and places ormation e e: after announcement LPO I (examination regu- ars in gree (1 major) Business I gree (1 major) Business I gree (1 major, 1 minor) Bu gree (1 major) Business I gree (1 major) Business I gree (1 major) Business I gree (1 major) Business I gree (1 major) Business I	an be chosen to earn nutes) or sentation (approx. 20 es) /or English /or English //or English //	a bonus) minutes); (weighted degree programmes) nomics (2015) (2015) : and Economics (Mir (2016)	d 2:1) or	every seme-



Bachelor's degree (1 major) Business Management and Economics (2019) Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2019) Bachelor's degree (1 major) Business Information Systems (2020) Master's degree (1 major) China Business and Economics (2021) Bachelor's degree (1 major) Business Information Systems (2021) Bachelor's degree (1 major) Economathematics (2021) Bachelor's degree (1 major) Business Management and Economics (2021) Bachelor's degree (1 major, 1 minor) Business Management and Economics (2021) Bachelor's degree (1 major, 2021) Bachelor's degree (1 major, 2021) Bachelor's degree (1 major) Economathematics (2022) Bachelor's degree (1 major) Business Information Systems (2023) Bachelor's degree (1 major) Business Management and Economics (2023) Bachelor's degree (1 major) Business Management and Economics (2023) Bachelor's degree (1 major) Business Management and Economics (2023) Bachelor's degree (1 major) Business Management and Economics (2023) Bachelor's degree (1 major) Business Management and Economics (2023) Bachelor's degree (1 major, 1 minor) Business Management and Economics (2023)

Module title Abbreviation						
Applie	d Regio	nal and Urban Econom	lics		12-ARS-152-m01	
Modul	e coord	inator		Module offered by	1	
holder	of the (Chair of Industrial Ecor	iomics	Faculty of Management and Economics		
ECTS	Metho	od of grading	Only after succ. con	· · · · · · · · · · · · · · · · · · ·		
5		rical grade		•		
Durati	on	Module level	Other prerequisites			
1 seme	ester	undergraduate				
Conter	Contents					
II Geog III Firm IV A br	graphica hetero ief revis	al agglomeration of eco geneity and the export	er wage premium nstrumental variables r			
Intend	ed lear	ning outcomes				
viewin recogn tasets. ge in e The leo what n se the export adjust In a co on exe genera gies ar	This course focuses on the empirical analysis of current topics in international and regional economics. After re- viewing some theoretical background and empirical methods, students learn to comprehend empirical studies, recognize possible pitfalls and conduct their own analyses using statistical software packages and authentic da- tasets. A strong focus is put on the identification of causal effects. Students should already have basic knowled- ge in econometric analysis and international trade theory. The lecture starts with a revision of basic empirical methods. The first application is to analyse if and why (and to what magnitude) firms benefit from being located in agglomerations such as the Silicon Valley. Next, we analy- se the role of firms in international trade. What distinguishes exporters from non-exporters and are employees of exporters better off? Returning to a regional perspective, we then discuss several recent research papers on the adjustment of local labor markets to increasing trade with China and Eastern Europe. In a complementary lab tutorial (Übung) students learn to conduct empirical analyses by themselves. In hands- on exercises, they first practice how to obtain and prepare datasets and how to use summary statistics to find general patterns in the data. We then apply our theoretical knowledge from the lecture to devise empirical strate- gies and to interpret our results.					
	-	, number of weekly cor	ntact hours, language –	- II OLIIEI LIIAII GEIIIIA	(11)	
V (2) +		• ()		- ·		
Metho ster, ir	d of ass nformati	on on whether module	language — if other th can be chosen to earn	an German, examina a bonus)	ition offered — if not	every seme-
b) term	n paper	mination (approx. 60 n (approx. 10 pages) inc ssessment: German ar	luding empirical analys	is prepared by cand	idates	
Alloca	tion of p	olaces				
Additi	onal inf	ormation				
Worklo	oad					
150 h						
-	ing cycl	e				
		e: summer semester				
			gulations for teaching-	legree programmes)		
			and the reactions of reactions of			
Modul	e appea	urs in				
			s Management and Eco	nomics (2015)		
					rog data ro	name (a lass
mics (202:		r China Business and Econo-		enerated 19-Apr-2025 • exam CTS) China Business and Eco	-	page 63 / 540

UNIVERSITÄT WÜRZBURG

Bachelor's degree (1 major) Economathematics (2015) Bachelor's degree (1 major) Business Information Systems (2015) Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2015) Master's degree (1 major) China Business and Economics (2016) Bachelor's degree (1 major) Business Information Systems (2016) Bachelor's degree (1 major) Economathematics (2017) Master's degree (1 major) China Business and Economics (2019) Bachelor's degree (1 major) Business Information Systems (2019) Bachelor's degree (1 major) Business Management and Economics (2019) Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2019) Bachelor's degree (1 major) Business Information Systems (2020) Master's degree (1 major) China Business and Economics (2021) Bachelor's degree (1 major) Business Information Systems (2021) Bachelor's degree (1 major) Economathematics (2021) Bachelor's degree (1 major) Business Management and Economics (2021) Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2021) Bachelor's degree (1 major) Economathematics (2022) Bachelor's degree (1 major) Business Information Systems (2023) Bachelor's degree (1 major) Economathematics (2023) Bachelor's degree (1 major) Business Management and Economics (2023) Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2023)

Module title Abbreviation						
Advand	ed Wel	o Engineering			12-AWE-152-m01	
Module	e coord	inator		Module offered by		
holder	of the (Chair of Information Syste	ems Engineering	Faculty of Management and Economics		
ECTS		od of grading	Only after succ. con	, , ,		
5		rical grade				
Duratio	· · · · · ·	Module level	Other prerequisites			
1 seme		undergraduate				
Conten	ts		I			
		rovides an introduction to , software components a		web-based applicat	ions based on curre	nt develop-
	·	ning outcomes	-			
		he technological founda	tions of web applicat	ions		
onder	Stund t		tions of web upplicat	10115		
- Desig	ning th	e architecture and data n	nodel of an applicatio	on system		
- Imple	mentin	g with the help of SW cor	mponents and frame	works		
Course	s (type	, number of weekly conta	act hours, language –	- if other than Germa	n)	
V (2) +	Ü (2)		-			
		s essment (type, scope, la			tion offered — if not	every seme-
ster, in	formati	on on whether module c	an be chosen to earn	a bonus)		
		mination (approx. 60 mir				
		ation (one candidate ea	ch: approx. 10 to 15 m	ninutes; groups of 2:	approx. 20 minutes	; groups of 3:
	-	nutes) or				
c) com weight		of programming exercise	es (approx. 20 nours)	and written examina	ition (approx. 60 mir	lutes),
-		ssessment: German and	/or English			
Allocat			/ 01 English			
Allocal		haces				
 Additic	nal inf	ormation				
	matmit					
Worklo	ad					
150 h			-			
Teachi	ng cycl	9	_			
		e: summer semester				
		LPOI (examination regu	llations for teaching-	degree programmes)		
		, <u> </u>		<u> </u>		
Module	e appea	irs in				
Bachel	or's de	gree (1 major) Business N	Management and Eco	nomics (2015)		
Bachel	or's deg	gree (1 major) Economatł	nematics (2015)			
Bachel	or's deg	gree (1 major) Business l	nformation Systems ((2015)		
		gree (1 major, 1 minor) Bu	-		10r, 2015)	
		gree (1 major) Business I	•	(2016)		
		gree (1 major) Economatł				
		gree (1 major) Business I	•	-		
		gree (1 major) Business N				
		gree (1 major, 1 minor) Bu			10 r, 2019)	
		gree (1 major) Business I	·			
Master's w mics (2021		China Business and Econo-		enerated 19-Apr-2025 • exam CTS) China Business and Eco	-	page 65 / 540

Julius-Maximilians-UNIVERSITÄT WÜRZBURG

Master's degree (1 major) China Business and Economics (2021) Bachelor's degree (1 major) Business Information Systems (2021) Bachelor's degree (1 major) Economathematics (2021) Bachelor's degree (1 major) Business Management and Economics (2021) Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2021) Bachelor's degree (1 major) Economathematics (2022) exchange program Business Management and Economics (2022)

Module title					Abbreviation	
Analyti	cal Info	ormation Systems			12-Bl-192-m01	
Module	e coord	inator		Module offered by		
Dean of mics	f the Fa	aculty of Business Man	agement and Econo-	Faculty of Management and Economics		
ECTS	Metho	od of grading	Only after succ. con	npl. of module(s)		
5 numerical grade						
Duratio	n	Module level	Other prerequisites			
1 semes	ster	graduate				
Conten	ts					
cus is o paration duction network	on indiv n and o n to me ks and	ovides an overview of t vidual quantitative met data manipulation as w thods and the applicat deep learning, is given	hods of data analysis. Tell as their practical ap ion of machine learnin	On the one hand, me oplication are introdu	ethods from the area uced. On the other ha	is of data pre- and, an intro-
Intende	ed lear	ning outcomes				
 D D P S U N To 	The module provides students with knowledge of: Data Manipulation Data Engineering Descriptive Analytics Predictive Analytics and Data Mining Supervised Learning Unsupervised Learning 					
Course	s (type	, number of weekly con	tact hours, language –	- if other than Germa	n)	
V (2) + (Ü (2)					
		sessment (type, scope, ion on whether module			tion offered — if not	every seme-
	ge of a	nation (approx. 60 min ssessment: German ar bonus				
Allocati	ion of p	olaces				
WM1: Should 1) Mast (2) The (3) Whe of avail	40 places.					
Additio	nal inf	ormation				
Worklo	ad					
150 h						
Teachir	ıg cycl	e				
Teachin	ng cycle	e: summer semester				
Referre	d to in	LPOI (examination reg	gulations for teaching-	degree programmes)		
Master's wi mics (2021)		r China Business and Econo-		enerated 19-Apr-2025 • exam CTS) China Business and Eco	-	page 67 / 540

Module appears in

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

Modul			Abbreviation							
Business Intelligence 12-BIF-211-m01										
Module coordinator				Module offered by	<u> </u>					
holder of the Chair of Information System			stems Engineering	Faculty of Management and Economics						
ECTS	1	od of grading	Only after succ. con							
5	1	rical grade								
Duration Module level		Other prerequisites	Other prerequisites							
1 seme	ester	undergraduate								
Conter	Contents									
Technologies and methods of "Business Intelligence" are aimed at supporting managerial decision-making pro- cesses by analyzing and presenting large amounts of data. The module provides an overview of the correspon- ding analytical information systems, their technical architecture and areas of application. In the practical exerci- ses, the concepts taught are practically demonstrated and applied by the example of a state-of-the-art BI softwa- re suite.										
Intended learning outcomes										
 Understand the technological foundations of data warehouses and BI tools. Analyse and design conceptual models for analytical information systems. Apply real-world BI software products to analyse large structured data sets. 										
Courses (type, number of weekly contact hours, language — if other than German)										
V (2) + Ü (2)										
Method of assessment (type, scope, language — if other than German, examination offered — if not every seme- ster, information on whether module can be chosen to earn a bonus) a) written examination (approx. 60 minutes) or b) term paper (approx. 20 pages) or c) term paper (10 to 20 pages) and presentation (approx. 15 minutes); (weighted 2:1) or d) entirely or partly computerised written examination (approx. 60 minutes) Language of assessment: German and/or English Allocation of places Additional information										
Worklo	ad									
150 h										
Teachi	ng cycl	e								
		e: winter semester								
		LPO I (examination reg	gulations for teaching-	degree programmes)						
Module appears in										
Bachelor's degree (1 major) Economathematics (2015)										
Bachelor's degree (1 major) Economathematics (2017)										
Master's degree (1 major) China Business and Economics (2021)										
Bachelor's degree (1 major) Business Information Systems (2021) Bachelor's degree (1 major) Economathematics (2021)										
Bachelor's degree (1 major) Economication attendates (2021) Bachelor's degree (1 major) Business Management and Economics (2021)										
Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2021)										
Bachelor's degree (1 major) Economathematics (2022)										
Bachelor's degree (1 major) Business Information Systems (2023)										
Master's w mics (2021		China Business and Econo-		enerated 19-Apr-2025 • exam CTS) China Business and Eco		page 69 / 540				



Bachelor's degree (1 major) Economathematics (2023) Bachelor's degree (1 major) Business Management and Economics (2023) Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2023)

Module	e title			Abbreviation				
	, Produ	ction and Logistics M	anagement. Material Re	equirements Plan-	12-BPL-F-212-m01			
ning								
Module	e coord	inator		Module offered by				
		Chair of Business Mana	agement and Industrial	Faculty of Managen	nent and Economics	5		
Manage								
ECTS		od of grading	Only after succ. con	Only after succ. compl. of module(s)				
5 numerical grade								
Duration		Module level	Other prerequisites	Other prerequisites				
1 semester undergraduate								
Conten	ts							
on and focus is Quantit	Logisti s set or ty (EOQ	cs - Basics"). After a g forecasting models, c) models. Within the fi	eschaffung, Produktion eneral introduction into on Bill of Materials explo eld of EOQ models both nd determining adequat	the domain of Mate osion calculation me o static and dynamic	rial Requirements P ethods and on econo	lanning, the omic Order		
Intende	ed learı	ning outcomes						
	utions i		iding regarding the add asting models, on Bill c					
Courses	s (type	number of weekly con	ntact hours, language –	· if other than Germa	an)			
V (2) +	Ü (2)							
			, language — if other tha e can be chosen to earn		ition offered — if no	t every seme-		
b) term c) term	paper paper	nination (approx. 60 n (15 to 20 pages) or (10 to 15 pages) and p ation (approx. 20 min	resentation (approx. 20	minutes); (weighted	d 2:1) or			
Allocat	ion of p	olaces						
Additio	nal inf	ormation						
Worklo	ad							
150 h								
Teachir	ng cycl	2						
Teachir	ng cycle	e: summer semester						
			gulations for teaching-	legree programmes)				
Module	e appea	rs in						
	-		iness and Economics (2					
Bachelor's degree (1 major) Business Information Systems (2021)								
Bachelor's degree (1 major) Economathematics (2021)								
Bachelor's degree (1 major) Business Management and Economics (2021)								
Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2021)								
Bachelor's degree (1 major) Economathematics (2022) exchange program Business Management and Economics (2022)								
cheman								
		gree (1 major) Busines gree (1 major) Econom	s Information Systems (athematics (2023)	2023)				



Bachelor's degree (1 major) Business Management and Economics (2023) Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2023)

Module					Abbreviation
Semina	ır: Sup	ply, Production and Logis	stics Management		12-BPL-FS-212-m01
Module	coord	inator		Module offered by	
		Chair of Business Manage	ment and Industrial	•	nent and Economics
Manag				racuity of Managen	
ECTS		od of grading	Only after succ. compl. of module(s)		
5		rical grade		-	
Duratio	n	Module level	Other prerequisites	sites	
1 seme	ster	undergraduate			
Conten	ts				
nagem ly, this prepare	ent. Stu will be e syste	udents will independently largely literature based v	/ work on the respect vith students learning	ive problem and wri g how to carry out st	uction, logistics or business ma- te a seminar (term) paper. Usua ructured literature analyses and empirical research of their own
Intende	ed lear	ning outcomes			
		will be able to work on se ninar) paper.	lected problems on t	heir own and based	on the literature and structure
Course	s (type	, number of weekly conta	ct hours, language –	· if other than Germa	ın)
S (2)					
		sessment (type, scope, la on on whether module ca			tion offered — if not every seme
b) term	paper	(approx. 15 pages) and p (approx. 20 to 25 pages) ssessment: German and,		20 minutes); (weigh	ted 2:1) or
Allocat	ion of _l	olaces			
by lot a numbe	mong a r of pla	all applicants irrespective	e of their subjects. (2)) Places on all cours	e places, places will be allocated es of the module with a restricte be maintained and places re-all
Additio	nal inf	ormation			
Worklo	ad				
150 h					
Teachi	ıg cycl	e			
Teachir	ng cycle	e: each semester			
		LPOI (examination regu	lations for teaching-o	legree programmes)	
Module	appea	ars in			
		ee (1 major) China Busine	ess and Economics (2	.021)	
		gree (1 major) Business li			
		gree (1 major) Economath			
		gree (1 major) Business N	-		
		gree (1 major, 1 minor) Bu	-	and Economics (Mir	10r, 2021)
		gree (1 major) Economath		`	
		gram Business Managem			
Bachel	or's de	gree (1 major) Business li	normation Systems (2023)	

Master's with 1 major China Business and Econo-	JMU Würzburg • generated 19-Apr-2025 • exam. reg. data re-	page 73 / 540
mics (2021)	cord Master (120 ECTS) China Business and Economics - 2021	



Bachelor's degree (1 major) Economathematics (2023) Bachelor's degree (1 major) Business Management and Economics (2023) Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2023)

				Abbreviation		
Produc	tion and Operations M	anagement		12-BPL-G-212-m01		
coordir			Module offered by			
	air of Business Manag	ement and Industrial	Faculty of Managem	ient and Economics		
Management Only after succ. compl. of module(s)						
		Only after succ. com	ipl. of module(s)			
		Other prerequisites				
1 semester undergraduate						
S						
d learni	ng outcomes					
cureme	nt, production and logi	stics as well as their i	nterdependencies. F			
s (type, i	number of weekly conta	act hours, language —	if other than Germa	n)		
(2)						
	ssment (type, scope, la	anguage — if other tha	an German, examina	tion offered — if not	every seme-	
ge of as	sessment: German and	/or English				
on of pl	aces					
nal info	rmation					
ad						
g cycle						
	winter semester					
		lations for toaching	lagraa programmac)			
			regree programmes)			
200000	- in					
		and Franciss ((act)			
-						
-	ee (1 major) Busiliess i ee (1 major) Economat	-	2021)			
			nomics (2021)			
Bachelor's degree (1 major) Business Management and Economics (2021)						
Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2021) Bachelor's degree (1 major) Economathematics (2022)						
-	ee (1 maior) Economat	nematics (2022)				
or's degi	ee (1 major) Economat ee (1 major) Artificial Ir		Science (2022)			
or's degi or's degi	-	ntelligence and Data S				
or's degi or's degi ge progr	ree (1 major) Artificial Ir	ntelligence and Data S ment and Economics (2	2022)			
or's degi or's degi ge progr or's degi or's degi	ee (1 major) Artificial Ir am Business Managen ee (1 major) Artificial Ir ee (1 major) Mathemat	ntelligence and Data S nent and Economics (ntelligence and Data S ics (2023)	2022) Science (2023)			
or's degi or's degi ge progr or's degi or's degi or's degi	ee (1 major) Artificial Ir am Business Managen ee (1 major) Artificial Ir ee (1 major) Mathemat ee (1 major) Business I	ntelligence and Data S nent and Economics (ntelligence and Data S ics (2023) nformation Systems (2022) Science (2023)			
or's degi or's degi ge progr or's degi or's degi or's degi or's degi	ee (1 major) Artificial Ir am Business Managen ee (1 major) Artificial Ir ee (1 major) Mathemat ee (1 major) Business I ee (1 major) Economat	ntelligence and Data S nent and Economics (ntelligence and Data S ics (2023) nformation Systems (hematics (2023)	2022) Science (2023) (2023)			
or's degi or's degi ge progr or's degi or's degi or's degi or's degi	ee (1 major) Artificial Ir am Business Managen ee (1 major) Artificial Ir ee (1 major) Mathemat ee (1 major) Business I	ntelligence and Data S nent and Economics (ntelligence and Data S ics (2023) nformation Systems (hematics (2023)	2022) Science (2023) (2023)			
	Method numeric numeric iter iter urse will ind the d learni d curemention age of asse on of pla nal infor ad g cycle g cycle: d to in L appears s degree	Method of grading numerical grade n Module level ter undergraduate s undergraduate s undergraduate inse will provide students with and the related corporate funct d learning outcomes dents will be able to describe a curement, production and logi ing and applying basic plannin ing (type, number of weekly conta (2) of assessment (type, scope, la ormation on whether module of examination (approx. 60 minut ge of assessment: German and on of places nal information ad g cycle g cycle: winter semester d to in LPO I (examination regulation appears in s degree (1 major) China Busin	Method of grading Only after succ. com numerical grade n Module level Other prerequisites ter undergraduate s s s s s s dearning outcomes dents will be able to describe and discuss the object curement, production and logistics as well as their i ing and applying basic planning models in these fie of type, number of weekly contact hours, language f(2) of assessment (type, scope, language if other that ormation on whether module can be chosen to earn examination (approx. 6o minutes) ge of assessment: German and/or English on of places mal information g cycle	Method of grading Only after succ. compl. of module(s) numerical grade n Module level Other prerequisites ter undergraduate s s s undergraduate s dearning outcomes dearning outcomes dearning outcomes dents will be able to describe and discuss the objectives and major proc curement, production and logistics as well as their interdependencies. Fing and applying basic planning models in these fields. i(type, number of weekly contact hours, language — if other than Germa (2) of assessment (type, scope, language — if other than German, examina ormation on whether module can be chosen to earn a bonus) examination (approx. 60 minutes) ge of assessment: German and/or English on of places	Method of grading Only after succ. compl. of module(s) numerical grade n Module level Other prerequisites ter undergraduate s s s dearning outcomes dents will be able to describe and discuss the objectives and major processes in the domain curement, production and logistics as well as their interdependencies. Furthermore, they are ing and applying basic planning models in these fields. (type, number of weekly contact hours, language — if other than German) (2) of assessment (type, scope, language — if other than German, examination offered — if not formation on whether module can be chosen to earn a bonus) examination (approx. 60 minutes) ge of assessment: German and/or English on of places mal information	



Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2023) Bachelor's degree (1 major) Artificial Intelligence and Data Science (2024)

Modul	e title				Abbreviation	
Semina	ar: Bus	iness Plan			12-BPS-211-m01	
Module	e coord	linator		Module offered by		
holder	ofthe	Chair of Entrepreneurship	and Strategy	· · · ·	nent and Economics	
ECTS		od of grading	Only after succ. con			
5	nume	rical grade				
Duratio	on	Module level	Other prerequisites			
1 seme	ster	undergraduate				
Conten	Its					
		k in teams of up to three s a or a notional one.	students to develop a	a business model an	d a business plan for an own	
Intend	ed lear	ning outcomes				
• (• E r	larify t nable ning nable	students to evaluate the l	ed to business mode raise alternative app	ls and business plar roaches to business	ns modelling and business plan- ng and business planning	
Leann	ig oute	omes				
On suc	cessfu	l completion of this modu	ıle you will be able to	:		
• N • (Make ju Create a	the role of business mode and evaluate concepts rel and evaluate concepts rel atically choose between o	ign of business mode ated to business mo	els and business plan dels and business p	ns	
Course	s (type	, number of weekly conta	ict hours, language –	- if other than Germa	n)	
S (2) Module	e taugh	it in: German and/or Engl	ish			
Metho	d of as		inguage — if other th		tion offered — if not every seme-	
date)				up to three candidate	es, approx. 10 minutes per candi-	
		ssessment: German and,	/or English			
Allocat		places				
WB4 Should (1) App on. (2) availab	15 places.					
Additio	onal inf	ormation				
Worklo	ad					
150 h						
Teachi	ng cycl	e				
Teachi	ng cycl	e: each semester				

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

Module appears in

Bachelor's degree (1 major) Economathematics (2015) Bachelor's degree (1 major) Economathematics (2017) Master's degree (1 major) China Business and Economics (2021) Bachelor's degree (1 major) Business Information Systems (2021) Bachelor's degree (1 major) Economathematics (2021) Bachelor's degree (1 major) Business Management and Economics (2021) Bachelor's degree (1 major, 1 minor) Business Management and Economics (2021) Bachelor's degree (1 major) Economathematics (2022) exchange program Business Management and Economics (2022) Bachelor's degree (1 major) Business Information Systems (2022) Bachelor's degree (1 major) Business Information Systems (2023) Bachelor's degree (1 major) Business Management and Economics (2023) Bachelor's degree (1 major) Business Management and Economics (2023) Bachelor's degree (1 major) Business Management and Economics (2023) Bachelor's degree (1 major) Business Management and Economics (2023) Bachelor's degree (1 major, 1 minor) Business Management and Economics (2023)

Module	e title				Abbreviation
Busine	ss Stra	tegy for Information and	Network Industries		12-BSINI-212-m01
Module	e coord	inator		Module offered by	
holder	ofthe	Chair of Industrial Econor	nics	Faculty of Managen	nent and Economics
ECTS	Meth	od of grading	Only after succ. com	pl. of module(s)	
5	nume	rical grade			
Duratio	on	Module level	Other prerequisites		
1 seme	ster	undergraduate			
Conten	Its				
Outline of syllabus: 1. Pricing of information goods • market segmentation methods • digital rights management and piracy • alternative monetisation strategies 2. Network effects • consumer demand in markets with network effects, rational expectations • monopoly pricing • competition in markets with network effects • compatibility and multi-homing: dynamic competition 3. Competition in markets with switching costs 4. Two (multi)-sided markets and platforms • monopoly pricing in platform markets • competition in platform markets: non-price strategies The course will be taught in English. Intended learning outcomes After successful completion of this class, the students should be familiar with issues arising in many of the increasingly important hi-tech industries. They will be able to comment on emerging selling mechanisms for books, music and video. They will be able to explain the underlying logic for observed pricing patterns for software products, social media sites and the services found in the so called sharing economy. They will not only be able to understand observed behavior in information goods markets, industries which exhibit network effects and plat-					
bit.		_			tures a market/product may exhi-
		, number of weekly conta	ct hours, language —	if other than Germa	in)
V (2) + Module	• •	t in: German and/or Engl	ish		
		sessment (type, scope, la ion on whether module ca			tion offered — if not every seme-
b) term	n paper	mination (approx. 60 to 1 (approx. 10 pages) and p ssessment: German and,	resentation (approx.	15 minutes); (weigh	ted 2:1)
Allocat	ion of	places			
Additio	onal inf	ormation			
Worklo	ad				
150 h					
Teachi		P			
		e: summer semester			
reaciiii	ing Lycl	c. summer semester			

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

Module appears in

Master's degree (1 major) China Business and Economics (2021) Bachelor's degree (1 major) Business Information Systems (2021) Bachelor's degree (1 major) Economathematics (2021) Bachelor's degree (1 major) Business Management and Economics (2021) Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2021) Bachelor's degree (1 major) Economathematics (2022) exchange program Business Management and Economics (2022) Bachelor's degree (1 major) Business Information Systems (2023) Bachelor's degree (1 major) Economathematics (2023) Bachelor's degree (1 major) Business Management and Economics (2023) Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2023)

Module	e title				Abbreviation	
Semina	ar: Busi	ness Simulation			12-BUS-211-m01	
Module	e coord	inator		Module offered by		
holder	of the (Chair of Entrepreneurship	and Strategy	Faculty of Managem	nent and Economics	
ECTS	Metho	od of grading	Only after succ. con	npl. of module(s)		
5	nume	rical grade				
Duratio	n	Module level	Other prerequisites			
1 seme	ster	undergraduate				
Conten	ts					
of up to cision r strateg	This action-oriented module complements the lecture "Strategic and Innovation Management" (12-IM). In teams of up to four students, student compete in a business simulation that covers critical elements of managerial decision making. Participants act as a board of directors to develop the business by making decisions related to strategy, finance, market, operations, staffing, and innovation. This provides a unique opportunity to directly apply and critically reflect topics discussed in the classroom, while working in a team.					
Intende	ed learı	ning outcomes				
• P	aise st romote	ins udents' situational aware e students' ability to make e students for the need to	e informed manageri	al decisions in comp		
Learnin	ig outco	omes				
On suc	cessful	completion of this modu	le students will be a	ble to:		
● U fi	Inderst nance,	and how management th and the interconnectivity and innovation anagerial group decision	of managerial decision	ons in different areas	of a company, e.g., marketing,	
Course	s (type	, number of weekly conta	ct hours, language –	- if other than Germa	n)	
S (2)		t in: German and/or Engli				
Method	d of ass		nguage — if other tha		tion offered — if not every seme-	
					es, approx. 10 minutes per candi-	
-	ge of a	ssessment: German and/	or English			
Allocat	ion of p	olaces				
15 plac WB4 Should (1) App on. (2) Whe availab	es. the nu licants en plac le plac	mber of applications exc who have already achiev es are allocated in accord	ed a total of 90 ECTS dance with (1) and the ed according to the a	credits or more will e number of applicat verage grade of asse	es will be allocated as follows: be given preferential considerati- ions exceeds the number of essments taken so far; among ap-	
-		ormation				
AuultiO	natill					
 Worklo						
	au					
150 h						

Teaching cycle

Teaching cycle: each semester

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

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Module appears in

Bachelor's degree (1 major) Economathematics (2015)

Bachelor's degree (1 major) Economathematics (2017)

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

Bachelor's degree (1 major) Business Information Systems (2021)

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

Bachelor's degree (1 major) Business Management and Economics (2021)

Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2021)

Bachelor's degree (1 major) Economathematics (2022)

Bachelor's degree (1 major) Business Information Systems (2023)

Bachelor's degree (1 major) Economathematics (2023)

Bachelor's degree (1 major) Business Management and Economics (2023)

Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2023)

Module title					Abbreviation	
Challer	nges of	China's Economic Rise			12-CCER-212-m01	
Module	e coord	inator		Module offered by		
holder	of the (Chair of China Business	and Economics	Faculty of Managen	nent and Economics	
ECTS	Metho	od of grading	Only after succ. con			
5		rical grade				
Duratio	·	Module level	Other prerequisites			
1 seme		undergraduate				
Conten						
growth ke a loo thin Ch ve bee debate class y mic tex	This course will be taught in English.Over the last 30 years, China has experienced an unprecedented economic growth period. This economic success is awesome and challenging at the same time. Within this seminar we take a look at a selection of challenges resulting from China's economic rise. We look into challenges arising within China, but also into selected international ones. We approach the challenges by first looking at how they have been discussed in Western media. Starting from there we look 'behind the curtain' to analyse the topics and debates more in-depth in the context of China's economic rise and relevant economic theories. To attend this class you do not need ex ante knowledge about China. You should, however, be willing to read texts, also academic texts, in English language. Apart from reading, participants of the seminar are expected to prepare inputs for the seminar and to participate in class discussion. The seminar ends with a written examination.					
Intend	ed learı	ning outcomes				
		e seminar gain knowled n emerging markets at t	•	•	n addition they learn	how the ex-
Course	s (type	, number of weekly cont	act hours, language –	- if other than Germa	n)	
V (2)						
ster, in a) writt	formati en exar	essment (type, scope, l on on whether module of mination (approx. 60 mi	can be chosen to earn nutes) or	a bonus)		every seme-
		(approx. 15 to 20 pages)) and presentation (ap	prox. 10 to 15 minut	es), (weighted 2:1)	
Allocat				o number of ousilabl		be allocated
by lot a numbe	among a r of pla	Should the number of a all applicants irrespectiv ces will be allocated in t they become available	ve of their subjects. (2 the same procedure. () Places on all course	es of the module wit	h a restricted
Additio	onal inf	ormation				
Worklo	ad					
150 h						
Teachi	ng cycl	e				
Teachi	ng cycle	e: summer semester				
Referre	ed to in	LPOI (examination reg	ulations for teaching-	degree programmes)		
Modul	e appea	irs in				
Bachel Bachel Bachel Bachel Bachel exchar	or's deg or's deg or's deg or's deg or's deg oge prog	ee (1 major) China Busin gree (1 major) Business gree (1 major) Economat gree (1 major) Business gree (1 major, 1 minor) B gree (1 major) Economat gram Business Manager	Information Systems hematics (2021) Management and Eco usiness Management hematics (2022) nent and Economics ((2021) nomics (2021) and Economics (Mir		page 82 / 540
Master's w mics (2021		China Business and Econo-		enerated 19-Apr-2025 • exam CTS) China Business and Eco	-	page 83 / 540

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

Bachelor's degree (1 major) Business Information Systems (2023) Bachelor's degree (1 major) Economathematics (2023) Bachelor's degree (1 major) Business Management and Economics (2023) Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2023)

mics (2021)

Module	e title				Abbreviation
Compu	tationa	l Economics			12-CE-212-m01
Module	e coord	inator		Module offered by	
holder	of the (Chair of Public Finance		Faculty of Managem	nent and Economics
ECTS	Metho	od of grading	Only after succ. con		
5	nume	rical grade			
Duratio	on	Module level	Other prerequisites		
1 seme	ster	undergraduate			
Conten	ts				
parts: 1. The p 2. Num 3. Econ - The - Top - Life - Ove Intende After fin 1. imple 2. using 3. quar 4. simu 5. inter	orogran erical s omic a static sics in f cycle r erlappin ed learn nishing ement g Monto tify the late sin pret the	nming language FORTRAN olution methods pplications: general equilibrium mode inance and risk managen	el nent e able to on the computer usi optimal portfolio str nks and insurance co nd transfer system omically.	ng Fortran 90 uctures and option p mpanies	
P (2)	s (type				1)
• • •	e taugh	t in: German and/or Engli	ish		
		essment (type, scope, la on on whether module ca			tion offered — if not every seme-
		nation (approx. 60 minute ssessment: German and/		prox. 10 pages), (we	ighted 1:1)
Allocat	ion of p	olaces			
by lot a numbe	imong a r of pla	all applicants irrespective	e of their subjects. (2)) Places on all course	e places, places will be allocated es of the module with a restricted be maintained and places re-allo-
Additio	onal inf	ormation			
Worklo	ad				
150 h					
Teachi	ng cycl	e			
Teachir	ng cycle	e: winter semester			
Referre	ed to in	LPOI (examination regu	lations for teaching-o	degree programmes)	
Module	e appea	in in			
	-	ee (1 major) China Busine gree (1 major) Business Ir			
	oi s de	Biee (1 major) Dusiness Ir	nonnation systems (2021)	

Bachelor's degree (1 major) Economathematics (2021) Bachelor's degree (1 major) Business Management and Economics (2021) Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2021) Bachelor's degree (1 major) Economathematics (2022) exchange program Business Management and Economics (2022) Bachelor's degree (1 major) Business Information Systems (2023) Bachelor's degree (1 major) Economathematics (2023) Bachelor's degree (1 major) Business Management and Economics (2023) Bachelor's degree (1 major) Business Management and Economics (2023) Bachelor's degree (1 major) Business Management and Economics (2023)

Module					Abbreviation		
		Applied Econometrics			12-CQW-212-m01		
Module	e coordi	nator		Module offered by			
		hair of Econometrics	r	Faculty of Managem	ent and Economics		
ECTS		d of grading	Only after succ. con	npl. of module(s)			
5	L	rical grade					
Duratio		Module level	Other prerequisites	Other prerequisites			
1 seme	l	undergraduate]				
bility") student In the fi momen	This module builds on the lectures "Grundlagen der Statistik" ("Descriptive Statistics and Introduction to Proba- bility") 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.						
Intende	ed learr	ning outcomes					
(i) get a (ii) know retical r (iii) can (iv) get (v) are i	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 theo- retical 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.						
Course	s (type,	number of weekly con	tact hours, language –	- if other than Germa	n)		
P (2)							
		essment (type, scope, on on whether module			tion offered — if not	every seme-	
		nination (approx. 60 m (approx. 10 pages) and		20 minutes), weight	ed 2:1		
Allocat	ion of p	olaces					
by lot a numbe	mong a r of pla	Should the number of a all applicants irrespecti ces will be allocated in they become available	ve of their subjects. (2) the same procedure. () Places on all course	es of the module wit	h a restricted	
Additio	nal info	ormation					
Worklo	ad						
150 h							
Teachir	ng cycl	9					
Teachir	ng cycle	e: each semester					
Referre	d to in	LPOI (examination reg	gulations for teaching-o	degree programmes)			
Module	e appea	rs in					
Bachelo Bachelo Bachelo	or's deg or's deg or's deg	ee (1 major) China Busi gree (1 major) Business gree (1 major) Economa gree (1 major) Business ^{China Business and Econo-}	Information Systems (thematics (2021) Management and Eco	(2021)	. reg. data re-	page 87 / 540	
mics (2021)		Link Sashess and Etono		CTS) China Business and Eco		P~3~ 0/ / 540	

Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2021) Bachelor's degree (1 major) Economathematics (2022) exchange program Business Management and Economics (2022) Bachelor's degree (1 major) Business Information Systems (2023) Bachelor's degree (1 major) Economathematics (2023) Bachelor's degree (1 major) Business Management and Economics (2023) Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2023)

Crossn	e title		_	Abbreviation	
Crossmedia Storytelling in Business Communication				12-CWK-192-m01	
Modul	e coordinator		Module offered by		
	of the Professorship of Econom	ic lournalism	· · ·	nent and Economics	
ECTS	Method of grading	Only after succ. compl. of module(s)			
5	numerical grade				
Duratio					
1 seme					
Conter		1			
on the agains journa	e and cross-media journalism tal individual elements and phase at the background of current trer lism. In addition to content-rela hnical developments.	s of production for th nds and development	e website, Facebook s. In addition, the se	, Instagram, Twitter, minar covers curren	and Tiktok t trends in
Intend	ed learning outcomes				
nalism	uccessful completion, students and carry them out on sample and tools for the individual step	projects, explain and	•		
Course	es (type, number of weekly conta	act hours, language -	– if other than Germa	n)	
S (2)					
ster, in Portfol	d of assessment (type, scope, lanformation on whether module on lio (approx. 20 pages) age of assessment: German and	can be chosen to earr		tion offered — if not	every seme-
Alloca	tion of places				
among	ces. ould the number of applications g all applicants irrespective of th ces on all courses of the module	ieir subjects.			ed by lot
re.	vaiting list will be maintained an	d places re-allocated	l by lot as they becon	ne available.	me procedu-
re. (3) A w	vaiting list will be maintained an onal information	d places re-allocatec	l by lot as they becon	ne available.	me procedu-
re. (3) A w		d places re-allocated	l by lot as they becon	ne available.	me procedu-
re. (3) A w	onal information	id places re-allocatec	l by lot as they becon	ne available.	me procedu-
re. (3) A w Additio	onal information	d places re-allocated	l by lot as they becon	ne available.	me procedu-
re. (3) A w Addition Worklo 150 h	onal information oad	id places re-allocated	l by lot as they becon	ne available.	me procedu-
re. (3) A w Additio Worklo 150 h Teachi	onal information oad ing cycle	id places re-allocated	l by lot as they becon	ne available.	me procedu-
re. (3) A w Additio Worklo 150 h Teachi Teachi	onal information oad ing cycle ing cycle: each semester				me procedu-
re. (3) A w Additio Worklo 150 h Teachi Teachi	onal information oad ing cycle				me procedu-
re. (3) A w Additio 150 h Teachi Teachi Referro 	onal information oad ing cycle ing cycle: each semester ed to in LPO I (examination regu				me procedu-
re. (3) A w Additio Worklo 150 h Teachi Teachi Referro Modul	onal information oad ing cycle ing cycle: each semester ed to in LPO I (examination regu	ulations for teaching-	degree programmes)		me procedu-
re. (3) A w Additio Worklo 150 h Teachi Teachi Referro Bache	onal information oad ing cycle ing cycle: each semester ed to in LPO I (examination regu e appears in lor's degree (1 major) Business	ulations for teaching Management and Eco	degree programmes)		me procedu-
re. (3) A w Additio 150 h Teachi Teachi Teachi Referro Bache Bache	onal information oad ing cycle ing cycle: each semester ed to in LPO I (examination regu	ulations for teaching- Management and Ecc hematics (2015)	degree programmes) onomics (2015)		me procedu-
re. (3) A w Additio 150 h Teachi Teachi Referro Modul Bachel Bachel Bachel	onal information oad ing cycle ing cycle: each semester ed to in LPO I (examination regu le appears in lor's degree (1 major) Business I lor's degree (1 major) Economat	ulations for teaching- Management and Eco hematics (2015) Information Systems	degree programmes) onomics (2015) (2015)		me procedu
re. (3) A w Additio Worklo 150 h Teachi Teachi Referro Bachel Bachel Bachel Bachel Bachel	onal information oad ing cycle ing cycle: each semester ed to in LPO I (examination regu e appears in lor's degree (1 major) Business I lor's degree (1 major) Business I	ulations for teaching- Management and Eco hematics (2015) Information Systems usiness Managemen	degree programmes) pnomics (2015) (2015) t and Economics (Mir		me procedu
re. (3) A w Additio Worklo 150 h Teachi Teachi Teachi Referro Bachel Bachel Bachel Bachel Bachel Bachel Bachel	onal information oad ing cycle ing cycle: each semester ed to in LPO I (examination regu lor's degree (1 major) Business lor's degree (1 major) Business lor's degree (1 major) Business lor's degree (1 major, 1 minor) B lor's degree (1 major) Business lor's degree (1 major) Business	ulations for teaching- Management and Eco hematics (2015) Information Systems usiness Managemen Information Systems hematics (2017)	degree programmes) onomics (2015) (2015) t and Economics (Mir (2016)		me procedu
re. (3) A w Additio Worklo 150 h Teachi Teachi Teachi Referro Bachel Bachel Bachel Bachel Bachel Bachel Bachel Bachel	onal information oad ing cycle ing cycle: each semester ed to in LPO I (examination regu le appears in lor's degree (1 major) Business lor's degree (1 major) Business	Management and Eco hematics (2015) Information Systems usiness Managemen Information Systems hematics (2017) Information Systems	degree programmes) onomics (2015) (2015) t and Economics (Min (2016) (2019)		me procedu-
re. (3) A w Additio Worklo 150 h Teachi Teachi Teachi Bachel Bachel Bachel Bachel Bachel Bachel Bachel Bachel Bachel Bachel Bachel	onal information oad ing cycle ing cycle: each semester ed to in LPO I (examination regu lor's degree (1 major) Business lor's degree (1 major) Business lor's degree (1 major) Business lor's degree (1 major, 1 minor) B lor's degree (1 major) Business lor's degree (1 major) Business	Management and Eco hematics (2015) Information Systems usiness Managemen Information Systems hematics (2017) Information Systems Management and Eco	degree programmes) onomics (2015) (2015) t and Economics (Min (2016) (2019)	nor, 2015)	me procedu-

UNIVERSITÄT WÜRZBURG

Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2019) Bachelor's degree (1 major) Business Information Systems (2020) Master's degree (1 major) China Business and Economics (2021) Bachelor's degree (1 major) Business Information Systems (2021) Bachelor's degree (1 major) Economathematics (2021) Bachelor's degree (1 major) Business Management and Economics (2021) Bachelor's degree (1 major, 1 minor) Business Management and Economics (2021) Bachelor's degree (1 major, 2021) Bachelor's degree (1 major) Economathematics (2022) exchange program Business Management and Economics (2022) Bachelor's degree (1 major) Business Information Systems (2023) Bachelor's degree (1 major) Business Information Systems (2023) Bachelor's degree (1 major) Business Management and Economics (2023) Bachelor's degree (1 major) Business Management and Economics (2023) Bachelor's degree (1 major) Business Management and Economics (2023) Bachelor's degree (1 major) Business Management and Economics (2023) Bachelor's degree (1 major) Business Management and Economics (2023) Bachelor's degree (1 major) Business Management and Economics (2023)

Modul	e title				Abbreviation
Data N	lanagei	ment and Analysis			12-DM-F-202-m01
Modul	e coord	inator		Module offered by	
holder	of the (Chair of Business Analytic	s	Faculty of Managem	nent and Economics
ECTS	1	od of grading	Only after succ. con	npl. of module(s)	
5	nume	rical grade			
Durati	on	Module level	Other prerequisites		
1 seme	ester	undergraduate			
Conter	nts				
tabase		tionally, fundamentals of			l querying and manipulating da- ocesses are introduced.
• • • • • • • • • •	 Fundamentals and application of semantic data modelling Fundamentals and application of the relational data model Fundamentals and application of data query languages Hypothesis-driven and model-building data analysis Data analysis processes and their comparison 				
• t • t • t	o formu o desig perform underst	form conceptual data mo ulate complex database q in different applications v and interpret hypothesis and the basics of supervi , number of weekly conta	ueries; vith databases testing on real data sed and unsupervise	ed machine learning	n)
V (2) +	Ü (2)				
ster, ir a) Writ b) term c) term d) oral Langua	iformati ten exa n paper n paper examir	ion on whether module ca mination (approx. 60 mir (approx. 15 pages) or (approx. 10 pages) and p nation in groups (groups of ssessment: German and/	an be chosen to earn nutes) or resentation (approx. of up to 3; approx. 10	a bonus) 10 minutes); (weight	
Alloca	tion of _l	olaces			
format (2) Add ditiona (3) Pla re. (4) (4) A w	restricti ion Sys ditional al place ces on a A waitir vaiting l	tems) (BSc with 180 ECTS places will be allocated t s will be allocated by lot a	credits). to students of other s among all applicants with a restricted nur and places re-alloca	subjects provided the irrespective of their nber of places will be ted by lot as they bee	e allocated in the same procedu- come available.

Workload

150 h

Teaching cycle

Teaching cycle: summer semester

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

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Module appears in

Bachelor's degree (1 major) Business Management and Economics (2015) Bachelor's degree (1 major) Economathematics (2015) Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2015) Bachelor's degree (1 major) Economathematics (2017) Bachelor's degree (1 major) Business Management and Economics (2019) Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2019) Bachelor's degree (1 major) Business Information Systems (2020) Master's degree (1 major) China Business and Economics (2021) Bachelor's degree (1 major) Business Information Systems (2021) Bachelor's degree (1 major) Business Information Systems (2021) Bachelor's degree (1 major) Business Management and Economics (2021) Bachelor's degree (1 major) Business Management and Economics (2021) Bachelor's degree (1 major) Business Management and Economics (2021) Bachelor's degree (1 major) Business Management and Economics (2021) Bachelor's degree (1 major) Business Management and Economics (2021) Bachelor's degree (1 major) Business Management and Economics (2021) Bachelor's degree (1 major) Business Management and Economics (2021) Bachelor's degree (1 major) Business Management and Economics (2021) Bachelor's degree (1 major) Business Management and Economics (2021) Bachelor's degree (1 major) Economathematics (2022) exchange program Business Management and Economics (2022)

mics (2021)

Module title Abbreviation							
E-Busir	ness Pro	oject			12-EBP-152-m01		
Module	e coordi	inator		Module offered by			
holder	of the C	Chair of Information Sys	tems Engineering	Faculty of Managem	nent and Economics		
ECTS	· · · · · ·	od of grading	Only after succ. con	· · · · · · · · · · · · · · · · · · ·			
5	·	rical grade					
Duratio	n	Module level	Other prerequisites				
1 seme	ster	undergraduate					
Conten	ts						
ness. T	In this course, students will acquire the technical, organisational and social skills necessary for a real e-busi- ness. The principal distinguishing feature of this course is its high practical relevance. The project work - evol- ving from the conceptual design to status presentations and final report - will be completed in small groups.						
Intende	ed learr	ning outcomes					
• A							
Course	s (type,	number of weekly con	tact hours, language –	- if other than Germa	n)		
V (2) +	Ü (2)						
		essment (type, scope, on on whether module			tion offered — if not	every seme-	
b) term c) term d) entir	paper paper ely or p	nination (approx. 60 m (approx. 20 pages) or (approx. 10 to 20 pages partly computerised wri ssessment: German an	s) and presentation (ap tten examination (appl		eighted 2:1 or		
Allocat	ion of p	olaces					
Additio	nal info	ormation					
Worklo	ad						
150 h							
Teachi		a					
		e: winter semester					
Referre	d to in	LPOI (examination reg	gulations for teaching-o	legree programmes)			
Module	e appea	rs in					
		gree (1 major) Business gree (1 major) Economa	-	nomics (2015)			
		gree (1 major) Business		(2015)			
	-	gree (1 major, 1 minor) l	•	-	10r, 2015)		
Master	's degre	ee (1 major) China Busi	ness and Economics (2	2016)			
		gree (1 major) Business		(2016)			
		gree (1 major) Economa					
	-	ee (1 major) China Busi		•			
		gree (1 major) Business	•	-			
	-	gree (1 major) Business	-	-	,		
Bachel	or's deg	gree (1 major, 1 minor) l	Business Management	and Economics (Mir	10r, 2019)		
Master's wi mics (2021)		China Business and Econo-		enerated 19-Apr-2025 • exam CTS) China Business and Eco	-	page 93 / 540	

Bachelor's degree (1 major) Business Information Systems (2020) Master's degree (1 major) China Business and Economics (2021) Bachelor's degree (1 major) Business Information Systems (2021) Bachelor's degree (1 major) Economathematics (2021) Bachelor's degree (1 major) Business Management and Economics (2021) Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2021) Bachelor's degree (1 major) Economathematics (2022) Bachelor's degree (1 major) Business Information Systems (2023) Bachelor's degree (1 major) Business Management and Economics (2023) Bachelor's degree (1 major) Business Management and Economics (2023) Bachelor's degree (1 major) Business Management and Economics (2023)

Module title				Abbreviation				
E-Busi	E-Business 12-Ebus-F-212-mo1							
Modul	Module coordinator Module offered by							
				nent and Economics				
ECTS		od of grading	Only after succ. con					
5	1	rical grade						
-	Puration Module level Other prerequisites							
1 seme		undergraduate		•				
Conter	nts	0						
E-business is a comprehensive, digital processing of business transactions between private and public enterpri-								
	ses as well as institutions and their clients on global public and private networks such as the internet. Precise-							
			nas waned considerabl					
			a user-oriented way. T					
			analyse individual solu	tions such as e-proc	urement, e-shop, e-r	narketplace		
		nity in detail. ning outcomes						
	_							
	odule pi ocurem	rovides students with ent	knowledge about:					
(ii) E-S		citt						
	Narketp	lace						
(iv) E-C	Commur	nity						
Course	es (type	, number of weekly cor	ntact hours, language –	- if other than Germa	ın)			
V (2) +	T (2)							
			, language — if other th e can be chosen to earn		ition offered — if not	every seme-		
		mination (approx. 60 n (approx. 15 pages) or	ninutes) or					
			d presentation (approx.	10 minutes); (weigh	ted 2:1) or			
			o 3 candidates (approx	. 10 minutes per can	didate)			
		ssessment: German a	nd/or English					
Alloca	tion of p	olaces						
Additio	onal inf	ormation						
Worklo	bad							
150 h								
	ng cycl							
		e: summer semester						
Referred to in LPO I (examination regulations for teaching-degree programmes)								
Module appears in								
	Master's degree (1 major) China Business and Economics (2021) Bachelor's degree (1 major) Business Information Systems (2021)							
			-	(2021)				
1		gree (1 major) Econom	athematics (2021) s Management and Eco	nomics (2021)				
			Business Management		nor 2021)			
		gree (1 major, 1 minor) gree (1 major) Econom	-		101, 2021)			
			Intelligence and Data S	Science (2022)				
Master's w	ith 1 majo	r China Business and Econo-	JMU Würzburg • g	enerated 19-Apr-2025 • exam		page 95 / 540		
mics (2021	1)		cord Master (120 E	CTS) China Business and Ecc	onomics - 2021			

Master's degree (1 major) Media Entertainment (2022) Master's degree (1 major) Psychology of digital media (2022) exchange program Business Management and Economics (2022) Bachelor's degree (1 major) Artificial Intelligence and Data Science (2023) Bachelor's degree (1 major) Mathematics (2023) Bachelor's degree (1 major) Business Information Systems (2023) Bachelor's degree (1 major) Economathematics (2023) Bachelor's degree (1 major) Business Management and Economics (2023) Bachelor's degree (1 major, 1 minor) Business Management and Economics (2023) Bachelor's degree (1 major, 1 minor) Artificial Intelligence and Data Science (2024)

Module title					Abbreviation		
_	Organization 12-EBWL-G-212-m01						
Module coordinator				Module offered by			
holder Organis		Chair for Human Resourc	ce Management and	Faculty of Managen	nent and Economics		
ECTS	Metho	od of grading	Only after succ. compl. of module(s)				
5	numerical grade						
Duratio	n	Module level	Other prerequisites				
1 seme	ster						
Conten	ts						
The lecture Organisation covers the basic methodological, empirical, and institutional concepts of management that are necessary for the further study of the subject. More specifically, it gives answers to the question why there are organisations. In addition, different goals, strategies, and structures of enterpreises as well as their economic and societal environment are discussed. Finally, selected empirical findings from organisation research are presented together with the basic tool kit for empirical methods and approaches.							
		ning outcomes					
		Ild be able to understan ings in organisation scie		basic theories, econ	ometric techniques a	is well as	
Course	s (type	, number of weekly cont	act hours, language –	- if other than Germa	n)		
V (2) +	T (2)						
Method of assessment (type, scope, language — if other than German, examination offered — if not every seme- ster, information on whether module can be chosen to earn a bonus) written examination (approx. 60 minutes) Language of assessment: German and/or English							
Allocat	ion of p	olaces					
Additional information							
Worklo	ad						
150 h							
Teaching cycle							
		e: winter semester					
Referre	d to in	LPOI (examination reg	ulations for teaching-o	legree programmes)			
Module	e appea	irs in					
Master's degree (1 major) China Business and Economics (2021) Bachelor's degree (1 major) Business Information Systems (2021) Bachelor's degree (1 major) Economathematics (2021) Bachelor's degree (1 major) Business Management and Economics (2021) Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2021) Bachelor's degree (1 major) Economathematics (2022) Bachelor's degree (1 major) Artificial Intelligence and Data Science (2022) Master's degree (1 major) Media Entertainment (2022) Master's degree (1 major) Psychology of digital media (2022) exchange program Business Management and Economics (2022) Bachelor's degree (1 major) Artificial Intelligence and Data Science (2022) Bachelor's degree (1 major) Management and Economics (2022) Bachelor's degree (1 major) Artificial Intelligence and Data Science (2022) Bachelor's degree (1 major) Artificial Intelligence and Data Science (2023) Bachelor's degree (1 major) Artificial Intelligence and Data Science (2023)							
				phoratod to Any access a survey	rog data ra	page of / - / -	
master's wi mics (2021)		China Business and Econo-		enerated 19-Apr-2025 • exam CTS) China Business and Eco	-	page 97 / 540	

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

Bachelor's degree (1 major) Business Information Systems (2023) Bachelor's degree (1 major) Economathematics (2023) Bachelor's degree (1 major) Business Management and Economics (2023) Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2023) Bachelor's degree (1 major) Artificial Intelligence and Data Science (2024)

Module	e title				Abbreviation		
European Macroeconomics					12-EM-211-m01		
Madula		instar		Module offered by			
Module coordinatorModule offered byholder of the Senior Professorship for Economics, MoneyFaculty of Management and Eco							
		nal Economic Relations		Faculty of Managen	nent and Economics		
ECTS							
5		rical grade					
Duratio	L	Module level	Other prerequisites				
1 seme		undergraduate					
Conten							
		cuses on the macroeco tation of the two core n					
		s allows a comparative					
		ation, government debt					
		the challenges for fisc					
		se will also present oth	er euro area specific to	opics (e.g. Optimum	currency area, euro o	crises, Next	
Genera		·					
		ning outcomes					
		ng this course, student					
		neral and specifically in					
		ic models and their app al macroeconomic unde					
		nd knowledge of the in					
		, number of weekly con		• •			
V (2)					·		
	d of ass	sessment (type, scope,	language — if other th	an German. examina	tion offered — if not	everv seme-	
		on on whether module				, ,	
a) Writt	en exa	mination (approx. 60 m	inutes) or				
		(10 to 15 pages) and pr		o minutes); (weightee	d 2:1) or		
		ation (approx. 20 minu	-				
-		ssessment: German an	d/or English				
Allocat	ion of p	olaces					
Additio	nal inf	ormation					
Worklo	ad						
150 h							
Teachi	ng cycl	e					
Teachir	ng cycle	e: winter semester					
		LPOI (examination reg	ulations for teaching-	degree programmes)			
			U				
Module	e appea	irs in					
		gree (1 major) Business	Management and Eco	nomics (2015)			
		gree (1 major) Economa	-	· •			
		gree (1 major) Business	_	(2015)			
Bachel	or's de	gree (1 major, 1 minor) l	Business Management	t and Economics (Mir	10 r, 2015)		
		gree (1 major) Business	•	(2016)			
	Bachelor's degree (1 major) Economathematics (2017)						
Master's wi mics (2021)		r China Business and Econo-		enerated 19-Apr-2025 • exam ECTS) China Business and Eco	-	page 99 / 540	
11103 (2021)	,		Colu Master (120 E	Let 5, china busilless and ECO	1011103 - 2021		

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Bachelor's degree (1 major) Business Information Systems (2019) Bachelor's degree (1 major) Business Management and Economics (2019) Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2019) Bachelor's degree (1 major) Business Information Systems (2020) Master's degree (1 major) China Business and Economics (2021) Bachelor's degree (1 major) Business Information Systems (2021) Bachelor's degree (1 major) Business Information Systems (2021) Bachelor's degree (1 major) Business Management and Economics (2021) Bachelor's degree (1 major, 1 minor) Business Management and Economics (2021) Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2021) Bachelor's degree (1 major) Economathematics (2022) exchange program Business Management and Economics (2022) Bachelor's degree (1 major) Business Information Systems (2023) Bachelor's degree (1 major) Business Information Systems (2023) Bachelor's degree (1 major) Business Management and Economics (2023) Bachelor's degree (1 major) Business Management and Economics (2023) Bachelor's degree (1 major) Business Management and Economics (2023) Bachelor's degree (1 major) Business Management and Economics (2023) Bachelor's degree (1 major) Business Management and Economics (2023)

Module title					Abbreviation			
Entrepi	12-EPS-212-m01							
Module coordinator				Module offered by				
holder of the Chair of Entrepreneurship a				and Strategy Faculty of Management and Economics				
			Only after succ. con	npl. of module(s)				
5	nume	rical grade						
Duratio		Module level	Other prerequisites					
1 seme	ster	undergraduate						
Conten	Contents							
Description: The course introduces students to the basics of entrepreneurial self-employment. In addition to discussing theo- retical 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 finan- cing. 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. Finar	nce	n start-ups						
Intende	ed learr	ning outcomes						
(i) desc (ii) des (iii) app (iv) tak in busi	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.							
Course	s (type,	, number of weekly conta	ct hours, language –	- if other than Germa	n)			
V (2) + Module	• •	t in: German and/or Engli	ish					
		e ssment (type, scope, la on on whether module ca			tion offered — if not every seme-			
b) term c) oral (a) written examination (approx. 60 minutes) or b) term paper (as individual or group work; approx. 10 pages each person) or c) oral examination in groups of up to 3 candidates (approx. 10 minutes each candidate) Language of assessment: German and/or English							
Allocat	ion of p	olaces						
Additio	onal info	ormation						
Worklo	ad							
150 h								

Teaching cycle

Teaching cycle: winter semester

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

Module appears in

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

Bachelor's degree (1 major) Business Information Systems (2021)

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

Bachelor's degree (1 major) Business Management and Economics (2021)

Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2021)

Bachelor's degree (1 major) Economathematics (2022)

Master's degree (1 major) Media Entertainment (2022)

Master's degree (1 major) Psychology of digital media (2022)

exchange program Business Management and Economics (2022)

Bachelor's degree (1 major) Business Information Systems (2023)

Bachelor's degree (1 major) Economathematics (2023)

Bachelor's degree (1 major) Business Management and Economics (2023)

Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2023)

Module title					Abbreviation		
Introduction to Risk Management				12-ERM-211-m01			
Module	e coord	inator		Module offered by			
holder of the Chair of Business Management and Corporate Faculty of Management and Economics							
Finance Only after succ. compl. of module(s)							
ECTS Method of grading Only after succ. compl. of module(s) 5 numerical grade							
Duratio		Module level	Other prerequisites	Other prerequisites			
1 seme		undergraduate					
Conten	nts						
busine sessme	ess cont ent and	provides an overview of t rext. This risk manageme aggregation, risk mana based on this process s	ent process consists o gement and risk contr	f the process steps o ol.			
Risk id Risk as Risk co Risk co Risk ma	Legal and business motivation for risk management. Risk identification Risk assessment and aggregation Risk control Risk control and reporting Risk management information systems (RMIS) M1 Legal and business motivation for risk management						
In Germany, outside the banking sector, there have been legal regulations for setting up corporate risk manage- ment since the KonTraG came into force in 1998. In addition to the legal obligation to set up a risk management system, the systematic handling of risks is also of interest from a business management point of view, as the conscious acceptance of risks has a significant positive influence on the company's ability to plan and control.							
M2 Ri	sk iden	tification					
Risk identification involves systematically recording all of a company's major risks. The earlier risks are identi- fied, the more comprehensively appropriate countermeasures can be taken. Risk identification is a fundamental task of risk management, as it provides the information basis for all further process steps, because only identified risks can be assessed, aggregated and controlled. Various methods can be used to identify risks.							
M3 Ri	sk asse	essment and aggregation	n				
for this bution	Once risks have been identified, they must be assessed. Both qualitative and quantitative methods are available for this purpose. The objective of risk assessment is to describe the risk in terms of appropriate statistical distribution functions. Once the relevant risks have been described by distribution functions, the next task is to determine the company's overall risk position by means of a so-called risk aggregation.						
M4 Ri	sk man	agement					
This module deals with the options for risk control. Risk management is strongly linked to a company's strategy, as this is also where the company's attitude towards risk is anchored (risk appetite). In addition, the risk coverage potential (=available equity capital) is of decisive and existential importance. Various strategies can be used to manage risks.							
M5 Ri:	sk cont	rol and reporting					
With th	ne help	of early warning indicate risk occurrence can be r					
Master's w mics (2021		r China Business and Econo-		enerated 19-Apr-2025 • exam CTS) China Business and Eco	-	page 103 / 540	

monitor KRI, it is also used to control measures implemented as part of risk management and to evaluate them for efficiency and success.

As part of risk reporting, all findings from the individual risk management process phases are transferred to a risk report. The addressees of the risk report are risk officers, department heads, the Board of Management, the Supervisory Board or external parties such as auditors, shareholders or rating agencies. The scope and level of detail of the risk report depend on the recipient of the report.

M6 | Risk management information systems (RMIS)

A prerequisite for the company-wide and sustainable establishment of a risk management system is the software support provided by risk management information systems. Although known risks can be recorded and processed using standard tools such as Excel spreadsheets, they quickly reach their limits. As soon as additional users are to be integrated, an integrated software approach is required, as risk management information systems entail.

Intended learning outcomes

Students are taught the fundamentals of risk management. The students are able to identify, record and evaluate risks in a structured manner and furthermore express the scope of risk on a mathematical basis. The students are able to derive suitable risk measures and know how risks can be monitored.

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

V (2) + Ü (2)

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

written examination (approx. 60 minutes)

Allocation of places

--

Additional information

Workload

150 h

Teaching cycle

Teaching cycle: each semester

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

--

Module appears in

Bachelor's degree (1 major) Business Management and Economics (2015) Bachelor's degree (1 major) Economathematics (2015) Bachelor's degree (1 major) Business Information Systems (2015) Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2015) Bachelor's degree (1 major) Business Information Systems (2016) Bachelor's degree (1 major) Economathematics (2017) Bachelor's degree (1 major) Business Information Systems (2019) Bachelor's degree (1 major) Business Management and Economics (2019) Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2019) Bachelor's degree (1 major) Business Information Systems (2020) Master's degree (1 major) China Business and Economics (2021) Bachelor's degree (1 major) Business Information Systems (2021) Bachelor's degree (1 major) Economathematics (2021) Bachelor's degree (1 major) Business Management and Economics (2021) Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2021) Bachelor's degree (1 major) Economathematics (2022)

Master's with 1 major China Business and Econo-	JMU Würzburg • generated 19-Apr-2025 • exam. reg. data re-	page 104 / 540
mics (2021)	cord Master (120 ECTS) China Business and Economics - 2021	

exchange program Business Management and Economics (2022) Bachelor's degree (1 major) Business Information Systems (2023) Bachelor's degree (1 major) Economathematics (2023) Bachelor's degree (1 major) Business Management and Economics (2023) Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2023)

Module	e title				Abbreviation	
Monetary Policy and Financial Markets 12-EuGP-F-212-mo1						
Module	e coord	inator		Module offered by		
		Senior Professorship for E nal Economic Relations	Economics, Money	Faculty of Management and Economics		
ECTS	Metho	od of grading	Only after succ. con	mpl. of module(s)		
5	nume	rical grade				
Duratio	n	Module level	Other prerequisites			
1 seme	ster	undergraduate				
Conten	ts					
1. Why 2. How 3. How 4. Why 5. How 6. Why Intende By com cy. Nex the con Course V (2) + Module	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 (2) + Ü (2) Module taught in: German and/or English Method of assessment (type, scope, language — if other than German, examination offered — if not every seme-					
Langua	ge of a	nation (approx. 60 minut ssessment: German and,				
Allocat	ion of p	olaces	-			
Additio	nal inf	ormation				
Worklo	ad					
150 h						
Teachi	ng cycl	e				
Teachir	ng cycle	e: winter semester				
		LPOI (examination regu	lations for teaching-o	degree programmes)		
				<u> </u>		
Module appears in						
Bachele Bachele Bachele Bachele Bachele exchan	or's deg or's deg or's deg or's deg or's deg ge prog	ee (1 major) China Busine gree (1 major) Business In gree (1 major) Economath gree (1 major) Business M gree (1 major, 1 minor) Bu gree (1 major) Economath gram Business Managem gree (1 major) Business In	nformation Systems (nematics (2021) Aanagement and Eco usiness Management nematics (2022) ent and Economics (:	(2021) nomics (2021) and Economics (Mir 2022)	10r, 2021)	



Bachelor's degree (1 major) Economathematics (2023) Bachelor's degree (1 major) Business Management and Economics (2023) Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2023)

Duration and Info				Abbreviation
Business info	rmatics			12-EWiinf-G-212-m01
Module coord	inator		Module offered by	
holder of the Chair of Business Management and Business Faculty of Management and Economics Information Systems			nent and Economics	
ECTS Meth	od of grading	Only after succ. con	npl. of module(s)	
	rical grade			
Duration	Module level	Other prerequisites	;	
1 semester	undergraduate			
Contents				
requirements process minir Outline of syll 1. overview ar	and process modelling. I ag and BPMN support a d	n addition to the lect eeper understanding f WI	ures, tutorials with p	are to business models, technica bractical exercises in HTML, CSS, he knowledge learnt.

Reading:

Thome: Grundzüge der Wirtschaftsinformatik.

Intended learning outcomes

The "Business Informatics" module aims to achieve the following learning outcomes:

- 1. Apply fundamentals: after completing the module, students will have an understanding of the basic concepts and terms of information systems and will be able to explain lecture elements addressed, such as hardware components, various database types or blockchain technology. Thanks to the practical exercises, they are able to implement simple applications and apply what they have learnt in practice. The students were also able to gain an overview of the various fields of business informatics.
- 2. Analysing business processes and system landscapes: After completing the module, students will be able to analyse business models and process modelling and demonstrate their skills by creating BPMN diagrams in practical exercises. They know the basics of software development and are familiar with ERP systems.
- 3. Conception of business solutions: Students are able to use learned knowledge about business software, structural and process organisation and new technologies to develop realistic solution strategies and business models for operational challenges. They have knowledge of the integration of information systems into operational processes.
- 4. Evaluating technology trends: Participants will be able to critically evaluate current and future trends in business informatics, including artificial intelligence and Industry 4.0, and contribute their assessments to discussions.

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

V (2) + T (2)

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

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

Master's with 1 major	China	Business	and Econo-
mics (2021)			

Allocation of places

Additional information

Workload

150 h

Teaching cycle

Teaching cycle: winter semester

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

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Module appears in

Master's degree (1 major) China Business and Economics (2021) Bachelor's degree (1 major) Business Information Systems (2021) Bachelor's degree (1 major) Business Management and Economics (2021) Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2021) Bachelor's degree (1 major) Artificial Intelligence and Data Science (2022) exchange program Business Management and Economics (2022) Bachelor's degree (1 major) Artificial Intelligence and Data Science (2023) Bachelor's degree (1 major) Artificial Intelligence and Data Science (2023) Bachelor's degree (1 major) Mathematics (2023) Bachelor's degree (1 major) Business Information Systems (2023) Bachelor's degree (1 major) Business Management and Economics (2023) Bachelor's degree (1 major) Business Management and Economics (2023)

Module title				Abbreviation	
Introduction to Business Journalism 12-EWJ-192-mo1					
Modul	e coordinator		Module offered by	-	
holder of the Professorship of Economic Journalism			Faculty of Management and Economics		
		1		nent and Economics	
ECTS Method of grading Only after succ. compl. of module(s) 5 numerical grade					
5					
Duration 1 seme		Other prerequisites			
	Contents The course provides a practical introduction to the functions and goals of business journalism and gives an initi-				
	view of the subject area of jou				
	are the special features of busi				
contex	ts? What needs to be taken in	to account when provid	ling information and	conducting research	h? How are
	s handled in journalism? How				
	oes storytelling work? What is	the most efficient way	to disseminate journ	alístic products? Wł	nat comprises
-	ld of journalistic ethics?				
	ed learning outcomes		former of 1999 - 1999		ha wasan 1
	sh practical exercises, students ques. After completing the "Inf				
	and evaluate the work of journa				o compre-
	es (type, number of weekly con		· · ·	· · ·	
V (2) +				,	
	d of assessment (type, scope,	language — if other th	an German, evamina	tion offered — if not	AVANI CAMA
	iformation on whether module				every sellie-
	io (approx. 20 pages)				
	age of assessment: German ar	ıd/or English			
	tion of places				
Additi	onal information				
Worklo					
	Jau				
150 h					
	ng cycle				
	ng cycle: each semester				
Referre	ed to in LPO I (examination re	gulations for teaching-	degree programmes)		
Modul	e appears in				
	lor's degree (1 major) Business		nomics (2015)		
	lor's degree (1 major) Economa				
	lor's degree (1 major) Business	-	-	,	
	lor's degree (1 major, 1 minor)			10 r, 2015)	
	lor's degree (1 major) Business	•	(2016)		
	lor's degree (1 major) Economa lor's degree (1 major) Business		(2010)		
	lor's degree (1 major) Business lor's degree (1 major) Business	•	-		
	lor's degree (1 major, 1 minor)	-	-	10r 2010)	
	lor's degree (1 major) Business			101, 2019)	
Master's w mics (2021	vith 1 major China Business and Econo- 1)		enerated 19-Apr-2025 • exam CCTS) China Business and Eco	-	page 110 / 540

Julius-Maximilians-UNIVERSITÄT WÜRZBURG

Master's degree (1 major) China Business and Economics (2021) Bachelor's degree (1 major) Business Information Systems (2021) Bachelor's degree (1 major) Economathematics (2021) Bachelor's degree (1 major) Business Management and Economics (2021) Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2021) Bachelor's degree (1 major) Economathematics (2022) exchange program Business Management and Economics (2022) Bachelor's degree (1 major) Business Information Systems (2023) Bachelor's degree (1 major) Economathematics (2023) Bachelor's degree (1 major) Business Management and Economics (2023) Bachelor's degree (1 major) Business Management and Economics (2023) Bachelor's degree (1 major) Business Management and Economics (2023)

Module	e title				Abbreviation	
Accounting				12-ExtUR-G-212-mo	1	
Module				Module offered by		
		Chair of Business Manag	ement and Business	Faculty of Managen	nent and Economics	
Taxation						
ECTS	Î	od of grading	Only after succ. compl. of module(s)			
5		rical 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 dou- ble-entry book-keeping as well as the fundamentals of recognition, valuation and presentation of assets, liabili- ties and equity according to German commercial law.						
Intende	ed lear	ning outcomes				
		iire a basic understandir apply this knowledge, i				to arrange,
Course	s (type	, number of weekly conta	act hours, language –	· if other than Germa	n)	
V (2) +		•				
		sessment (type, scope, la	anguage — if other tha	an German, examina	tion offered — if not	every seme-
		on on whether module c				,
written	exami	nation (approx. 60 minut	es)			
		ssessment: German and				
Allocat	ion of p	olaces				
Additio	nal inf	ormation				
Worklo			-			
150 h						
-		_				
Teachi						
		e: winter semester				
Referre	d to in	LPOI (examination regu	llations for teaching-o	legree programmes)		
Module	e appea	ars in				
	-	ee (1 major) China Busin				
		gree (1 major) Business I		(2021)		
		gree (1 major) Economat		• / ``		
		gree (1 major) Business I	-			
		gree (1 major, 1 minor) B	-	and Economics (Mir	10 r, 2021)	
		gree (1 major) Economat gree (1 major) Artificial Ir		Science (2022)		
		gram Business Managen				
		gree (1 major) Artificial Ir				
		gree (1 major) Mathemat	-			
		gree (1 major) Business I		2023)		
		gree (1 major) Economat				
		gree (1 major) Business I	-			
Bachel	or's de	gree (1 major, 1 minor) B	usiness Management	and Economics (Mir	10 r, 2023)	
		China Business and Econo-		enerated 19-Apr-2025 • exam		page 112 / 540
mics (2021))		cord Master (120 E	CTS) China Business and Eco	nomics - 2021	



Bachelor's degree (1 major) Artificial Intelligence and Data Science (2024)

Module title			Abbreviation		
Seminar: Public Finance 12-Fiwi-FS-212-mo1					12-Fiwi-FS-212-m01
Module	e coord	inator		Module offered by	
holder of the Chair of Public Finance				Faculty of Managem	nent and Economics
ECTS Method of grading Only after succ. co			Only after succ. com	npl. of module(s)	
5 numerical grade					
Duration Module level Other prerequisites					
1 seme	ster	undergraduate			
Conten	ts				
mik II"	In this course, students will acquire an in-depth understanding of specific problems discussed in "Makroökono- mik II" ("Macroeconomics II") and "Mikroökonomik III" ("Microeconomics III"). The course will use scientific eco- nomic journal articles in German and English language.				
Intende	ed lear	ning outcomes			
(i) cons (ii) crea (iii) dea (iv) are	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.				
Course	s (type	, number of weekly conta	ct hours, language —	- if other than Germa	n)
S (2)					
		sessment (type, scope, la ion on whether module ca			tion offered — if not every seme-
term pa	aper (aj	pprox. 15 pages) and pres	sentation (approx. 25	minutes); (weighted	1 2:1)
Allocat	ion of p	olaces			
Additio	nal inf	ormation			
Worklo	ad				
150 h					
Teachi	ng cycl	e			
Teachir	ng cycle	e: each semester			
		LPO I (examination regu	lations for teaching-o	legree programmes)	
		· · · · · · · · · · · · · · · · · · ·			
Module	e appea	ars in			
Master	's degr	ee (1 major) China Busine	ess and Economics (2	2021)	
		gree (1 major) Business Ir	•	(2021)	
		gree (1 major) Economath			
		gree (1 major) Business N	-		
		gree (1 major, 1 minor) Bu		and Economics (Mir	10r, 2021)
		gree (1 major) Economath		X	
		gree (1 major) Business II		2023)	
		gree (1 major) Economath			
		gree (1 major) Business N	-		,
Bachel	Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2023)				10r, 2023)

Module title			Abbreviation			
		everse Business Engir	leering		12-FRBE-F-152-m01	
Module	e coord	inator		Module offered by	~	
	of the (ation Sy		gement and Business	Faculty of Managen	nent and Economics	
ECTS Method of grading Only after succ. compl. of module(s)						
5						
Duratio	Duration Module level Other prerequisites					
1 seme	1 semester undergraduate					
Conten	Its					
 "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 "Forward und Reverse Business Engineering" module aims to achieve the following learning outcomes: Students acquire profound expertise in the process of adapting business software libraries and learn how to apply this knowledge to practical scenarios. Mastery of forward engineering methods such as situation analysis, requirements analysis, process modelling, and business blueprinting, as well as reverse engineering methods like reverse business engineering and their 						
3. Stud le co and	ents de mplex reverse	challenges. This includ engineering	ponding tools. methodological skills es, in particular, the ap tact hours, language –	plication of the afor	ementioned method	
V (2) +		, number of weekly con		n other than defind		
Metho	d of ass		language — if other tha can be chosen to earn		tion offered — if not	every seme-
b) term c) term	paper		iinutes) or 6) and presentation (ap	prox. 10 minutes); (v	veighted 2:1)	
Allocat	ion of p	olaces				
50 places. 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 (2) and the number of applications exceeds the number of available places, places will be allocated by lot among applicants from this group. (4) Places on all courses of the module with a restricted number of places will be allocated in the same procedure. (5) A waiting list will be maintained and places re-allocated by lot as they become available.						
Additio	onal inf	ormation				
Worklo	ad					
150 h						
		China Business and Econo-		enerated 19-Apr-2025 • exam CTS) China Business and Eco	-	page 115 / 540

Teaching cycle

Teaching cycle: winter semester

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

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Module appears in Bachelor's degree (1 major) Computer Science (2015) Bachelor's degree (1 major) Business Management and Economics (2015) Bachelor's degree (1 major) Economathematics (2015) Bachelor's degree (1 major) Business Information Systems (2015) Master's degree (1 major) Media Communication (2015) Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2015) Master's degree (1 major) China Business and Economics (2016) Bachelor's degree (1 major) Business Information Systems (2016) Master's degree (1 major) Media Communication (2016) Bachelor's degree (1 major) Economathematics (2017) Bachelor's degree (1 major) Computer Science (2017) Master's degree (1 major) Media Communication (2018) Bachelor's degree (1 major) Computer Science (2019) Master's degree (1 major) China Business and Economics (2019) Bachelor's degree (1 major) Business Information Systems (2019) Bachelor's degree (1 major) Business Management and Economics (2019) Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2019) Master's degree (1 major) Media Communication (2019) Bachelor's degree (1 major) Business Information Systems (2020) Master's degree (1 major) China Business and Economics (2021) Bachelor's degree (1 major) Business Information Systems (2021) Bachelor's degree (1 major) Economathematics (2021) Bachelor's degree (1 major) Business Management and Economics (2021) Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2021) Bachelor's degree (1 major) Economathematics (2022) Bachelor's degree (1 major) Artificial Intelligence and Data Science (2022) exchange program Business Management and Economics (2022) Bachelor's degree (1 major) Artificial Intelligence and Data Science (2023) Bachelor's degree (1 major) Business Information Systems (2023) Bachelor's degree (1 major) Economathematics (2023) Bachelor's degree (1 major) Business Management and Economics (2023) Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2023)

Module title				Abbreviation	
Money & Finance 1					12-G&F-1-212-m01
Modul	e coord	inator		Module offered by	
Dean of the Faculty of Business Management and Econo- mics			ement and Econo-	Faculty of Managen	nent and Economics
ECTS Method of grading Only after succ. co			Only after succ. con	npl. of module(s)	
5 numerical grade					
Duration Module level Other prerequisites					
1 seme	ester	undergraduate			
Conter	nts				
• 0 • a • 0	 This module serves the purpose of transferring credits from courses taken at other German or non-German universities additional courses offered on a short-term basis courses offered by new Chairs that are yet to be included in the FSB (subject-specific provisions) The holders of the respective Chairs will ensure that the courses are eligible for credit transfer. 				
		ning outcomes			
		accrediting multiple kind	s of modules. a desc	ription of acquired s	kills cannot be given.
		, number of weekly conta		· · ·	-
V (2) +		,			
Metho	d of ass	sessment (type, scope, la on on whether module ca			tion offered — if not every seme-
b) term c) oral	n paper examin	mination (approx. 60 min (10 to 15 pages) and pres ation (approx. 20 minute ssessment: German and,	sentation (approx. 20 s)	minutes); (weighted	1 2:1) or
Allocat	tion of p	olaces			
Additio	onal inf	ormation			
Worklo	ad				
150 h					
	ng cycl	e			
		e: no courses offered			
	/	LPOI (examination regu	lations for teaching-o	degree programmes)	
Modul	e appea	urs in			
		ee (1 major) China Busine	ess and Economics (2	2021)	
	Bachelor's degree (1 major) Business Management and Economics (2021)				

Module title					Abbreviation
Money & Finance 2					12-G&F-2-212-m01
Module	e coord	inator		Module offered by	
Dean of the Faculty of Business Management and Econo- mics			ement and Econo-	Faculty of Managen	nent and Economics
ECTS Method of grading Only after succ. comp			Only after succ. con	npl. of module(s)	
5 numerical grade					
Duration Module level Other prerequisites					
1 seme	ster	undergraduate			
Conten	ts				
• c • a • c	 This module serves the purpose of transferring credits from courses taken at other German or non-German universities additional courses offered on a short-term basis courses offered by new Chairs that are yet to be included in the FSB (subject-specific provisions) The holders of the respective Chairs will ensure that the courses are eligible for credit transfer. 				
Intend	ed lear	ning outcomes			
As a re	sult of a	accrediting multiple kind	s of modules, a desc	ription of acquired sl	kills cannot be given.
Course	s (type	, number of weekly conta	ct hours, language –	- if other than Germa	n)
V (2) +	Ü (2)				
		essment (type, scope, la on on whether module ca			tion offered — if not every seme-
b) term c) oral	ı paper examin	mination (approx. 60 min (10 to 15 pages) and pres ation (approx. 20 minute ssessment: German and,	sentation (approx. 20 s)	minutes); (weighted	1 2:1) or
Allocat	ion of p	olaces			
Additio	onal inf	ormation			
Worklo	ad				
150 h					
Teachi	ng cycl	e			
		e: no courses offered			
	<u> </u>	LPOI (examination regu	lations for teaching-o	degree programmes)	
Module	e appea	urs in			
		ee (1 major) China Busine	ess and Economics (2	.021)	
	-	gree (1 major) Business N			

Module title					Abbreviation
Money & Finance 3					12-G&F-3-212-m01
Module	e coord	inator		Module offered by	
Dean of the Faculty of Business Management and Econo- mics			ement and Econo-	Faculty of Managen	nent and Economics
ECTS Method of grading Only after succ. com			Only after succ. con	npl. of module(s)	
5 numerical grade					
Duration Module level Other prerequisites					
1 seme	ster	undergraduate			
Conten	ts				
• c • a • c	 This module serves the purpose of transferring credits from courses taken at other German or non-German universities additional courses offered on a short-term basis courses offered by new Chairs that are yet to be included in the FSB (subject-specific provisions) The holders of the respective Chairs will ensure that the courses are eligible for credit transfer. 				
Intend	ed lear	ning outcomes			
As a re	sult of a	accrediting multiple kind	s of modules, a desc	ription of acquired sl	kills cannot be given.
Course	s (type	, number of weekly conta	ct hours, language –	- if other than Germa	n)
V (2) +					-
		essment (type, scope, la on on whether module ca			tion offered — if not every seme-
b) term c) oral	ı paper examin	mination (approx. 60 min (10 to 15 pages) and pres ation (approx. 20 minute ssessment: German and,	sentation (approx. 20 s)	minutes); (weighted	d 2:1) or
Allocat	ion of p	olaces			
Additio	onal inf	ormation			
Worklo	ad				
150 h					
Teachi	ng cycl	e			
		e: no courses offered			
	<u> </u>	LPOI (examination regu	lations for teaching-o	degree programmes)	
			0		
Module	e appea	urs in			
		ee (1 major) China Busine	ess and Economics (2	.021)	
	Bachelor's degree (1 major) Business Management and Economics (2021)				

Module title				Abbreviation	
Money & Finance 4					12-G&F-4-212-m01
Modul	e coord	inator		Module offered by	
Dean of the Faculty of Business Management and Econo- mics			ement and Econo-	Faculty of Managem	nent and Economics
ECTS Method of grading Only after succ. co			Only after succ. con	npl. of module(s)	
5 numerical grade					
Duration Module level Other prerequisites					
1 seme	ster	undergraduate			
Conter	Its				
• 0 • a • 0	 This module serves the purpose of transferring credits from courses taken at other German or non-German universities additional courses offered on a short-term basis courses offered by new Chairs that are yet to be included in the FSB (subject-specific provisions) The holders of the respective Chairs will ensure that the courses are eligible for credit transfer. 				
		ning outcomes		0	
	-	accrediting multiple kind	s of modules, a desc	ription of acquired sl	kills cannot be given.
		, number of weekly conta			-
V (2) +		,,	, , , , , , , , , , , , , , , , , , , ,		·
		sessment (type, scope, la on on whether module ca			tion offered — if not every seme-
b) term c) oral	ı paper examin	mination (approx. 60 min (10 to 15 pages) and pres ation (approx. 20 minute ssessment: German and,	sentation (approx. 20 s)	minutes); (weighted	1 2:1) or
Allocat	tion of p	olaces			
Additio	onal inf	ormation			
Worklo	ad				
150 h					
Teachi	ng cycl	e			
		e: no courses offered			
		LPOI (examination regu	lations for teaching-o	degree programmes)	
				<u> </u>	
Modul	e appea	urs in			
		ee (1 major) China Busine	ess and Economics (2	.021)	
	Bachelor's degree (1 major) Business Management and Economics (2021)				

Module title					Abbreviation
Integrated Business Processes					12-GP-G-152-m01
Module	coord	inator		Module offered by	<u> </u>
		Chair of Business Manage	ement and Business		nent and Economics
Informa		•		,	
ECTS		od of grading	Only after succ. com	npl. 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 Wirtschaftswis- senschaft (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 ba- sis for the practical part. The practical exercise will present students with an opportunity to apply their newly ac- quired knowledge by working with an SAP S4/HANA on case studies on the model company Almika. In this con- text, the human resources, purchasing, sales, service, project management and finance departments will be de- alt with. The course will introduce students to business processes of an ERP system (Enterprise Resource Planning) using the example of SAP S/4HANA. In addition to the basic principles, students will also become familiar with the pro- cesses and functionalities. Intended learning outcomes					
2. unde 3. perfo	rstand rm and	nical principles and opera the functionality of ERP s I understand business pr , number of weekly conta	systems and rocesses within the E	RP system SAP Busi	·
V (2) + I	Ü (2)				
		e ssment (type, scope, la on on whether module ca			tion offered — if not every seme-
b) term	paper paper	nination (approx. 60 min (approx. 15 pages) or (approx. 10 to 15 pages) a bonus		prox. 10 minutes); (v	veighted 2:1)
Allocat	ion of p	olaces			
15 places. (1) The number of places is not restricted for students of the Bachelor's degree subject Wirtschafts- informatik (Business Information Systems) (BSc with 180 ECTS credits). (2) Additional places will be allocated to students of other subjects provided there is enough capacity. These additional places will be allocated by lot among all applicants irrespective of their subjects. (3) Places on all courses of the module with a restricted num- ber of places will be allocated in the same procedure. (4) A waiting list will be maintained and places re-alloca- ted by lot as they become available.					
Additio	nal inf	ormation			
Worklo	ad				
150 h					
Teachir	ng cycl	e			
Teachir	ng cycle	e: summer semester			
Referre	d to in	LPOI (examination regu	lations for teaching-o	degree programmes)	

Module appears in

Bachelor's degree (1 major) Computer Science (2015) Bachelor's degree (1 major) Business Management and Economics (2015) Bachelor's degree (1 major) Economathematics (2015) Bachelor's degree (1 major) Business Information Systems (2015) Master's degree (1 major) Media Communication (2015) Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2015) Master's degree (1 major) China Business and Economics (2016) Bachelor's degree (1 major) Business Information Systems (2016) Master's degree (1 major) Media Communication (2016) Bachelor's degree (1 major) Economathematics (2017) Bachelor's degree (1 major) Computer Science (2017) Master's degree (1 major) Media Communication (2018) Bachelor's degree (1 major) Computer Science (2019) Master's degree (1 major) China Business and Economics (2019) Bachelor's degree (1 major) Business Information Systems (2019) Bachelor's degree (1 major) Business Management and Economics (2019) Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2019) Master's degree (1 major) Media Communication (2019) Bachelor's degree (1 major) Business Information Systems (2020) Master's degree (1 major) China Business and Economics (2021) Bachelor's degree (1 major) Business Information Systems (2021) Bachelor's degree (1 major) Economathematics (2021) Bachelor's degree (1 major) Business Management and Economics (2021) Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2021) Bachelor's degree (1 major) Economathematics (2022) Bachelor's degree (1 major) Artificial Intelligence and Data Science (2022) exchange program Business Management and Economics (2022) Bachelor's degree (1 major) Artificial Intelligence and Data Science (2023) Bachelor's degree (1 major) Business Information Systems (2023) Bachelor's degree (1 major) Economathematics (2023) Bachelor's degree (1 major) Business Management and Economics (2023) Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2023)

Busine	e title				Abbreviation		
Business Software 1: IS-based Enterprise Management					12-GPU-192-m01		
Module	e coord	inator		Module offered by	Module offered by		
holder Informa		Chair of Business Manag ystems	ement and Business	Faculty of Manager	nent and Economics		
ECTS	Methe	od of grading	Only after succ. con	npl. of module(s)			
5		rical grade					
Duratio	n	Module level	Other prerequisites	;			
1 semester graduate							
Contents							
stems a busines which f	are cen ss proc Tocuses	tral building blocks in m	odern business mana nt and decision-makir ns and examples in ac	agement and play a ng. This module is di dition to theory.	e Planning (ERP) systems. ERP s crucial role in the integration of vided into three sections, each o		
The firs pany. S	st part o Student ase stu	of the module is dedicate is are familiarized with p	ed to the complex pro roven methods and to	cess of selecting a s ools that are used in	uitable ERP system for a com- the evaluation of ERP systems. selection process in a real-life e		
Section 2: Low-code and no-code systems with application examples In this part, students are familiarized with low-code and no-code platforms that enable the efficient development of individual ERP applications. The focus is on dealing with a specific software solution from a leading compa- ny in this field. Students learn the basics of these platforms and create their own applications in order to experi- ence the advantages of low-code and no-code approaches in practice. Section 3: Customizing ERP software using the example of SAP S/4HANA In the final part, students learn the basics of customizing ERP software. The focus is on the world's leading ERP system SAP S/4HANA. Students are enabled to adapt SAP S/4HANA to the specific requirements of a company.							
In the f	inal pa	rt, students learn the ba	sics of customizing El	RP software. The foc			
In the fi system Practica In addit	inal pa SAP S al exer tion to	rt, students learn the ba /4HANA. Students are er cises and case studies e the theoretical informati	sics of customizing El nabled to adapt SAP S nable students to app on presented in the le	RP software. The foc 5/4HANA to the spec oly customizing tech ecture, the exercises			
In the fi system Practica In addit the ERF	inal pa SAP S al exer tion to P system	rt, students learn the ba /4HANA. Students are er cises and case studies e the theoretical informati	sics of customizing El nabled to adapt SAP S nable students to app on presented in the le	RP software. The foc 5/4HANA to the spec oly customizing tech ecture, the exercises	ific requirements of a company. niques in real-life scenarios. offer the opportunity to access		
In the fi system Practica In addit the ERF Intende The "Bu the follo 1. ERP S stem 2. Integ ons. 3. Selec stem 4. Imple	inal pa SAP S al exerci- tion to system system usiness owing System s, thei gration as to me ementa	rt, students learn the ba /4HANA. Students are er cises and case studies e the theoretical informati ms and deal with the res ning outcomes Software 1: Managemen learning outcomes: s - Overview and Different r architectures, and philo of Business Processes: F nd Customizing of ERP S eet business needs.	sics of customizing El nabled to adapt SAP S nable students to app on presented in the la pective software in a nt and Implementatio ntiation: Students gai osophies. Participants learn how ystems: Students dev ses: Students gain pr	RP software. The foc 5/4HANA to the spec oly customizing tech ecture, the exercises practical way by me in of Information Sys in a comprehensive v ERP systems map a velop skills to evalua actical experience in	ific requirements of a company. niques in real-life scenarios. s offer the opportunity to access ans of extensive case studies. tems" module aims to achieve understanding of various ERP sy and optimize business operati- ite, select, and adapt ERP sy- n independently implementing		
In the fi system Practica In addit the ERF Intende The "Bu the foll 1. ERP S stem 2. Integ ons. 3. Selec stem 4. Imple busin	inal pa SAP S al exerci- tion to system ed lear usiness owing System is, thei gration ction a is to me ementa ness pi	rt, students learn the ba /4HANA. Students are er cises and case studies e the theoretical informatins and deal with the res ning outcomes s Software 1: Management learning outcomes: r architectures, and Different r architectures, and philo of Business Processes: F and Customizing of ERP St eet business needs. ation of Business Proces	sics of customizing El nabled to adapt SAP S nable students to app fon presented in the le pective software in a nt and Implementatio ntiation: Students gai posophies. Participants learn how ystems: Students dev ses: Students gain pr code/no-code platfor	RP software. The foc 5/4HANA to the spec oly customizing tech ecture, the exercises practical way by mea in of Information Sys in a comprehensive v ERP systems map a velop skills to evalua actical experience in rms, and learn practi	ific requirements of a company. niques in real-life scenarios. s offer the opportunity to access ans of extensive case studies. tems" module aims to achieve understanding of various ERP sy and optimize business operati- ite, select, and adapt ERP sy- nindependently implementing cal ERP customizing.		
In the fi system Practica In addit the ERF Intende The "Bu the foll 1. ERP S stem 2. Integ ons. 3. Selec stem 4. Imple busin	inal pa SAP S al exerci- tion to system usiness owing System is, thei gration at to me ementa ness pi s (type	rt, students learn the ba /4HANA. Students are er cises and case studies e the theoretical informations and deal with the res ning outcomes s Software 1: Management learning outcomes: s - Overview and Different r architectures, and philo of Business Processes: F and Customizing of ERP St eet business needs. ation of Business Process rocesses in ERP and low-	sics of customizing El nabled to adapt SAP S nable students to app fon presented in the le pective software in a nt and Implementatio ntiation: Students gai posophies. Participants learn how ystems: Students dev ses: Students gain pr code/no-code platfor	RP software. The foc 5/4HANA to the spec oly customizing tech ecture, the exercises practical way by mea in of Information Sys in a comprehensive v ERP systems map a velop skills to evalua actical experience in rms, and learn practi	ific requirements of a company. niques in real-life scenarios. s offer the opportunity to access ans of extensive case studies. tems" module aims to achieve understanding of various ERP sy and optimize business operati- ite, select, and adapt ERP sy- nindependently implementing cal ERP customizing.		
In the fi system Practica In addit the ERF Intende The "Bu the follo 1. ERP S stem 2. Integ ons. 3. Selec stem 4. Imple busin Course V (2) + I	inal pa SAP S al exerci- tion to System usiness owing System is, thei gration ction a is to me ementa ness pr s (type Ü (2) d of ass	rt, students learn the ba /4HANA. Students are er cises and case studies e the theoretical informations and deal with the res ning outcomes s Software 1: Management learning outcomes: s - Overview and Different r architectures, and philo of Business Processes: F and Customizing of ERP St eet business needs. ation of Business Process rocesses in ERP and low- number of weekly contained	sics of customizing El habled to adapt SAP S nable students to app fon presented in the la pective software in a nt and Implementatio ntiation: Students gai posophies. Participants learn how ystems: Students dev ses: Students gain pr code/no-code platfor act hours, language – anguage — if other th	RP software. The foc 5/4HANA to the spec oly customizing tech ecture, the exercises practical way by mea- in of Information Sys in a comprehensive v ERP systems map a velop skills to evalua actical experience in rms, and learn practi - if other than Germa an German, examina	ific requirements of a company. niques in real-life scenarios. s offer the opportunity to access ans of extensive case studies. tems" module aims to achieve understanding of various ERP sy and optimize business operati- ite, select, and adapt ERP sy- nindependently implementing cal ERP customizing.		
In the fi system Practica In addit the ERF Intende The "Bu the follo 1. ERP S stem 2. Integ ons. 3. Selec stem 4. Imple busin Courses V (2) + 1 Methoo ster, infi a) Writt b) oral o	inal pa SAP S al exerci- tion to system system usiness owing System is, thei gration at to me ementa ness pi s (type Ü (2) d of ass formati- cen exa examin	rt, students learn the ba /4HANA. Students are er cises and case studies e the theoretical informations and deal with the res ning outcomes s Software 1: Management learning outcomes: s - Overview and Different r architectures, and philo of Business Processes: F and Customizing of ERP St eet business needs. ation of Business Process rocesses in ERP and low- number of weekly contained sessment (type, scope, la ion on whether module of mination (approx. 60 mi	sics of customizing El nabled to adapt SAP S nable students to app fon presented in the le pective software in a nt and Implementatio ntiation: Students gai Participants learn how ystems: Students dev ses: Students gain pr code/no-code platfor act hours, language – anguage — if other th can be chosen to earn nutes) or	RP software. The foc 5/4HANA to the spec oly customizing tech ecture, the exercises practical way by mea- in of Information Sys in a comprehensive v ERP systems map a velop skills to evalua actical experience in rms, and learn practi – if other than Germa an German, examina a bonus)	ific requirements of a company. niques in real-life scenarios. s offer the opportunity to access ans of extensive case studies. tems" module aims to achieve understanding of various ERP sy and optimize business operati- ite, select, and adapt ERP sy- n independently implementing cal ERP customizing. an)		

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

Allocation of places

20 places.

Should the number of applications exceed the number of available places, places will be allocated as follows:

- (1) Master's students of Information Systems will be given preferential consideration.
- (2) The remaining places will be allocated to students of other subjects.

(3) When places are allocated in accordance with (1) and (2) and the number of applications exceeds the number of available places, places will be allocated by lot among applicants from this group.

Additional information

Workload

150 h

Teaching cycle

Teaching cycle: winter semester

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

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Module appears in

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

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

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

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

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

Module title				Abbreviation	Abbreviation						
Human	itarian	Supply Chain Managem	ent		12-HSCM-211-m01						
Module	e coord	inator		Module offered by							
		Chair of Business Manag	ement and Industrial		nent and Economics						
	Management										
ECTS		od of grading	f grading Only after succ. compl. of module(s)								
5	nume	rical grade									
Duration Module level Other prerequisites											
	1 semester undergraduate										
Conten	ts										
Despite the solidarity-based nature of humanitarian aid, up to 70% of the activities of humanitarian aid organiza- tions are related to both, the design and the coordination of logistical processes. Humanitarian assistance is de- livered through humanitarian supply chains, systems concerned with planning, executing, and controlling the ef- fective, cost-efficient flow and storage of materials, goods, and related information from the point of origin to the point of consumption in order to meet the needs of the beneficiaries. While aid organizations do not operate in a traditional business environment, the requirements for managing humanitarian supply chains effectively and ef- ficiently are fundamentally comparable to those of commercial supply chains. Similarly, humanitarian organizati- ons often employ business managers to manage their business processes. The management of the supply chain of a humanitarian organization, therefore, requires basic business knowledge that will be addressed in this cour- se. Intended learning outcomes The course will provide you with a basic understanding of factors influencing humanitarian supply chains and fundamental insights in managing them efficiently and effectively. You will learn about the different roles of hu- manitarian organizations and the challenges they face. Furthermore, you will be introduced to general supply chain management concepts that can also be applied in the humanitarian context, and that can provide a signifi- cant positive impact on the organization of humanitarian operations.											
V (2) +	Ü (2)	, number of weekly conta	act hours, language –	- if other than Germa	n)						
		t in: English sessment (type, scope, la	 anguage — if other tha	an German, examina	tion offered — if not	everv seme-					
		ion on whether module c				,					
b) term	paper	mination (approx. 60 mir (approx. 15 pages) Issessment: German and									
Allocat	ion of	places									
						Allocation of places					
Additio	onal inf	ormation	Additional information								
 Worklo	ad										
	ad										
 Worklo		e									
 Worklo 150 h Teachin	ng cycl	e e: each semester									
 Worklo 150 h Teachin Teachin	ng cycl ng cycl		lations for teaching-o	degree programmes)							
 Worklo 150 h Teachin Teachin	ng cycl ng cycl	e: each semester	lations for teaching-o	degree programmes)							
 Worklo 150 h Teachin Teachin	ng cycl ng cycl ed to in	e: each semester LPOI (examination regu	lations for teaching-o	degree programmes)							
 Worklo 150 h Teachin Teachin Referre Bachelo	ng cycl ng cycl ed to in e appea or's de	e: each semester LPO I (examination regu ars in gree (1 major) Business I	Management and Eco								
 Worklo 150 h Teachin Teachin Referre Bachelo Bachelo	ng cycl ng cycl ed to in e appea or's de or's de	e: each semester LPOI (examination regu ars in	Management and Eco hematics (2015)	nomics (2015)							

UNIVERSITÄT WÜRZBURG

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, 2015) Bachelor's degree (1 major) Business Information Systems (2016) Bachelor's degree (1 major) Economathematics (2017) Bachelor's degree (1 major) Business Information Systems (2019) Bachelor's degree (1 major) Business Management and Economics (2019) Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2019) Bachelor's degree (1 major) Business Information Systems (2020) Master's degree (1 major) China Business and Economics (2021) Bachelor's degree (1 major) Business Information Systems (2021) Bachelor's degree (1 major) Economathematics (2021) Bachelor's degree (1 major) Business Management and Economics (2021) Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2021) Bachelor's degree (1 major) Economathematics (2022) exchange program Business Management and Economics (2022) Bachelor's degree (1 major) Business Information Systems (2023) Bachelor's degree (1 major) Economathematics (2023) Bachelor's degree (1 major) Business Management and Economics (2023) Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2023) Bachelor's degree (1 major) Business Information Systems (2024) Bachelor's degree (1 major) Economathematics (2024) Bachelor's degree (1 major) Business Management and Economics (2024) Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2024) Bachelor's degree (1 major) Economathematics (2025)

Module title				Abbreviation	
Information & Digitalization 1					12-l&D-1-212-m01
Module	e coord	inator		Module offered by	
Dean of the Faculty of Business Management and Econo- mics			ement and Econo-	Faculty of Managen	nent and Economics
ECTS Method of grading Only after succ. compl. of modu			pl. of module(s)		
5 numerical grade					
Duration Module level Other prerequisites					
1 semester undergraduate					
Conten	its				
• 0 • a • 0					
Intend	ed lear	ning outcomes			
As a re	sult of	accrediting multiple kind	s of modules, a desc	ription of acquired s	kills cannot be given.
Course	s (type	, number of weekly conta	ct hours, language –	· if other than Germa	n)
V (2) +	Ü (2)				
		sessment (type, scope, la ion on whether module ca			tion offered — if not every seme-
b) term c) oral	ı paper examin	mination (approx. 60 min (10 to 15 pages) and pres ation (approx. 20 minute ssessment: German and,	sentation (approx. 20 es)	minutes); (weighted	d 2:1) or
Allocat	ion of j	olaces			
Additio	onal inf	ormation			
Worklo	ad				
150 h					
Teachi	ng cycl	e			
Teachi	ng cycle	e: no courses offered			
Referre	ed to in	LPOI (examination regu	lations for teaching-	legree programmes)	
Module	e appea	ars in			
Master	's degr	ee (1 major) China Busine	ess and Economics (2	.021)	
		gree (1 major) Business N	-		
exchar	exchange program Business Management and Economics (2022)				

Module title					Abbreviation	
Inform	ation &	Digitalization 2			12-I&D-2-212-m01	
Module	e coord	inator		Module offered by		
Dean o mics	of the Fa	aculty of Business Manag	ement and Econo-	Faculty of Managen	nent and Economics	
ECTS	Metho	od of grading	Only after succ. con	pl. of module(s)		
5	nume	rical grade				
Duratio		Module level	Other prerequisites			
1 seme	ster	undergraduate				
Conten	Its					
• c • a • c						
Intend	ed lear	ning outcomes				
As a re	sult of	accrediting multiple kind	s of modules, a desc	ription of acquired s	kills cannot be given.	
Course	s (type	, number of weekly conta	ct hours, language –	· if other than Germa	n)	
V (2) +	Ü (2)					
		sessment (type, scope, la ion on whether module ca			tion offered — if not every seme-	
b) term c) oral	ı paper examin	mination (approx. 60 min (10 to 15 pages) and pres ation (approx. 20 minute ssessment: German and,	sentation (approx. 20 es)	minutes); (weighted	d 2:1) or	
Allocat	ion of j	olaces				
Additio	onal inf	ormation				
Worklo	ad					
150 h						
Teaching cycle						
Teachi	Teaching cycle: no courses offered					
Referre	Referred to in LPO I (examination regulations for teaching-degree programmes)					
Module appears in						
Master	's degr	ee (1 major) China Busine	ess and Economics (2	.021)		
		gree (1 major) Business N	-			
exchan	exchange program Business Management and Economics (2022)					

Module title					Abbreviation	
Information & Digitalization 3					12-l&D-3-212-m01	
Module	e coord	inator		Module offered by	•	
Dean o mics	of the Fa	aculty of Business Manag	ement and Econo-	Faculty of Managen	nent and Economics	
ECTS	Metho	od of grading	Only after succ. con	pl. of module(s)		
5	nume	rical grade				
Duratio		Module level	Other prerequisites			
1 seme	ster	undergraduate				
Conten	ts					
 This module serves the purpose of transferring credits from courses taken at other German or non-German universities additional courses offered on a short-term basis courses offered by new Chairs that are yet to be included in the FSB (subject-specific provisions) The holders of the respective Chairs will ensure that the courses are eligible for credit transfer. 						
Intend	ed lear	ning outcomes				
As a re	sult of	accrediting multiple kind	s of modules, a desc	ription of acquired s	kills cannot be given.	
Course	s (type	, number of weekly conta	ct hours, language –	- if other than Germa	n)	
V (2) +	Ü (2)					
		sessment (type, scope, la ion on whether module ca			tion offered — if not every seme-	
b) term c) oral	ı paper examin	mination (approx. 60 min (10 to 15 pages) and pres ation (approx. 20 minute ssessment: German and,	sentation (approx. 20 es)	minutes); (weighted	d 2:1) or	
Allocat	tion of j	olaces				
Additio	onal inf	ormation				
Worklo	ad					
150 h						
Teachi	ng cycl	e				
Teachi	Teaching cycle: no courses offered					
Referred to in LPO I (examination regulations for teaching-degree programmes)						
Module	Module appears in					
		ee (1 major) China Busine	ess and Economics (2	2021)		
		gree (1 major) Business N	-			
exchar	exchange program Business Management and Economics (2022)					

Module title					Abbreviation	
Inform	ation &	Digitalization 4			12-1&D-4-212-m01	
Modul	e coord	inator		Module offered by	·	
Dean o mics	of the Fa	aculty of Business Manag	ement and Econo-	Faculty of Managen	nent and Economics	
ECTS	Metho	od of grading	Only after succ. con	pl. of module(s)		
5	nume	rical grade				
Duratio	on	Module level	Other prerequisites			
1 seme	ester	undergraduate				
Conter	nts					
• 0 • a • 0						
Intend	ed lear	ning outcomes				
As a re	sult of	accrediting multiple kind	s of modules, a desc	ription of acquired s	kills cannot be given.	
Course	s (type	, number of weekly conta	ct hours, language –	· if other than Germa	n)	
V (2) +	Ü (2)					
		sessment (type, scope, la ion on whether module ca			tion offered — if not every seme-	
b) term c) oral	n paper examin	mination (approx. 60 min (10 to 15 pages) and pres ation (approx. 20 minute ssessment: German and,	sentation (approx. 20 es)	minutes); (weighted	d 2:1) or	
Allocat	tion of p	olaces				
Additio	onal inf	ormation				
Worklo	ad					
150 h						
Teaching cycle						
Teaching cycle: no courses offered						
Referred to in LPO I (examination regulations for teaching-degree programmes)						
Module appears in						
Master	's degr	ee (1 major) China Busine	ess and Economics (2	.021)		
		gree (1 major) Business N	-			
exchange program Business Management and Economics (2022)						

Module title					Abbreviation	
	Decision Theory 12-l&F-F-192-m01					
Module	coordi	nator		Module offered by		
holder o Finance		Chair of Business Manage	ement and Corporate	Faculty of Managem	nent and Economics	
ECTS		d of grading	Only after succ. com	pl. of module(s)		
5	numer	ical grade				
Duratio		Module level	Other prerequisites			
1 semes	ster	undergraduate				
Content	ts					
		decision theory under centric on the organization dependent of the expected utility of the expected ut			ision theory under uncertainty in	
Syllabu	s:					
1. Fishe 2. Revea	r mode aled pr	ns under certainty e eferences elations				
1. The b 2. Risk p 3. Inten 4. Stoch	Part 2: Decisions under uncertainty: Expected Utility Theory 1. The basic model 2. Risk preferences 3. Intensity of risk aversion 4. Stochastic dominance 5. Prospect Theory					
1. Intro 2. Relat	duction ion to e cation	ns under uncertainty: μ - expected utility theory in Portfolio Theory & Tob				
		ing outcomes				
The stu	dents a	-	how to describe app	ropriate decision sit	uations and how to solve them	
Courses	s (type,	number of weekly conta	ct hours, language —	· if other than Germa	n)	
V (2) + Ü	Ü (2)					
		essment (type, scope, la on on whether module ca			tion offered — if not every seme-	
written	examir	nation (approx. 60 minut	es)			
Allocati	ion of p	laces				
Additio	nal info	ormation				
Workload						
150 h						
Teachin	ig cycle	9				
		: summer semester				

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

Module appears in

Bachelor's degree (1 major) Business Information Systems (2019) Bachelor's degree (1 major) Business Management and Economics (2019) Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2019) Bachelor's degree (1 major) Business Information Systems (2020) Master's degree (1 major) China Business and Economics (2021) Bachelor's degree (1 major) Business Information Systems (2021) Bachelor's degree (1 major) Business Information Systems (2021) Bachelor's degree (1 major) Business Management and Economics (2021) Bachelor's degree (1 major) Business Management and Economics (2021) Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2021) Bachelor's degree (1 major) Economathematics (2022) exchange program Business Management and Economics (2022) Bachelor's degree (1 major) Business Information Systems (2023) Bachelor's degree (1 major) Business Management and Economics (2023) Bachelor's degree (1 major) Business Management and Economics (2023) Bachelor's degree (1 major) Business Management and Economics (2023) Bachelor's degree (1 major) Business Management and Economics (2023) Bachelor's degree (1 major) Business Management and Economics (2023) Bachelor's degree (1 major) Business Management and Economics (2023) Bachelor's degree (1 major) Business Management and Economics (2023)

Module title				Abbreviation	
Seminar: Investment and Finance					12-I&F-FS-212-m01
Module	coord	inator		Module offered by	
holder o Finance		Chair of Business Manage	ement and Corporate	Faculty of Managem	nent and Economics
ECTS		od of grading	Only after succ. com	pl. of module(s)	
5	nume	rical grade			
Duratio	n	Module level	Other prerequisites		
1 semes	ster	undergraduate			
Conten	ts				
analyse or may	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.				
Intende	ed learr	ning outcomes			
fields o	f inves				detailed knowledge of important ndings in a written assignment
Courses	s (type,	number of weekly conta	ct hours, language —	if other than Germa	n)
S (2)					
		essment (type, scope, la on on whether module ca			tion offered — if not every seme-
term pa	iper (ap	prox. 15 pages) and oral	examination (approx	k. 25 minutes); (weig	hted 3:2)
Allocati	ion of p	olaces			
 15 places. (1) Should the number of applications exceed the number of available places, places will be allocated by lot among all applicants irrespective of their subjects. (2) Places on all courses of the module with a restricted number of places will be allocated in the same procedure. (3) A waiting list will be maintained and places re-allocated by lot as they become available. 					e allocated in the same procedu-
Additio	nal info	ormation			
Worklo	ad				
150 h					
Teachin	ng cycle	e			
Teachin	ng cycle	e: each semester			
		LPOI (examination regu	lations for teaching-c	legree programmes)	
		· · · · ·			
Module appears in					
Module appears in Master's degree (1 major) China Business and Economics (2021) Bachelor's degree (1 major) Business Information Systems (2021) Bachelor's degree (1 major) Economathematics (2021) Bachelor's degree (1 major) Business Management and Economics (2021) Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2021) Bachelor's degree (1 major) Economathematics (2022) exchange program Business Management and Economics (2022) Bachelor's degree (1 major) Business Information Systems (2023)					

Master's with 1 major China Business and Econo-	JMU Würzburg • generated 19-Apr-2025 • exam. reg. data re-	page 133 / 540
mics (2021)	cord Master (120 ECTS) China Business and Economics - 2021	



Bachelor's degree (1 major) Economathematics (2023) Bachelor's degree (1 major) Business Management and Economics (2023) Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2023)

Module title					Abbreviation	
Investment and Finance 12-I&F-G-212-m01						
Module	e coord	inator		Module offered by		
holder Finance		Chair of Business Mana	gement and Corporate	Faculty of Managen	nent and Economics	
ECTS	Meth	od of grading	Only after succ. com	pl. of module(s)		
5		rical grade		•		
Duratio	on	Module level	Other prerequisites			
1 seme	ster	undergraduate				
Conten	ts					
and pri	ourse of inciples	fers an introduction to p s of financial economics		nathematics, severa	l methods of capital	budgeting
Outline		f financial mathematics	i			
		al concepts				
		f investment and financ				
		f investment and financ f investment and financ				
		ket and corporate finan		s world under uncert	anty	
		ning outcomes				
		ing the course "Principle	es of Investments and	Finance", the studen	ts will be able	
	ndersta	and the fundamentals in				e PV ap-
(ii) to a	ddress	the central problems in				
		and calculate the optim				
of taxe		of several other investr	nent opportunities and	i the capital market	scenario, especially	the initiaence
		, number of weekly cont	 tact hours, language —	- if other than Germa	n)	
V (2) +		,,			,	
		sessment (type, scope,	 language — if other tha	an German, examina	tion offered — if not	every seme-
		ion on whether module				every serife
written	exami	nation (approx. 60 minu	ites)			
Langua	age of a	ssessment: German an	d/or English			
Allocat	ion of _l	places				
Additio	onal inf	ormation				
Worklo	ad					
150 h						
Teachi	ng cycl	e				
Teaching cycle: winter semester						
Referred to in LPO I (examination regulations for teaching-degree programmes)						
Module	e appea	ars in				
Master	's degr	ee (1 major) China Busir	ness and Economics (2	2021)		
Bachel	or's de	gree (1 major) Business	Information Systems ((2021)		
Master's w mics (2021		r China Business and Econo-		enerated 19-Apr-2025 • exam CTS) China Business and Eco	-	page 135 / 540

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Bachelor's degree (1 major) Economathematics (2021) Bachelor's degree (1 major) Business Management and Economics (2021) Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2021) Bachelor's degree (1 major) Economathematics (2022) Bachelor's degree (1 major) Artificial Intelligence and Data Science (2022) exchange program Business Management and Economics (2022) Bachelor's degree (1 major) Artificial Intelligence and Data Science (2023) Bachelor's degree (1 major) Artificial Intelligence and Data Science (2023) Bachelor's degree (1 major) Mathematics (2023) Bachelor's degree (1 major) Business Information Systems (2023) Bachelor's degree (1 major) Economathematics (2023) Bachelor's degree (1 major) Business Management and Economics (2023) Bachelor's degree (1 major) Artificial Intelligence and Data Science (2023) Bachelor's degree (1 major) Artificial Intelligence and Economics (2023) Bachelor's degree (1 major) Artificial Intelligence and Economics (2023) Bachelor's degree (1 major) Artificial Intelligence and Economics (2023) Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2023) Bachelor's degree (1 major) Artificial Intelligence and Data Science (2024)

Module	title				Abbreviation	
Seminar: Decision Making and Incentive Design					12-IAO-212-m01	
AA - J. J.				Madula affanad ha		
Module				Module offered by		
holder (formati		Chair for Economics, Cont	ract Theory and In-	Faculty of Managem	ient and Economics	
ECTS		od of grading	Only after succ. com	nl of modulo(c)		
5		rical grade				
Duratio	r	Module level	Other prerequisites			
1 semes		undergraduate				
Conten						
This ser • Hidde • Recip • Task r	This seminar covers the following special topics in organisational economics: • Hidden costs of control - theory and evidence • Reciprocity and incentives - experimental evidence • Task meaning, respect, and performance effects - experimental evidence • Leadership - theory and evidence					
Intende	d learr	ning outcomes				
researc present	h ques their c	tions and to learn and ap	ply research method research both in writt	s. The seminar style	independently analyze current of the course teaches them to Students are enabled to critically	
Courses	s (type,	number of weekly conta	ct hours, language —	if other than Germa	n)	
S (2) Module	taught	t in: German and/or Engl	ish			
		essment (type, scope, la on on whether module ca			tion offered — if not every seme-	
		pprox. 10 pages) and pre ssessment: German and,		o minutes); (weighte	d 2:1)	
Allocati	on of p	olaces				
Additio	nal info	ormation				
Worklo	ad					
150 h						
Teachir	or cycle	a				
		e: each semester				
			lations for too ships			
Reierre		LPOI (examination regu	tations for teaching-C	iegree programmes)		
Module						
	-	ee (1 major) China Busine				
	Bachelor's degree (1 major) Business Information Systems (2021) Bachelor's degree (1 major) Economathematics (2021)					
	-	gree (1 major) Economati gree (1 major) Business N		nomics (2021)		
	-	gree (1 major, 1 minor) Bu	-		10r, 2021)	
	-	gree (1 major) Economath	-		. ,	
	-	gree (1 major) Business II		2023)		
	-	gree (1 major) Economath				
Bachelo	or's deg	gree (1 major) Business N	Nanagement and Eco	nomics (2023)		

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mics (2021)	cord Master (120 ECTS) China Business and Economics - 2021	



Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2023)

Module	title				Abbreviation	
International Money & Finance					12-IFM-212-m01	
Module		inator		Module offered by		
					ant and Factories	
	holder of the Senior Professorship for Economics, Money Faculty of Management and Economics and International Economic Relations					
ECTS		od of grading	Only after succ. con	npl. of module(s)		
5		rical grade		• •		
Duratio	n	Module level	Other prerequisites			
1 seme	ster	undergraduate				
Conten	ts					
moneta parts. T flows a	The module introduces students to exchange rate theory, the determinants of international financial flows and monetary open economy models for the analysis of monetary and fiscal policy. The module is divided into three parts. The first one covers exchange rates and the second one the balance of payments, international financial flows and financial market globalization. Based on these two, the third one focusses on economic policy applications including the exchange rate regime choice, exchange rate crises and optimum currency area theory.					
Intende	ed learr	ning outcomes				
moneta the mo	iry mod dule, st	lels. Students gain exper	tise on institutional a derstand current dev	aspects and theoretic	nalyzing practical examples with cal models. Having completed ational finance and apply models	
Course	s (type,	number of weekly conta	ct hours, language –	- if other than Germa	n)	
V (2) + Module	• •	t in: German and/or Engl	ish			
		essment (type, scope, la on on whether module ca			tion offered — if not every seme-	
		nation (approx. 60 minut ssessment: German and,				
Allocat	-					
Additio	nal info	ormation				
Worklo	ad					
150 h						
Teachi	ng cyclo	9				
		e: after announcement				
		LPOI (examination regu	lations for teaching-	degree programmes)		
				<u> </u>		
Module	appea	rs in				
		ee (1 major) China Busine	ess and Economics (2	2021)		
Bachel	Bachelor's degree (1 major) Business Information Systems (2021)					
	Bachelor's degree (1 major) Economathematics (2021)					
	-	gree (1 major) Business M	-		`	
	Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2021) Bachelor's degree (1 major) Economathematics (2022)					
		gree (1 major) Economatr gree (1 major) Business Iı		(2022)		
		gree (1 major) Economath	•	(2023)		
	-	gree (1 major) Business N	-	nomics (2023)		

Master's with 1 major China Business and Econo-	JMU Würzburg • generated 19-Apr-2025 • exam. reg. data re-	page 139 / 540
mics (2021)	cord Master (120 ECTS) China Business and Economics - 2021	



Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2023)

1 1

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Module title					Abbreviation	
Industrial Organization					12-110-212-m01	
Module	e coord	inator		Module offered by		
holder	of the (Chair of Industrial Econor	nics	Faculty of Managem	nent and Economics	
ECTS	Metho	od of grading	Only after succ. con	npl. of module(s)		
5	nume	rical grade				
Duratio	on	Module level	Other prerequisites			
1 seme	ster	undergraduate				
Conten	ts					
Description: The purpose of this course is to provide an introduction to the main concepts and analytical tools of the theory of industrial organisation. Industrial organisation studies examine how firms interact and compete with each other in the market. The focus is predominantly on markets characterised by imperfect competition (so-called oligopo- ly competition), i. e. markets where firms can exercise market power.						
1. Gam 2. Oligo 3. Prod	Outline of syllabus: 1. Games and strategy 2. Oligopoly 3. Product differentiation 4. Dynamic and repeated games					

- 5. Collusion
- 6. Market structure, entry and exit
- 7. Mergers
- 8. Vertical relations
- 9. Strategic behaviour by incumbent firms

This course will be taught in English.

Intended learning outcomes

The purpose of this course is to provide an introduction to the main concepts and analytical tools of the theory of industrial organization. Industrial organization studies how firms interact and compete with each other in the market. The focus is predominantly on markets characterized by imperfect competition, i.e. markets where firms can exercise market power. Students who complete this course will be able to comprehend and use simple game theoretic models of oligopoly competition. By using these models, they will be able to understand and suggest managerial policies. They will be able to comment on governmental remedies in case of market failure within the context of the existing competition laws.

This course will be taught in English.

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

V (2) + Ü (2)

Module taught in: German and/or English

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

a) written examination (approx. 60 to 120 minutes) or
b) term paper (approx. 10 pages) and presentation (approx. 15 minutes); (weighted 2:1)
Language of assessment: German and/or English

Allocation of places

Additional information

Workload

150 h

Teaching cycle

Teaching cycle: winter semester

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

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Module appears in

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

Bachelor's degree (1 major) Business Information Systems (2021)

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

Bachelor's degree (1 major) Business Management and Economics (2021)

Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2021)

Bachelor's degree (1 major) Economathematics (2022)

exchange program Business Management and Economics (2022)

Bachelor's degree (1 major) Business Information Systems (2023)

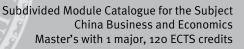
Bachelor's degree (1 major) Economathematics (2023)

Bachelor's degree (1 major) Business Management and Economics (2023)

Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2023)

Module title					Abbreviation	
Strategic and Innovation Management Module coordinator					12-IM-212-m01	
				Module offered by		
holder of the Chair of Entrepreneurship		ain and Stratagy	Faculty of Management and Economics			
ECTS		•		ompl. of module(s)	nent and Economics	>
		o d of grading rical grade		ompt. of module(s)		
5						
DurationModule level1 semesterundergraduate		Other prerequisites				
Conter		unuergraduate				
phasis lop the will con ting fro rous in	s will be e innova nsist of om Valu ndustrie	l provide students with on the application of t tion process starting w two core elements: 1. ' e": how can companies s such as world-class r ing outcomes	heoretical concepts t vith the idea and end 'Creating Value": hov s profit from innovati	o practical examples a ing with the market er v can companies creat ons? The course will u	and cases. The cour itry of an innovation e something new? a se practical example	se will deve- . The course and 2. "Profi- es from nume-
• 1 • 1 • 1 • 1 • 1 • 1	The imp The sour The New The role The imp How inn	he module students ar ortance of innovations rces of innovations Product Development s in the innovation pro ortance of intellectual ovations diffuse in the	process cess property rights market			
Course	es (type,	number of weekly con	itact hours, language	e — if other than Germa	an)	
V (2) +	• •					
Modul	e taugh	t in: German and/or En	glish			
		essment (type, scope, on on whether module			ation offered — if no	t every seme-
b) term c) oral	n paper examin	nination (approx. 60 m (as individual or group ation in groups of up to ssessment: German an	work; approx. 10 pa o 3 candidates (appr		indidate)	
Allocat	tion of p	olaces				
Additio	onal info	ormation				
Worklo	oad					
150 h						
-	ing cycl					
	ing cycle					
	_	e: summer semester				
Referre	ed to in	LPOI (examination reg	gulations for teachin	g-degree programmes)		
Modul	e appea	rs in				
	-	ee (1 major) China Busi				
	-	gree (1 major) Business	•	s (2021)		
	-	gree (1 major) Economa				
	-	gree (1 major) Business	-			
Daalar			Ducinoca Man	nt and Economica (MA:	nor agai	
		gree (1 major, 1 minor) China Business and Econo-		• generated 19-Apr-2025 • exan		page 143 / 540

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Bachelor's degree (1 major) Economathematics (2022) Master's degree (1 major) Media Entertainment (2022) Master's degree (1 major) Psychology of digital media (2022) exchange program Business Management and Economics (2022) Bachelor's degree (1 major) Business Information Systems (2023) Bachelor's degree (1 major) Economathematics (2023) Bachelor's degree (1 major) Business Management and Economics (2023) Bachelor's degree (1 major) Business Management and Economics (2023)

Module title Abbreviation								
Interna	International Marketing 12-INMA-211-m01							
Module coordinator Module								
Dean of the Faculty of Business Management and Economics				Faculty of Management and Economics				
ECTS	Meth	od of grading	Only after succ. con	pl. of module(s)				
5		rical grade						
Duratio	on	Module level	Other prerequisites					
1 seme	ster	undergraduate						
Conten	Contents							
practic the dyr market mulatio	es in a namic e s, oppe on, imp	eks to familiarize student n international environme environment of internation ortunities and threats on plementation and control managerial issues related	ent. They will learn th nal trade, culture, po global markets and c of international mark	e scope and challen litical, legal, and bus levelop decision-mal seting strategies. In p	ges of international siness systems of glo king skills for the su	marketing, obalizing ccessful for-		
		ning outcomes						
		required to study and pre nsify their knowledge and						
Course	s (type	, number of weekly conta	ict hours, language –	- if other than Germa	n)			
V (2) + Module		it in: German and/or Engl	ish					
		sessment (type, scope, la		an German, examina	tion offered — if not	everv seme-		
		ion on whether module ca				every serie		
b) Term c) Term d) oral	n paper 1 paper examir	mination (approx. 60 mir r (15 to 20 pages) or r (10 to 15 pages) and pres nation (approx. 20 minute assessment: German and	sentation (approx. 2c es)	o minutes); (weighted	d 2:1) or			
Allocat			0,0					
	nal inf	ormation						
Additio	onat ini	ormation						
 Worklo								
150 h	au							
Teachi	ng cycl	۵						
		e: no courses offered						
		LPOI (examination regu	lations for teaching.	legree programmes)				
Module appears in								
Bachel	or's de	gree (1 major) Economath	nematics (2015)					
	Bachelor's degree (1 major) Economathematics (2015) Bachelor's degree (1 major) Economathematics (2017)							
Master	Master's degree (1 major) China Business and Economics (2021)							
		gree (1 major) Business Ir	•	(2021)				
	Bachelor's degree (1 major) Economathematics (2021)							
	Bachelor's degree (1 major) Business Management and Economics (2021)							
	Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2021)							
		gree (1 major) Economath		anavatad da Annacasa a	rog data to	nago +		
Master's w mics (2021		i cinila dusiness allu ECONO-		enerated 19-Apr-2025 • exam CTS) China Business and Eco		page 145 / 540		

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exchange program Business Management and Economics (2022) Bachelor's degree (1 major) Business Information Systems (2023) Bachelor's degree (1 major) Economathematics (2023) Bachelor's degree (1 major) Business Management and Economics (2023) Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2023)

Module title					Abbreviation	
Interna	International Economics 12-IntÖk-152-mo1					
Module	e coord	inator		Module offered by		
holder	of the (Chair of International Eco	nomics	Faculty of Managem	nent and Economics	
ECTS	Metho	od of grading	Only after succ. con	npl. of module(s)		
5	nume	rical grade				
Duratio	on	Module level	Other prerequisites	;		
1 seme	ster	undergraduate				
Conten	ts					
<u>Conten</u>	<u>t</u>					
The ma riety) and tion and background I nterna II Interna II Interna 3 New T III Interna Literatu This con	The course starts with an introduction into facts, trends and issues pertaining to the real side of globalization. The main part of the course deals with explanations of international trade (comparative advantage, product va- riety) and for international factor movements (if time permits). Current issues and controversies (e.g. globaliza- tion and labor; globalization and the environment; migration within the European Union) are analyzed on this background. <u>Outline</u> I nternational Economics – Trends and current developments II Internationale Trade 1 Ricardian Theory: Labor productivity and comparative advantage 2 Heckscher-Ohlin-factor proportion theory and the general neoclassical model 3 New Trade Theory: Product differentiation, scale economies, firm heterogeneity III International Factor Movements [time permitting] <u>Literature</u> This course does not strictly follow a single textbook. The best general reference is: Krugman, P.R., M. Obstfeld, M.J. Melitz (2018), International Economics. Theory and policy (older versions will al-					
The cou	urse de	velops case studies that	use additional refere	ences.		
Intende	ed lear	ning outcomes				
side of defend acquire	the wo the ca the sc	rld economy: trade flows uses and consequences	and international fa of globalization both	ctor movements. The analytically as well a	evelopments concerning the real by are enabled to understand and as in an intuitive manner. They ongoing deepening of the interna-	
Course	s (type	, number of weekly conta	ct hours, language –	– if other than Germa	n)	
V (2) +	Ü (2)					
		sessment (type, scope, la on on whether module ca			tion offered — if not every seme-	
		nation (approx. 60 minut ssessment: German and,				
Allocat	ion of p	olaces				
Additional information						
Worklo	ad					
150 h						

Teaching cycle

Teaching cycle: summer semester

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

Module appears in

Bachelor's degree (1 major) Business Management and Economics (2015) Bachelor's degree (1 major) Economathematics (2015) Bachelor's degree (1 major) Business Information Systems (2015) Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2015) Master's degree (1 major) China Business and Economics (2016) Bachelor's degree (1 major) Business Information Systems (2016) Bachelor's degree (1 major) Economathematics (2017) Master's degree (1 major) China Business and Economics (2019) Bachelor's degree (1 major) Business Information Systems (2019) Bachelor's degree (1 major) Business Management and Economics (2019) Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2019) Bachelor's degree (1 major) Business Information Systems (2020) Master's degree (1 major) China Business and Economics (2021) Bachelor's degree (1 major) Business Information Systems (2021) Bachelor's degree (1 major) Economathematics (2021) Bachelor's degree (1 major) Business Management and Economics (2021) Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2021) Bachelor's degree (1 major) Economathematics (2022) exchange program Business Management and Economics (2022) Bachelor's degree (1 major) Business Information Systems (2023) Bachelor's degree (1 major) Economathematics (2023) Bachelor's degree (1 major) Business Management and Economics (2023) Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2023)

Module title Abbreviation						
Semina	Seminar: International Economics 12-IntÖk-FS-152-mo1					
Module	coord	inator		Module offered by		
	of the C	Chair of International Eco	nomics	Faculty of Managem	nent and Economics	
ECTS						
5	nume	rical grade				
Duratio		Module level	Other prerequisites			
1 seme	ster	undergraduate				
Conten	ts					
<u>Conten</u>	<u>t</u>					
de, and stems; <u>Literatu</u>	l Cities Global <u>Ire</u>	in international econom Outsourcing, Offshoring ization and the Environm articles and/or monogra	g and Multinational Fi nent; Trade, Multinati	rms; Competition of	Locations, Jurisdicti	ions and Sy-
		ning outcomes				
		rrent cutting-edge resea	rch students are ena	hled to analyze curro	ent research questio	ns and to
learn ai	nd app and re	ly research methods. The search both in written ar	e seminar style of the	course teaches then	n to present their ow	vn seminar
Course	s (type	, number of weekly conta	act hours, language –	- if other than Germa	n)	
S (2)			-			
		e ssment (type, scope, la on on whether module c			tion offered — if not	every seme-
		oprox. 15 pages) and pre ssessment: German and		minutes), weighted	3:1	
Allocat	ion of p	olaces				
by lot a numbe	mong a r of pla	Should the number of ap all applicants irrespectiv ces will be allocated in t s they become available.	e of their subjects. (2) he same procedure. () Places on all course	es of the module wit	h a restricted
Additio	nal inf	ormation				
Worklo	ad					
150 h						
Teachir	ng cvcl	9				
		e: each semester				
		LPOI (examination regu	lations for teaching.	legree programmes)		
			aatons for teaching-t			
Modula		rc in				
Module			Vanagement and Fac	nomics (2015)		
	Bachelor's degree (1 major) Business Management and Economics (2015) Bachelor's degree (1 major) Economathematics (2015)					
			-	(2015)		
	Bachelor's degree (1 major) Business Information Systems (2015) Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2015)					
		ee (1 major) China Busin				
	-	gree (1 major) Business I				
Master's wi mics (2021)		China Business and Econo-		enerated 19-Apr-2025 • exam CTS) China Business and Eco	-	page 149 / 540

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Bachelor's degree (1 major) Economathematics (2017) Master's degree (1 major) China Business and Economics (2019) Bachelor's degree (1 major) Business Information Systems (2019) Bachelor's degree (1 major) Business Management and Economics (2019) Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2019) Bachelor's degree (1 major) Business Information Systems (2020) Master's degree (1 major) China Business and Economics (2021) Bachelor's degree (1 major) Business Information Systems (2021) Bachelor's degree (1 major) Economathematics (2021) Bachelor's degree (1 major) Business Management and Economics (2021) Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2021) Bachelor's degree (1 major) Economathematics (2022) exchange program Business Management and Economics (2022) Bachelor's degree (1 major) Business Information Systems (2023) Bachelor's degree (1 major) Economathematics (2023) Bachelor's degree (1 major) Business Management and Economics (2023) Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2023)

					Abbreviation	
Manag	Managerial Accounting 12-IntUR-G-212-mo1					
Module	e coord	inator		Module offered by		
holder and Aco		Chair of Business Manage	ement, Controlling	Faculty of Managem	nent and Economics	
ECTS	Metho	od of grading	Only after succ. con	npl. of module(s)		
5	nume	rical grade				
Duratio	n	Module level	Other prerequisites			
1 seme	ster	undergraduate				
Conten	ts					
This con Outline 1. Mana 2. Mana 3. Diffe 4. Cost 5. Job c 6. Cost 7. Budg 8. Cost 9. Cost Reading	ContentsContent:This course offers an introduction to aims and methods of managerial accounting (cost accounting).Outline of syllabus:1. Managerial accounting and financial accounting2. Managerial accounting: basic terms3. Different types of costs4. Cost centre accounting based on total costs5. Job costing based on total costs6. Cost centre accounting and job costing based on direct/variable costs7. Budgeting and cost-variance analysis8. Cost-volume-profit analysis9. Cost information and operating decisionsReading:Coenenberg/Fischer/Günther: Kostenrechnung und Kostenanalyse, Stuttgart.					
<u> </u>		ning outcomes				
(i) set o (ii) defi the terr (iii) app	out the ne the ns; oly the	basic methods of interna	mpany's internal acc nal enterprise compu l corporate accountir	ounting and control; ting restriction and c ng and control on a fu		
Course	s (type	, number of weekly conta	ct hours, language –	- if other than Germa	n)	
V (2) + [.]	T (2)					
		sessment (type, scope, la on on whether module ca			tion offered — if not every seme-	
	written examination (approx. 60 minutes) Language of assessment: German and/or English					
Allocat	ion of p	olaces				
Additio	nal inf	ormation				
Worklo	Workload					
150 h						

Teaching cycle

Teaching cycle: summer semester

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

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Module appears in

Master's degree (1 major) China Business and Economics (2021) Bachelor's degree (1 major) Business Information Systems (2021) Bachelor's degree (1 major) Economathematics (2021) Bachelor's degree (1 major) Business Management and Economics (2021) Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2021) Bachelor's degree (1 major) Economathematics (2022) Bachelor's degree (1 major) Artificial Intelligence and Data Science (2022) Bachelor's degree (1 major) Artificial Intelligence and Data Science (2023) Bachelor's degree (1 major) Mathematics (2023) Bachelor's degree (1 major) Business Information Systems (2023) Bachelor's degree (1 major) Business Information Systems (2023) Bachelor's degree (1 major) Business Management and Economics (2023) Bachelor's degree (1 major) Attificial Intelligence and Data Science (2023) Bachelor's degree (1 major) Attificial Intelligence and Economics (2023) Bachelor's degree (1 major) Attificial Intelligence and Economics (2023) Bachelor's degree (1 major) Attificial Intelligence and Economics (2023) Bachelor's degree (1 major) Attificial Intelligence and Economics (2023) Bachelor's degree (1 major) Attificial Intelligence and Data Science (2024)

				Abbreviation		
	Economics of Information 12-lÖ-152-mo1					
Module	e coord	inator		Module offered by		
	holder of the Chair for Economics, Contract Theory and In- formation Economics					
ECTS	Metho	od of grading	Only after succ. con	npl. of module(s)		
5	nume	rical grade				
Duratio	on	Module level	Other prerequisites			
1 seme	ster	undergraduate				
Conten	ts					
Contents During the 1960/70s, microeconomic theory came to acknowledge that many (if not most) economic transactions are characterized by asymmetric distribution of information – i.e., at least one of the parties participating in a transaction usually is privy to information that the remaining parties do not have access to. This asymmetric distribution of information subsequently was recognized to be a major impediment for transactions to be economically efficient. Contract theory addresses the question how the inefficiencies arising from asymmetric distribution of information can best be mitigated by appropriate design of the contractual (or, more generally, institutional) framework that governs the transaction under consideration. This lecture covers the baseline models of "moral hazard" (i.e., situations where one party has private knowledge after a contract is signed). As applications we will address questions discussed in organizational, personnel or industrial economics, such as incentive design within organizations or the design of labor law regulations and competition laws. Even though we will work with precise mathematical formalizations of the ideas that we want to think and talk about, this course requires little more than a solid understanding of basic differential calculus. More important than having a solid mathematical background is having a strong interest in formal economic analysis and fun with logical thinking and puzzle solving.						
• L	affont ı	und Martimort (2002): "T	he Theory of Incentiv	es"		
Intende	ed learn	ning outcomes				
 After completing the course students will be able to explain essential findings of contract theory, apply the involved methods to given stylized examples on their own, interpret the properties of real-life contracts as the outcome of the interaction between two or more contracting parties in the presence of asymmetric information, evaluate government interventions with regard to their effect on the efficiency properties of the interaction between the contracting parties. 						
Course	s (type,	, number of weekly conta	ct hours, language –	- if other than Germa	in)	
V (2) +	Ü (2)					
		e ssment (type, scope, la on on whether module ca			tion offered — if not every seme-	
written	examir	nation (approx. 60 minut	es)			
Allocat						
Additio	nal info	ormation				
Worklo	ad					
150 h						

Teaching cycle

Teaching cycle: winter semester

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

Module appears in

Bachelor's degree (1 major) Business Management and Economics (2015) Bachelor's degree (1 major) Economathematics (2015) Bachelor's degree (1 major) Business Information Systems (2015) Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2015) Master's degree (1 major) China Business and Economics (2016) Bachelor's degree (1 major) Business Information Systems (2016) Bachelor's degree (1 major) Economathematics (2017) Master's degree (1 major) China Business and Economics (2019) Bachelor's degree (1 major) Business Information Systems (2019) Bachelor's degree (1 major) Business Management and Economics (2019) Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2019) Bachelor's degree (1 major) Business Information Systems (2020) Master's degree (1 major) China Business and Economics (2021) Bachelor's degree (1 major) Business Information Systems (2021) Bachelor's degree (1 major) Economathematics (2021) Bachelor's degree (1 major) Business Management and Economics (2021) Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2021) Bachelor's degree (1 major) Economathematics (2022) exchange program Business Management and Economics (2022) Bachelor's degree (1 major) Business Information Systems (2023) Bachelor's degree (1 major) Economathematics (2023) Bachelor's degree (1 major) Business Management and Economics (2023) Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2023)

	Module title				Abbreviation	
Information Processing within Organizations			zations		12-IV-161-m01	
Module coordinator				Module offered by		
		aculty of Business Manag	ement and Econo-	1	nent and Economics	
mics						
ECTS	1	od of grading	Only after succ. con	npl. of module(s)		
5	I	rical grade				
Duratio		Module level	Other prerequisites	i		
1 seme		graduate				
field. It	odule la covers				plores various aspects of the atest technologies, and their in-	
 □ □<	Data sto Busines Internal Cloud, c Data an Process	and project managemen orage, processing, and st is logic, algorithms, optir vs. external integration, operational models, platf d IT security /task mining, hyperautor ning outcomes	ructures nization, system arch technical interfaces orms, distributed led	itecture, microservic ger technology		
	-		anizations" module	aims to achieve the t	following learning outcomes:	
and 2. Anal proc 3. Deve tellig 4. Evalu	system ysis of esses, elopme gence to uation	architecture, can integra Business Processes: The and optimize system lan nt of Business Solutions o develop integrative bus	te new technologies y recognize and anal dscapes using ERP sy Students use their k iness solutions and ey have a deep unde	into systems, and de yze business informa ystems and project m nowledge of modern solve operational ch rstanding of IT secur	technologies and business in- allenges. ity and modern technologies, cri-	
Course	s (type	, number of weekly conta	ict hours, language –	- if other than Germa	n)	
V (2) +	Ü (2)					
		sessment (type, scope, la	inguage — if other th	an Carman avamina		
Metho	written examination (approx. 60 minutes) Language of assessment: German and/or English creditable for bonus					
Metho ster, in written Langua	age of a	ssessment: German and	an be chosen to earn es)		tion offered — if not every seme-	
Metho ster, in written Langua	age of a ble for	nation (approx. 60 minut ssessment: German and bonus	an be chosen to earn es)		tion offered — if not every seme-	
Metho ster, in written Langua credita	age of a ble for	nation (approx. 60 minut ssessment: German and bonus	an be chosen to earn es)		tion offered — if not every seme-	
Metho ster, in written Langua credita Allocat	age of a ble for ion of J	nation (approx. 60 minut ssessment: German and bonus	an be chosen to earn es)		tion offered — if not every seme-	
Metho ster, in written Langua credita Allocat	age of a ble for ion of J	nation (approx. 60 minut ssessment: German and bonus blaces	an be chosen to earn es)		tion offered — if not every seme-	
Metho ster, in written Langua credita Allocat	age of a ble for ion of p	nation (approx. 60 minut ssessment: German and bonus blaces	an be chosen to earn es)		tion offered — if not every seme-	
Methor ster, in written Langua credita Allocat Additic	age of a ble for ion of p	nation (approx. 60 minut ssessment: German and bonus blaces	an be chosen to earn es)		tion offered — if not every seme-	
Methoo ster, in written Langua credita Allocat Additic	age of a ble for ion of p onal inf	nation (approx. 60 minut ssessment: German and bonus blaces ormation	an be chosen to earn es)		tion offered — if not every seme-	

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

Module appears in

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

Module title				Abbreviation			
Busine	Business Cycle Analysis 12-Konj1-F-212-mo1						
Modul	e coord	instor		Module offered by			
				Faculty of Management and Economics			
head of the Work Group of Empirical Economics					ient and Economics		
ECTS		od of grading rical grade	Only after succ. con	ipi. of module(s)			
5		-					
Duration 1 seme		Module level undergraduate	Other prerequisites				
Conter		undergraduate					
subjec lecture terpret so take monet will als	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.						
	_	ning outcomes					
(i) are (ii) lea (iii) are policy	expose rn how e suppli which e	nables them to critically	ference equations ar are constructed; edge on the interacti access contemporan	nd learn how to solve on of business cycle eous policy.	s, asset markets and economic		
		, number of weekly conta	ct hours, language –	- if other than Germa	n)		
V (2) +							
		s essment (type, scope, la on on whether module ca			tion offered — if not every seme-		
b) term	n paper	nination (approx. 60 min (as individual or group w ation in groups of up to g	ork; approx. 10 page		ndidate)		
Alloca	tion of p	olaces					
Additio	onal inf	ormation					
Worklo	bad						
150 h							
Teachi	ng cycl	e					
Teachi	ng cycle	e: winter semester					
		LPOI (examination regu	lations for teaching-	degree programmes)			
		· · · · ·					
Modul	Module appears in						
		ee (1 major) China Busine	ess and Economics (a	2021)			
		gree (1 major) Business II					
		gree (1 major) Economath	•				
		gree (1 major) Business N		nomics (2021)			
		gree (1 major, 1 minor) Bu	-	and Economics (Mir	nor, 2021)		
		gree (1 major) Economath					
		gram Business Managem					
		gree (1 major) Business Ir					
Master's w mics (2021		r China Business and Econo-		enerated 19-Apr-2025 • exam CTS) China Business and Eco			



Bachelor's degree (1 major) Economathematics (2023) Bachelor's degree (1 major) Business Management and Economics (2023) Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2023)

Module	title				Abbreviation	
Manag	erial Ac	counting: cost-based d	ecision-making and c	ontrol	12-KR-152-m01	
Module	coord	inator		Module offered by		
	holder of the Chair of Business Management, Controlling Faculty of Management and Economics and Accounting					
ECTS		od of grading	Only after succ. con	npl. of module(s)		
5		rical grade		• • • •		
Duratio	n	Module level	Other prerequisites	;		
1 seme	ster	undergraduate				
Conten	ts		•			
perform	nance a (short-	ule will discuss basic pr accounting in the contex term production plannin yses).	t of decision-making.	The course will then	focus on decision-n	naking pro-
Intende	ed learr	ning outcomes				
countin dents w and cor	ig with vill be a ntrol as	rovides competences in regard to decision-maki able to understand and a well as be able to apply ad problem-solving abili	ng and internal contro assess the theoretical them to examples fr	ol processes. After co principles and inter om corporate practic	ompleting the course relationships in deci e. The goal is to pro	e unit, stu- ision-making
Course	s (type,	, number of weekly conta	act hours, language –	- if other than Germa	n)	
V (2) +	Ü (2)					
		essment (type, scope, la on on whether module c			tion offered — if not	every seme-
written	examir	nation (approx. 60 minu	tes)			
Allocat	ion of p	olaces				
Additio	nal inf	ormation				
Worklo	ad					
150 h						
Teachir	ng cycl	9				
		e: winter semester				
		LPOI (examination regi	lations for teaching.	degree programmes		
Modula	30000	rs in				
Module appears inBachelor's degree (1 major) Business Management and Economics (2015)Bachelor's degree (1 major) Economathematics (2015)Bachelor's degree (1 major) Business Information Systems (2015)Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2015)Master's degree (1 major) China Business and Economics (2016)Bachelor's degree (1 major) Business Information Systems (2016)Bachelor's degree (1 major) Economathematics (2017)Master's degree (1 major) China Business and Economics (2019)Bachelor's degree (1 major) China Business and Economics (2019)Bachelor's degree (1 major) Business Information Systems (2019)Bachelor's degree (1 major) Business Information Systems (2019)Bachelor's degree (1 major) Business Information Systems (2019)Bachelor's degree (1 major) Business Management and Economics (2019)Bachelor's degree (1 major) Business Management and Economics (2019)Bachelor's degree (1 major, 1 minor) Business Management and Economics (2019)						
Master's wi	th 1 major	China Business and Econo-		enerated 19-Apr-2025 • exam CTS) China Business and Ecc	-	page 159 / 540

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Bachelor's degree (1 major) Business Information Systems (2020) Master's degree (1 major) China Business and Economics (2021) Bachelor's degree (1 major) Business Information Systems (2021) Bachelor's degree (1 major) Economathematics (2021) Bachelor's degree (1 major) Business Management and Economics (2021) Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2021) Bachelor's degree (1 major) Economathematics (2022) exchange program Business Management and Economics (2022) Bachelor's degree (1 major) Business Information Systems (2023) Bachelor's degree (1 major) Business Information Systems (2023) Bachelor's degree (1 major) Business Management and Economics (2023) Bachelor's degree (1 major) Business Management and Economics (2023) Bachelor's degree (1 major) Business Management and Economics (2023) Bachelor's degree (1 major, 1 minor) Business Management and Economics (2023)

Module				Abbreviation	
Semina	ar: Business cycles, corporate	finance and asset mar	kets	12-KUV-211-m01	
Module coordinator			Module offered by	<u> </u>	
head of the Work Group of Empirical Economic		conomics		nent and Economics	
ECTS	Method of grading	Only after succ. con			
5	numerical grade				
Duratio		Other prerequisites			
1 semes					
Conten		1			
intersed porate t rate cha interact thodolo	dul is located in the nexus of b ction between economics and fiannce and aset markets. Con anges by the central bank on th t" and "what is the interrelatio ogical point of view the course lies. Students are guided to de	finance the modul adr cretely students can w ne housing market", " nship bewtween finan targets to built on exis	esses the interaction vork on subjects like how do asset marke cing conditions and sting methological to	n between business "what is the impact ts and household co the business cycle". oolkits aquired durin	cycles, cor- of interest nsumption . From a me- g the bache-
Intende	ed learning outcomes				
	dul equips students with the n tudents need to present their f				interest. Be-
Courses	s (type, number of weekly cont	act hours, language –	- if other than Germa	n)	
S (2)					
ster, inf term pa	d of assessment (type, scope, l formation on whether module aper (approx. 15 pages) and pre	can be chosen to earn	a bonus)		every seme-
Allocat	ion of places				
		_			
Additio	nal information				
		_			
Worklo	ad				
150 h					
Teachir	ng cycle				
Teachir	ng cycle: each semester				
Referre	d to in LPO I (examination reg	ulations for teaching-	degree programmes)		
Module	e appears in				
Module appears in Bachelor's degree (1 major) Business Management and Economics (2015) Bachelor's degree (1 major) Economathematics (2015) Bachelor's degree (1 major) Business Information Systems (2015) Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2015) Bachelor's degree (1 major) Business Information Systems (2016) Bachelor's degree (1 major) Economathematics (2017) Bachelor's degree (1 major) Business Information Systems (2019) Bachelor's degree (1 major) Business Management and Economics (2019) Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2019) Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2019) Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2019) Bachelor's degree (1 major) Business Information Systems (2020) Master's degree (1 major) China Business and Economics (2021)					
Master's wi mics (2021)	ith 1 major China Business and Econo-		enerated 19-Apr-2025 • exam CTS) China Business and Ecc		page 161 / 540

Julius-Maximilians-UNIVERSITÄT WÜRZBURG

Bachelor's degree (1 major) Business Information Systems (2021) Bachelor's degree (1 major) Economathematics (2021) Bachelor's degree (1 major) Business Management and Economics (2021) Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2021) Bachelor's degree (1 major) Economathematics (2022) exchange program Business Management and Economics (2022) Bachelor's degree (1 major) Business Information Systems (2023) Bachelor's degree (1 major) Economathematics (2023) Bachelor's degree (1 major) Business Management and Economics (2023) Bachelor's degree (1 major) Business Management and Economics (2023) Bachelor's degree (1 major) Business Management and Economics (2023)

Module	e title			Abbreviation		
Seminar: Labour Economics					12-LES-211-m01	
Module	e coord	inator		Module offered by	· · · · · · · · · · · · · · · · · · ·	
holder	ofthe	Chair of Labour Economic	S	Faculty of Management and Economics		
ECTS	Meth	od of grading	Only after succ. con	npl. of module(s)		
5	nume	rical grade				
Duratio	on	Module level	Other prerequisites			
1 seme	ester	undergraduate				
Conten	Contents					

This course provides an introduction into modern labor economics. The lecture will cover the following three core topics:

I. Structure of the labor market

1. Labor supply

2. Labor demand

3. Labor market equilibrium

The objective of this part is to provide an understanding of the determinants of labor supply and labor demand and how they match and finally reach an equilibrium. This also implies studying the design and effects of policy interventions in order to combat inefficiencies.

II. Wage formation

4. Human capital formation

- 5. Compensating wage differentials
- 6. Discrimination

7. Wage structure and inequality

The objective of the second part to investigate the different determinants of wages and to understand the reasons (justified or unjustified) why some people earn more than others.

III. Unemployment

The third and last part of the lecture deals with one of the biggest challenges to policy makers: unemployment.

Intended learning outcomes

Participants will be familiarized with the core theoretical models of modern labor economics and the basic methods of modern empirical labor economics. As such the course will be divided into two parts: the lecture where the theory is taught as well as the exercise class which are "hands on" sessions in order to be able to conduct an economic analysis both theoretically as well as empirically.

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

S (2)

Module taught in: German and/or English

Method of assessment (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. 15 minutes), weighted 3:2 Language of assessment: German and/or English

Allocation of places

--

Additional information

--

Workload

150 h

Teaching cycle

Teaching cycle: after announcement

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

--

Module appears in

Bachelor's degree (1 major) Economathematics (2015)

Bachelor's degree (1 major) Economathematics (2017)

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

Bachelor's degree (1 major) Business Information Systems (2021)

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

Bachelor's degree (1 major) Business Management and Economics (2021)

Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2021)

Bachelor's degree (1 major) Economathematics (2022)

exchange program Business Management and Economics (2022)

Bachelor's degree (1 major) Business Information Systems (2023)

Bachelor's degree (1 major) Economathematics (2023)

Bachelor's degree (1 major) Business Management and Economics (2023)

Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2023)

Module title					Abbreviation	
Seminar: Logistics & Supply Chain Management 12-LSCM-212-mo1						
Module	e coord	inator		Module offered by		
holder of the Chair of Logistics and Quantitative Method			antitative Methods	· · · ·	pent and Economics	
holder of the Chair of Logistics and Quantitative MethodsFaculty of Management and EconomicsECTSMethod of gradingOnly after succ. compl. of module(s)						
5		rical grade				
Duratio		Module level	Other prerequisites			
1 seme		undergraduate				
Conten	ts					
		e, students will learn, on a methods to optimise thei			ccessfully implemented quantita- management.	
Intende	ed lear	ning outcomes				
1. unde 2. evalu 3. unde	erstand uate an erstand	d critique the results of s , describe, and evaluate	solve practical probl uch models, and the limits of such mo	dels.	supply chain management,	
	s (type	, number of weekly conta	ct hours, language –	- if other than Germa	n)	
S (2)						
		sessment (type, scope, la on on whether module ca	0 0		tion offered — if not every seme-	
		ation (approx. 10 to 15 pa ssessment: German and,		on (approx. 10 minut	es), (weighted 2:1)	
Allocat	ion of p	olaces				
(1) App on. (2) availab plicant	licants When p le plac s with t	who have already achiev places are allocated in ac es, places will be allocate he same average grade,	ed a total of 90 ECTS cordance with (1) and ed according to the a	credits or more will d the number of app verage grade of asse	es will be allocated as follows: be given preferential considerati- lications exceeds the number of essments taken so far; among ap-	
Additio	onal inf	ormation				
Worklo	ad					
150 h						
Teachi	ng cycl	e				
Teachir	ng cycle	e: after announcement				
Referre	ed to in	LPOI (examination regu	lations for teaching-o	degree programmes)		
Module	e appea	ins in				
	-	ee (1 major) China Busine				
	Bachelor's degree (1 major) Business Information Systems (2021)					
		gree (1 major) Economath		nomics (acar)		
		gree (1 major) Business N gree (1 major, 1 minor) Bu	-		10r 2021)	
		gree (1 major) Economath	-		101, 2021)	
		gram Business Managem		2022)		
		gree (1 major) Business Ir				
Bachel	or's de	gree (1 major) Economath	rematics (2023)			

Master's with 1 major China Business and Econo-	JMU Würzburg • generated 19-Apr-2025 • exam. reg. data re-	page 165 / 540
mics (2021)	cord Master (120 ECTS) China Business and Economics - 2021	



Bachelor's degree (1 major) Business Management and Economics (2023) Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2023)

Module	Module title Abbreviation				
Market	s & Ma	inagement 1			12-M&M-1-212-m01
Module	e coord	inator		Module offered by	
	f the Fa	aculty of Business Manag	ement and Econo-	Faculty of Managen	nent and Economics
mics ECTS Method of grading		Only after succ. con	nl of module(s)		
5		rical grade			
Duratio		Module level	Other prerequisites		
1 seme	ster	graduate			
Conten	Contents				
• c • a • c	 This module serves the purpose of transferring credits from courses taken at other German or non-German universities additional courses offered on a short-term basis courses offered by new Chairs that are yet to be included in the FSB (subject-specific provisions) The holders of the respective Chairs will ensure that the courses are eligible for credit transfer. 				
Intend	ed lear	ning outcomes			
As a re	sult of	accrediting multiple kind	s of modules, a desc	ription of acquired s	kills cannot be given.
Course	s (type	, number of weekly conta	ict hours, language –	- if other than Germa	n)
V (2) +	Ü (2)				
		sessment (type, scope, la ion on whether module ca			tion offered — if not every seme-
b) term c) oral	paper examin	mination (approx. 60 mir (10 to 15 pages) and pres ation (approx. 20 minute ssessment: German and	sentation (approx. 20 es)	o minutes); (weighted	d 2:1) or
Allocat	ion of j	olaces			
Additio	onal inf	ormation			
Worklo	ad				
150 h					
	Teaching cycle				
Teachi	Teaching cycle: no courses offered				
		LPOI (examination regu	lations for teaching-	degree programmes)	
Module	e appea	ars in			
		ee (1 major) China Busine	ess and Economics (2	2021)	
	Bachelor's degree (1 major) Business Management and Economics (2021)				

Module	Module title Abbreviation				
Market	ts & Ma	nagement 2			12-M&M-2-212-m01
Module	e coord	inator		Module offered by	
Dean o mics	f the Fa	culty of Business Manag	ement and Econo-	p- Faculty of Management and Economics	
ECTS					
5	nume	rical grade			
Duratio	on	Module level	Other prerequisites		
1 seme	ster	graduate			
Conten	Contents				
Intende	ed learr	ning outcomes			
Course	s (type	, number of weekly conta	ict hours, language —	- if other than Germa	n)
V (2) +	Ü (2)				
		e ssment (type, scope, la on on whether module ca			tion offered — if not every seme-
b) term c) oral	ı paper examin	nination (approx. 60 min (10 to 15 pages) and pres ation (approx. 20 minute ssessment: German and,	sentation (approx. 20 es)	minutes); (weighted	d 2:1) or
Allocat	ion of p	olaces			
Additio	onal info	ormation			
Worklo	ad				
150 h					
Teachi	ng cycl	e			
Teachir	ng cycle	e: no courses offered			
Referre	ed to in	LPOI (examination regu	lations for teaching-o	degree programmes)	
Module	e appea	in in			
Master	's degre	ee (1 major) China Busine	ess and Economics (2	2021)	
Bachel	or's deg	gree (1 major) Business N	Aanagement and Eco	nomics (2021)	

Module	Module title Abbreviation				
Market	s & Ma	nagement 3			12-M&M-3-212-m01
Module	e coord	inator		Module offered by	
Dean of the Faculty of Business Manag mics		culty of Business Manag	ement and Econo-	and Econo- Faculty of Management and Economics	
		Only after succ. con	npl. of module(s)		
5	nume	rical grade			
Duratio	on	Module level	Other prerequisites		
1 seme	ster	graduate			
Conten	Contents				
• c • a • c	 This module serves the purpose of transferring credits from courses taken at other German or non-German universities additional courses offered on a short-term basis courses offered by new Chairs that are yet to be included in the FSB (subject-specific provisions) The holders of the respective Chairs will ensure that the courses are eligible for credit transfer. 				
Intend	ed lear	ning outcomes			
As a re	sult of	accrediting multiple kind	s of modules, a desc	ription of acquired s	kills cannot be given.
Course	s (type	, number of weekly conta	ct hours, language –	- if other than Germa	n)
V (2) +	Ü (2)				
		essment (type, scope, la on on whether module ca			tion offered — if not every seme-
b) term c) oral	paper examin	mination (approx. 60 min (10 to 15 pages) and pres ation (approx. 20 minute ssessment: German and,	sentation (approx. 20 es)	minutes); (weighted	d 2:1) or
Allocat	ion of j	olaces			
Additio	onal inf	ormation			
Worklo	ad				
150 h					
	Teaching cycle				
	Teaching cycle: no courses offered				
		LPOI (examination regu	lations for teaching-o	degree programmes)	
Module	e appea	urs in			
			ess and Economics (2	2021)	
	Master's degree (1 major) China Business and Economics (2021) Bachelor's degree (1 major) Business Management and Economics (2021)				

Module	Module title Abbreviation				
Market	s & Ma	nagement 4			12-M&M-4-212-m01
Module	e coord	inator		Module offered by	
Dean o mics	f the Fa	aculty of Business Manag	ement and Econo-	Faculty of Managen	nent and Economics
ECTS Method of grading O		Only after succ. con	npl. of module(s)		
5	nume	rical grade			
Duratio		Module level	Other prerequisites		
1 seme	ster	graduate			
Conten	ts				
• c • a • c	 This module serves the purpose of transferring credits from courses taken at other German or non-German universities additional courses offered on a short-term basis courses offered by new Chairs that are yet to be included in the FSB (subject-specific provisions) The holders of the respective Chairs will ensure that the courses are eligible for credit transfer 				
Intend	ed lear	ning outcomes			
As a re	sult of a	accrediting multiple kind	s of modules, a desc	ription of acquired s	kills cannot be given.
Course	s (type	, number of weekly conta	ict hours, language –	- if other than Germa	n)
V (2) +	Ü (2)				
		sessment (type, scope, la ion on whether module ca			tion offered — if not every seme-
b) term c) oral	paper examin	mination (approx. 60 mir (10 to 15 pages) and pres ation (approx. 20 minute ssessment: German and	sentation (approx. 20 es)	minutes); (weighted	d 2:1) or
Allocat	ion of j	olaces			
Additio	onal inf	ormation			
Worklo	ad				
150 h					
	Teaching cycle				
	Teaching cycle: no courses offered				
		LPOI (examination regu	lations for teaching-o	degree programmes)	
				<u> </u>	
Module	e appea	ars in			
		ee (1 major) China Busine	ess and Economics (2	2021)	
	Bachelor's degree (1 major) Business Management and Economics (2021)				

Applie	e title				Abbreviation
	d Empi	rical Macroeconomics			12-M-AEM-211-m01
Modul	e coord	inator		Module offered by	
		Chair of Monetary Econo	mics and Internatio-		nent and Economics
		Markets			
ECTS	Meth	od of grading	Only after succ. con	npl. of module(s)	
5	nume	rical grade			
Durati	on	Module level	Other prerequisites	;	
1 seme	ester	graduate			
Conter	nts				
des an	n overvie		omic issues and emp		rical macroeconomics. This inc well as multivariate time series
Intend	led lear	ning outcomes			
cal ma discus	croecon sion of	nomic analysis. Besides their limitations, studer	a theoretical knowled its should also be able	lge of commonly use e to conduct empiric	methods used in applied empired empired empirical models and a critical analyses themselves.
		, number of weekly cont	act hours, language –	- If other than Germa	in)
V (2) + Modul		t in: English			
			anguage — if other th	an German, examina	tion offered — if not every sem
		ion on whether module of			, , , , , , , , , , ,
	X. 30 IIII	nutes)		ninutes, groups of 2:	approx. 20 minutes, groups of
Langua		nutes) ssessment: English bonus		nnutes, groups of 2:	approx. 20 minutes, groups of
Langua credita	age of a	ssessment: English bonus		nnutes, groups of 2:	approx. 20 minutes, groups of
Langua credita Allocat	age of a able for tion of 	ssessment: English bonus places		nnutes, groups of 2:	approx. 20 minutes, groups of
Langua credita Allocat	age of a able for tion of 	ssessment: English bonus		ninutes, groups of 2:	approx. 20 minutes, groups of
Langua credita Allocat	age of a able for tion of 	ssessment: English bonus places		nnutes, groups of 2:	approx. 20 minutes, groups of
Langua credita Allocat	age of a able for tion of p onal inf	ssessment: English bonus places		ninutes, groups of 2:	approx. 20 minutes, groups of
Langua credita Allocat Additio	age of a able for tion of p onal inf	ssessment: English bonus places		ninutes, groups of 2:	approx. 20 minutes, groups of
Langua credita Allocat Additio Worklo 150 h	age of a able for tion of p onal inf	ssessment: English bonus places ormation		ninutes, groups of 2:	approx. 20 minutes, groups of
Langua credita Allocat Additio Worklo 150 h Teachi	age of a able for tion of p onal inf oad	ssessment: English bonus places ormation		ninutes, groups of 2:	approx. 20 minutes, groups of
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Langua credita Allocat Additio Worklo 150 h Teachi Teachi	age of a able for tion of p onal inf oad ing cycl	ssessment: English bonus places ormation e e: after announcement			
Langua credita Allocat Worklo 150 h Teachi Teachi Referro	age of a able for tion of p onal inf oad ing cycl	ssessment: English bonus places formation e e: after announcement LPO I (examination reg			
Langua credita Allocat Worklo 150 h Teachi Teachi Referro Modul	age of a able for tion of p onal inf oad ing cycl ed to in	ssessment: English bonus places formation e e: after announcement LPO I (examination reg	ulations for teaching-		
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Langua credita Allocat Morklo 150 h Teachi Teachi Referro Modul Master Master Master	age of a able for tion of p onal inf oad ing cycle ing cycle ed to in ed to in r's degr r's degr	ssessment: English bonus places ormation e e: after announcement LPO I (examination reg ars in ee (1 major) Managemen ee (1 major) Internationa ee (1 major) China Busir	ulations for teaching- nt (2018) al Economic Policy (20 ness and Economics (20	degree programmes) 118) 2021)	
Langua credita Allocat Additio Worklo 150 h Teachi Teachi Referro Modul Master Master Master Master	age of a able for tion of p onal inf oad ing cycl ed to in e appea r's degr r's degr r's degr r's degr	ssessment: English bonus places ormation e e: after announcement LPO I (examination reg ars in ee (1 major) Managemen ee (1 major) Internationa ee (1 major) China Busir ee (1 major) China Langu	ulations for teaching- nt (2018) al Economic Policy (20 ness and Economics (20 uage and Economy (20)	degree programmes) 118) 2021)	
Langua credita Allocat Additio Worklo 150 h Teachi Teachi Referro Modul Master Master Master Master Master	age of a able for tion of p onal inf oad ing cycle ed to in ed to in r's degr r's degr r's degr r's degr	ssessment: English bonus places ormation e e: after announcement LPO I (examination reg ars in ee (1 major) Management ee (1 major) Internationate ee (1 major) China Busir ee (1 major) China Langu ee (1 major) Economathe	ulations for teaching- nt (2018) al Economic Policy (20 ness and Economics (2 uage and Economy (20 ematics (2021)	degree programmes) 118) 2021)	
Langua credita Allocat Additio Worklo 150 h Teachi Teachi Referro Modul Master Master Master Master Master Master	age of a able for tion of p onal inf oad ing cycle ed to in r's degr r's degr r's degr r's degr r's degr r's degr	ssessment: English bonus places ormation e e: after announcement LPO I (examination reg ars in ee (1 major) Managemen ee (1 major) Internationa ee (1 major) China Busir ee (1 major) China Langu ee (1 major) Economatho ee (1 major) Internationa	ulations for teaching- nt (2018) al Economic Policy (20 ness and Economics (20 uage and Economy (20 ematics (2021) al Economic Policy (20	degree programmes) 118) 2021)	
Langua credita Allocat Modulio 150 h Teachi Teachi Referro Modul Master Master Master Master Master Master Master	age of a able for tion of j onal inf oad ing cycle ing cycle ed to in ed to in r's degr r's degr r's degr r's degr r's degr r's degr	ssessment: English bonus places ormation e e: after announcement LPO I (examination reg ars in ee (1 major) Management ee (1 major) Internationate ee (1 major) China Busir ee (1 major) China Langu ee (1 major) Economathe	ulations for teaching- nt (2018) al Economic Policy (20 ness and Economics (20 uage and Economy (20 ematics (2021) al Economic Policy (20 nt (2022)	degree programmes) 118) 2021)	
Langua credita Allocat Additio Worklo 150 h Teachi Teachi Referro Master Master Master Master Master Master Master Master Master	age of a able for tion of p onal inf oad ing cycle ing cycle ed to in r's degr r's degr r's degr r's degr r's degr r's degr r's degr r's degr	ssessment: English bonus places ormation e e e: after announcement LPO I (examination reg ars in ee (1 major) Managemen ee (1 major) Internationa ee (1 major) China Busir ee (1 major) China Busir ee (1 major) China Langu ee (1 major) Internationa ee (1 major) Internationa ee (1 major) Internationa	ulations for teaching- nt (2018) al Economic Policy (20 ness and Economy (20 ematics (2021) al Economic Policy (20 nt (2022) ematics (2022)	degree programmes) 118) 2021)	



exchange program Business Management and Economics (2022)

Module	e title				Abbreviation	
Employ	ment L	aw			12-M-AFW-161-m01	
Module	e coord	inator		Module offered by	<u> </u>	
Dean o mics	f the Fa	culty of Business Man	agement and Econo-	· · ·	nent and Economics	
ECTS	Metho	od of grading	Only after succ. con	npl. of module(s)		
5		rical grade		• • • •		
Duratio	on	Module level	Other prerequisites	i		
2 seme	2 semester graduate					
Conten	ts					
Conten	Contents: employment and labour law and works constitution law incl. collective agreement law					
Employ	vment a	and Labour law				
Legal s	ources	of employment and lal	oour law			
Definiti	ions, er	nployment and labour	law, employees			
The em	ployme	ent contract				
td • G • C • C • C • C • C • C • C • C • C • C	 Job application, permissible and impermissible questions in job interviews, consequences of lying, contesting the employment contract General Equal Treatment Act, claims for damages by applicants Conclusion of an employment contract, form, evidence under the Law of Proof of Substantial Conditions Applicable to the Employment Relationship Contents of the employment contract, company practice, overall commitment, reservation of the right of voluntariness and revocation General terms and conditions of business and control of terms and conditions of employment, invalid clauses and their consequences Limitation of the term of the employment relationship Primary and secondary duties Employer's right to issue instructions, permissible and impermissible instructions 					Conditions he right of nt, invalid
• 0	ontinu	ed payment of wages i	n the event of illness, r	estrictions		
Severe	disabil	lity, special rights and	protection against disn	nissal		
Workin	g hours	s and the Working Hou	rs Act			
The wa	The warning, formal and material requirements, consequences					
Termin	Termination of employment					
• T • F • C • B • P • D	ermina ormal r Ordinary Behavio Person-I Dismiss	ral termination related (illness-related) al for operational reaso	ons			
Master's wi mics (2021)		r China Business and Econo-		enerated 19-Apr-2025 • exam CTS) China Business and Eco	-	page 173 / 540

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• Special protection against dismissal

Works constitution law incl. collective bargaining law

Legal sources of works constitution law

Definitions, company, works council, employee

The works council and its role

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

Material co-determination of the works council, participation

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

Co-determination in the narrower sense

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

Co-determination rights

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

Collective bargaining law

Definition, contractual and normative part, legal effect

Application of collective agreements, parties of collective agreements

Dynamic and static clauses referring to a collective agreement

Collective agreement and company agreements, blocking effect of collective agreement

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

Intended learning outcomes

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

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mics (2021)	

Students gain solid basic knowledge of employment and labour law, the works council and its tasks and an overview of collective agreement law. At the same time, methodically and substantively sound legal knowledge is conveyed and practical relevance is established with case studies and current case law.

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

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

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

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

S (2)

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

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

Allocation of places

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

Additional information

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Workload

150 h

Teaching cycle

Teaching cycle: each semester

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

Module appears in	appears in
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Master's degree (1 major) Economat	Master's degree (1 major) Economathematics (2016)				
Master's degree (1 major) Business Management (2015)					
Master's degree (1 major) China Bus	iness and Economics (2016)				
Master's degree (1 major) Internation	Master's degree (1 major) International Economic Policy (2015)				
Master's degree (1 major) China Language and Economy (2016)					
Master's degree (1 major) Manageme	Master's degree (1 major) Management (2018)				
Master's degree (1 major) China Bus	Master's degree (1 major) China Business and Economics (2019)				
Master's degree (1 major) China Language and Economy (2019)					
Master's degree (1 major) China Business and Economics (2021)					
Master's degree (1 major) China Language and Economy (2021)					
Master's with 1 major China Business and Econo- mics (2021)	JMU Würzburg • generated 19-Apr-2025 • exam. reg. data re- cord Master (120 ECTS) China Business and Economics - 2021	page 175 / 540			

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

Module title				Abbreviation	
Macroeconom	ics 1			12-Mak1-G-212-m01	
Module coord	inator		Module offered by	<u> </u>	
holder of the Chair of International Eco		nomics	Faculty of Managen	nent and Economics	
ECTS Method of grading		Only after succ. con	npl. of module(s)		
5 numerical grade					
Duration	Module level	Other prerequisites			
1 semester	undergraduate				
Contents	Contents				
 wages and priconcepts which change risk, performed balances in the sis). Outline of syllaries of syllaries of the sis of the mean sector of the mean sector of the sec	ces) and in the short terr h are of central importan urchasing power parity). e global economy; quest abus: omic issues and character f macroeconomics usurement of economic a elationships sic long-term model of the and Inflation sic long-term model of a oyment hedium-term relationship ions of economic activity M model of a closed econ M model of an open ecor te supply and Phillips cu ion and outlook	n (with fixed wages a fice in a globalised en The explanations wil ions related to the Eu eristics ctivity ne closed economy small open economy small open economy re to an introduction nomy rve	nd prices). The cours ivironment (e. g. inte l be applied to curre uropean monetary ur	n - in the long run (with flexible se will familiarise students with rest rate arbitrage, foreign ex- nt issues (e. g. current account nion and the global financial cri-	

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 (2) + T (2)

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

written examination (approx. 60 minutes)

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mics (2021)	cord Master (120 ECTS) China Business and Economics - 2021	

Language of assessment: German and/or English

Allocation of places

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Additional information

Workload

150 h

Teaching cycle

Teaching cycle: winter semester

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

Module appears in

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

Bachelor's degree (1 major) Business Information Systems (2021)

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

Bachelor's degree (1 major) Business Management and Economics (2021)

Bachelor's degree (1 major) Economathematics (2022)

exchange program Business Management and Economics (2022)

Bachelor's degree (1 major) Mathematics (2023)

Bachelor's degree (1 major) Business Information Systems (2023)

Bachelor's degree (1 major) Economathematics (2023)

Bachelor's degree (1 major) Business Management and Economics (2023)

Module title					Abbreviation	
Macroeconomics 2 12-Mak2-G-212-mo1						
Module coordinator				Module offered by		
holder of the Chair of Public Finance				Faculty of Management and Economics		
ECTS	1	od of grading	Only after succ. compl. of module(s)			
5	1	rical grade				
Durati		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 grow- th theory, they know the microeconomic foundations of modern macroeconomic theory and understand the in- tertemporal budget constraint of the government. Therefore they are able to discuss the growth and distributio- nal consequences of policy reforms by applying simple economic models.						
Courses (type, number of weekly contact hours, language — if other than German)						
V (2) + T (2)						
Method of assessment (type, scope, language — if other than German, examination offered — if not every seme- ster, information on whether module can be chosen to earn a bonus)						
written examination (approx. 60 minutes) Language of assessment: German and/or English						
Allocation of places						
Additional information						
Workload						
150 h						
Teaching cycle						
Teaching cycle: summer semester						
Referred to in LPO I (examination regulations for teaching-degree programmes)						
Module appears in						
Master's degree (1 major) China Business and Economics (2021)						
Bachelor's degree (1 major) Business Information Systems (2021)						
Bachelor's degree (1 major) Economathematics (2021)						
Bachelor's degree (1 major) Business Management and Economics (2021)						
Bachelor's degree (1 major) Economathematics (2022)						
exchange program Business Management and Economics (2022) Bachelor's degree (1 major) Mathematics (2023)						
Bachelor's degree (1 major) Mathematics (2023) Master's with 1 major China Business and Econo- JMU Würzburg • generated 19-Apr-2025 • exam. reg. data re- page 179 / 540						
mics (202:				CTS) China Business and Eco	-	1



Bachelor's degree (1 major) Business Information Systems (2023) Bachelor's degree (1 major) Economathematics (2023) Bachelor's degree (1 major) Business Management and Economics (2023)

Module title			Abbreviation			
Advanc	ed Mic	roeconomics			12-M-AM-182-m01	
Module	e coord	inator		Module offered by		
holder formati		Chair for Economics, Co nomics	ntract Theory and In-	- Faculty of Management and Economics		
ECTS Method of grading Only after succ.				npl. of module(s)		
5 numerical grade						
Duration Module level Other prerequisites						
1 seme	ster	graduate				
Conten	ts					
foundat lysis an al decis riskless and lim Throug	tion to nd givin sion ma s consu litation hout th	nicroeconomic theory of a theory of aggregate e g policy advice. This le aking and behavior. Spe mer choice, choice und s of these models. e lecture, we will work	conomic outcomes, wh cture addresses the co ecifically, students will ler risk and intertempo with precise mathemat	nich then can be app re building block of come to understand oral choice and learn cical formalizations o	vlied for conducting v this thought comple I in detail the standa about the empirical	welfare ana- x: individu- ird models of challenges vant to think
(e.g., di it will a introdu	ifferent llow to ced an	t. In consequence, a so ial calculus and constra focus on the underlying d explained along the v lvanced mathematical l	ained optimization; ba g economic intuition. H vay, such that a strong	sic set theory; integr lowever, every requi	ration by parts) will b red mathematical co	be helpful as ncept will be
The exp	ositior	n is primarily based on	the standard graduate	textbooks		
		ell, Whinston and Gree d Reny (2001): "Advand				
Intende	ed learı	ning outcomes				
• e: • a	xplain pply th	ng the course students essential findings of mi e involved methods to re in which real life situ	croeconomic theory, given stylized example			
Course	s (type	, number of weekly con	tact hours, language –	- if other than Germa	n)	
V (2) + Module	• •	t in: English				
		essment (type, scope, on on whether module			tion offered — if not	every seme-
b) term	paper ge of a	nination (approx. 60 m (approx. 15 pages) ssessment: English bonus	inutes) or			
Allocat	ion of p	olaces				
Additio	nal inf	ormation				
Worklo	ad					
150 h						
Teachir	ng cycl	e				
		e: summer semester				
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mics (2021)			cord Master (120 E	CTS) China Business and Eco	nomics - 2021	

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

Module appears in

Master's degree (1 major) Management (2018) Master's degree (1 major) International Economic Policy (2018) Master's degree (1 major) China Business and Economy (2019) Master's degree (1 major) China Language and Economy (2019) Master's degree (1 major) Information Systems (2019) Master's degree (1 major) China Business and Economics (2021) Master's degree (1 major) China Language and Economy (2021) Master's degree (1 major) Economathematics (2021) Master's degree (1 major) Information Systems (2022) Master's degree (1 major) Information Systems (2022) Master's degree (1 major) International Economic Policy (2022) Master's degree (1 major) Economathematics (2022) Master's degree (1 major) Economathematics (2022) exchange program Business Management and Economics (2022) Master's degree (1 major) International Economic Policy (2024) Master's degree (1 major) International Economic Policy (2025) Master's degree (1 major) International Economic Policy (2025) Master's degree (1 major) China Business and Economics (2025) Master's degree (1 major) China Business and Economics (2025) Master's degree (1 major) China Business and Economics (2025) Master's degree (1 major) China Language and Economy (2025) Master's degree (1 major) China Language and Economy (2025) Master's degree (1 major) China Language and Economy (2025)	J	
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Master's degree (1 major) Economathematics (2025)		Master's degree (1 major) China Language and Economy (2025)
		Master's degree (1 major) Economathematics (2025)

			Abbreviation			
Incenti	ves in (Organizations			12-M-AO-182-m01	
Module	e coord	inator		Module offered by		
holder Organis		Chair for Human Resour	ce Management and	Faculty of Management and Economics		
				npl. of module(s)		
5	nume	rical grade				
Duratio	on	Module level	Other prerequisites	i		
1 seme	ster	graduate				
Conten	ts					
		classical principal-ager ganisations. It uses con				
Outline	e of syll	abus				
1. Princ	ipal-ag	ent theory				
	-	agers earn too much? (application)			
-		e-based payment				
		ation of performance-ba		anies (application)		
5. Seni	ority pa	yment (with applicatio	n)			
6. Finai	ncial in	centives to work after r	etirement (with applica	ation)		
7. Effici	iency w	ages (with case study)				
8. Tean	n incen	tives (with case study)				
Intende	ed leari	ning outcomes				
necess incenti	ary eco ve syste	uire a working knowled nometric background. ems that are applied in e current controversies	This enables them to i the enterprise context	dentify the advantag t, to make informed r	es and disadvantage nanagement analyse	s of different
Course	s (type	, number of weekly con	tact hours, language –	– if other than Germa	ın)	
V (2) + Module		t in: English				
Method	Method of assessment (type, scope, language — if other than German, examination offered — if not every seme-					every seme-
a) writt b) term	ster, information on whether module can be chosen to earn a bonus) a) written examination (approx. 60 minutes) or b) term paper (approx. 15 pages) Language of assessment: German and/or English					
Allocat	Allocation of places					
 Add:+:-	nal inf	ormation				
Auuitio	mat IIII					
Workta						
Worklo	du					
150 h						
Master's wi mics (2021)		r China Business and Econo-		enerated 19-Apr-2025 • exam ECTS) China Business and Eco	-	page 183 / 540

Teaching cycle

Teaching cycle: winter semester

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

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Module appears in

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

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

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

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

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

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

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

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

exchange program Business Management and Economics (2022)

Master's with 1 major China Business and Econo-	Ī
mics (2021)	

Module	e title			Abbreviation	
Advanc	ed Operations & Logistics M	anagement		12-M-AOLM-182-m	01
Module	e coordinator		Module offered by		
holder	of the Chair of Logistics and (Juantitative Methods	Faculty of Managen	nent and Economics	
ECTS	Method of grading	Only after succ. cor	npl. of module(s)		
5	numerical grade				
Duratio	on Module level	Other prerequisites	i		
1 seme	ster graduate				
Conten	its				
plannir	urse "Advanced Operations & ng of integrated production ar iple case studies.				
Intende	ed learning outcomes				
(i) anal (ii) dev (iii) eva	ompleting this course student yze and evaluate integrated p elop and apply appropriate m aluate the consequences of u oly concepts and methods to	roduction and logistics ethods to plan comple acertainties in processe	x production and log es, and	istics systems;	
Course	s (type, number of weekly cor	ntact hours, language –	- if other than Germa	n)	
V (2) +	Ü (2)				
• •	e taught in: English				
ster, in a) writt b) term Langua credita	d of assessment (type, scope, formation on whether module en examination (approx. 60 n paper (approx. 15 to 20 page age of assessment: English ble for bonus	e can be chosen to earn ninutes) or			
Allocat	ion of places				
Additio	onal information				
Worklo	ad				
150 h					
Teachi	ng cycle				
	ng cycle: summer semester				
	ed to in LPO I (examination re	gulations for toaching	dogroo programmoc)		
Referre		Sulations for reaching-	acgree programmes)		
	•				
	e appears in				
	's degree (1 major) Managem				
	's degree (1 major) Internation	•			
	's degree (1 major) China Bus				
	's degree (1 major) China Lang	,	19)		
	's degree (1 major) Informatio 's degree (1 major) China Bus		2021)		
	's degree (1 major) China Bus 's degree (1 major) China Lan				
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	's degree (1 major) Informatio				
Master's wi	ith 1 major China Business and Econo-	IMII Würzburg ● g	enerated 19-Apr-2025 • exam	reg data re-	page 185 / 540
mics (2021)			CTS) China Business and Eco	-	page 107 / 540

Master's degree (1 major) International Economic Policy (2022)
Master's degree (1 major) Management (2022)
Master's degree (1 major) Economathematics (2022)
exchange program Business Management and Economics (2022)
Master's degree (1 major) Management International (2024)
Master's degree (1 major) Management (2024)
Master's degree (1 major) Information Systems (2024)
Master's degree (1 major) International Economic Policy (2024)
Master's degree (1 major) Economathematics (2024)
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Master's degree (1 major) Management (2025)
Master's degree (1 major) Management International (2025)
Master's degree (1 major) China Business and Economics (2025)
Master's degree (1 major) China Language and Economy (2025)
Master's degree (1 major) Economathematics (2025)

	e title			-	Abbreviation	
Projec	t: Selec	ted Topics in Business I	Management and Eco	nomics I	12-M-APS-182-m01	
Module coordinator				Module offered by		
Dean of the Faculty of Business Management and Econo				Faculty of Management and Economics		
mics						
ECTS			Only after succ. con	npl. of module(s)		
10	·					
Duratio		Module level	Other prerequisites			
1 seme		graduate				
Conter						
• (• a • (courses additior courses	erves the purpose of tra taken at other German al courses offered on a offered by new Chairs the the respective Chairs w	or non-German univer short-term basis hat are yet to be inclue	sities ded in the FSB (si	ubject-specific provisions) for credit transfer.	
		ning outcomes		5		
			ds of modules, a desc	ription of acquire	d skills cannot be given.	
		, number of weekly cont				
S (2)		, , , , ,				
Metho		essment (type, scope, l on on whether module o			ination offered — if not every seme	
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Master's degree (1 major) Management (2022) Master's degree (1 major) Economathematics (2022)

	e title			-	Abbreviation	
Project	t: Selec	ted Topics in Business I	Management and Eco	nomics II	12-M-APS2-182-mo)1
Module coordinator				Module offered by		
Dean of the Faculty of Business Management and Econo			gement and Econo-	1	gement and Economics	;
mics						
ECTS	CTS Method of grading Only after succ		Only after succ. con	npl. of module(s)		
10	nume	rical grade				
Duratio	on	Module level	Other prerequisites			
1 seme	ester	graduate				
Conter	nts					
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Master's degree (1 major) Management (2022) Master's degree (1 major) Economathematics (2022)

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Select	ed Topi	cs in Business Manage	ment and Economics 1		12-M-APW1-161-mc	1
Modul	e coord	inator		Module offered by	I	
Dean of the Faculty of Business Management and Econo-				Faculty of Management and Economics		
mics	ntile i a	cutty of busiliess mana	igement and LCONO-	Taculty of Manager		
ECTS	Metho	od of grading	Only after succ. con	npl. of module(s)		
5	numerical grade					
Duratio	on	Module level	Other prerequisites			
1 seme	ester	graduate				
Conter	nts		-			
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Master	Jucsi	ee (1 major) Manageme	nt (2018)			
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Master's degree (1 major) Information Systems (2019)
Master's degree (1 major) China Business and Economics (2021)
Master's degree (1 major) China Language and Economy (2021)
Master's degree (1 major) Information Systems (2022)
Master's degree (1 major) International Economic Policy (2022)
Master's degree (1 major) Management (2022)
Master's degree (1 major) Management (2024)
Master's degree (1 major) Information Systems (2024)
Master's degree (1 major) International Economic Policy (2024)
Master's degree (1 major) Information Systems (2025)
Master's degree (1 major) International Economic Policy (2025)
Master's degree (1 major) Management (2025)
Master's degree (1 major) China Business and Economics (2025)
Master's degree (1 major) China Language and Economy (2025)

Selected Topics in Business Management and Economics 2 I2-M-APW2-16 ⁻ Module coordinator Module offered by Dean of the Faculty of Business Management and Economics Faculty of Management and Economics ECTS Method of grading Only after succ. compl. of module(s) 5 numerical grade Duration Module level Other prerequisites 1 semester graduate Contents This module serves the purpose of transferring credits from • courses taken at other German or non-German universities • additional courses offered on a short-term basis • courses offered by new Chairs that are yet to be included in the FSB (subject-specific prov The holders of the respective Chairs will ensure that the courses are eligible for credit transfer. Intended learning outcomes As a result of accrediting multiple kinds of modules, a description of acquired skills cannot be g Coursest (type, number of weekly contact hours, language – if other than German, examination offered – i ster, information on whether module can be chosen to eam a bonus) a) written examination (questions concerning mathematical methodology; approx. 120 minutes () other prerequestion (regeres programmes) </th <th></th>			
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Master's with 1 major China Business and Econo- mics (2021) JMU Würzburg • generated 19-Apr-2025 • exam. reg. data re- cord Master (120 ECTS) China Business and Economics - 2021	page 193 / 540		

Master's degree (1 major) China Language and Economy (2019)
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Module	e coord	inator		Module offered by	
		culty of Business Mana	gement and Econo-		nent and Economics
mics		leally of Busiliess Maila	Sement and Leono	racary or managen	
ECTS	Metho	od of grading	Only after succ. con	npl. of module(s)	
5	nume	rical grade			
Duratio	on	Module level	Other prerequisites		
1 seme	ster	graduate			
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Intend	ed lear	ning outcomes			
As a re	sult of	accrediting multiple kind	ds of modules, a desc	ription of acquired s	kills cannot be given.
Course	s (type	, number of weekly cont	act hours, language –	- if other than Germa	ın)
V (2) +					
Metho	d of ass	sessment (type, scope, l on on whether module of			tion offered — if not every seme
				l methodology; appr	ox. 120 minutes) or
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c) term d) pres Langua Assess credita Allocat Additio Worklo 150 h	paper entatio age of a ment o ble for ion of j onal inf	(approx. 15 to 20 pages) n (approx. 30 to 45 min ssessment: German and ffered: In the semester i bonus blaces) or utes) d/or English		ox. 120 minutes) or
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c) term d) pres Langua Assess credita Allocat Additio Worklo 150 h Teachin Teachin	paper entatio age of a ment o ble for ion of p onal inf oad	(approx. 15 to 20 pages) n (approx. 30 to 45 min ssessment: German and ffered: In the semester i bonus places ormation e e: no courses offered) or utes) d/or English n which the course is	offered	
c) term d) pres Langua Assess credita Allocat Additio Worklo 150 h Teachin Teachin	paper entatio age of a ment o ble for ion of p onal inf oad	(approx. 15 to 20 pages) n (approx. 30 to 45 min ssessment: German and ffered: In the semester i bonus blaces ormation) or utes) d/or English n which the course is	offered	
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Salacta	e title			_	Abbreviation	
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Modul	e coord	inator		Module offered by		
		culty of Business Mana	gement and Econo	· · · ·	ent and Economics	
mics		iculty of Dubiliess Malle				
ECTS	Metho	od of grading	Only after succ. con	npl. of module(s)		
5	1	rical grade				
Duratio	on	Module level	Other prerequisites			
1 seme	ester	graduate				
Conten	nts					
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Intend	ed lear	ning outcomes				
As a re	sult of a	accrediting multiple kin	ds of modules, a desc	ription of acquired s	kills cannot be giver	ı.
Course	s (type	, number of weekly con	tact hours, language –	- if other than Germa	n)	
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n this module, students will acquire the theoretical foundations of market-oriented management. ontent: //ith the stakeholder approach as a starting point, the basic design of market-oriented management will be ex- lained and exemplified in the 5 classical steps: situation analysis, objectives, strategies, tools and control- ng. The course will focus not only on the behavioural approaches of consumer behaviour but also on industri- l purchasing behaviour. A case study introducing students to the fundamental principles of market research ba- ed on a conjoint analysis will provide students with deeper insights into the topic. Nutline of syllabus: . Marketing, entrepreneurship and business management . Explanations of consumer behaviour . Fundamentals of market research . Strategic marketing; marketing tools . Corporate social responsibility versus creating shared value eading: oscht, T. / Swoboda, B.: Käuferverhalten: Grundlagen Perspektiven Anwendungen, 4th revised and exp. ed., //iesbaden 2011. Iomburg, Ch.: Grundlagen des Marketingmanagements: Einführung in Strategie, Instrumente, Umsetzung und Internehmensführung, 4th revised and exp. ed., Wiesbaden 2012. Iomburg, Ch.: Grundlagen des Marketingmanagements: Einführung in Strategie, Instrumente, Umsetzung und Internehmensführung, 3th wiesbaden, 2012a. roeber-Riel, W. /Weinberg, P.: Konsumentenverhalten, 9th ed., Munich 2009. Meffert, H. / Burman, Ch / Kirchgeorg, M.: Marketing Grundlagen marktorientierter Unternehmensführung; ston- pete - Instrumente Praxisbeispiele, 11th revised and exp. ed., Wiesbaden 2012. Meyer, M.: Okonomische Organisation der Industrie: Netzwerkarrangement zwischen Markt und Unternehmung, //iesbaden 1995. orter, M. E.: Wettbewerbsvorteile Spitzenleistungen erreichen und behaupten, 8th ed., Campus Frankfurt / lew York 2014. (Original: Porter, M.: Competitive Advantage, New York 1985.) inon, H. / Fassnacht, M.: Preismanagement, Strategie Analyse Entscheidung Umsetzung, 3rd ed., Wies- aden 2	Contents					
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. Marketing, entrepreneurship and business management . Explanations of consumer behaviour . Fundamentals of market research . Strategic marketing; marketing tools . Corporate social responsibility versus creating shared value eading: oscht, T. / Swoboda, B.: Käuferverhalten: Grundlagen Perspektiven Anwendungen, 4th revised and exp. ed., viesbaden 2011. Iomburg, Ch.: Grundlagen des Marketingmanagements: Einführung in Strategie, Instrumente, Umsetzung und Internehmensführung, 4th revised and exp. ed., Wiesbaden 2012. Iomburg, Ch.: Grundlagen des Marketingmanagements: Einführung in Strategie, Instrumente, Umsetzung und Internehmensführung, 3rd ed., Wiesbaden, 2012a. roeber-Riel, W. /Weinberg, P.: Konsumentenverhalten, 9th ed., Munich 2009. Meffert, H. / Burman, Ch / Kirchgeorg, M.: Marketing Grundlagen marktorientierter Unternehmensführung: Kon- epte Instrumente Praxisbeispiele, 11th revised and exp. ed., Wiesbaden 2012. Meffert, H. / Burman, Ch / Becker, Ch.: Internationales Marketing-Management Ein markenorientierter Ansatz, th ed., Stuttgart 2010. Meyer, M.: Ökonomische Organisation der Industrie: Netzwerkarrangements zwischen Markt und Unternehmung, Viesbaden 1995. orter, M. E.: Wettbewerbsvorteile Spitzenleistungen erreichen und behaupten, 8th ed., Campus Frankfurt / lew York 2014. (Original: Porter, M.: Competitive Advantage, New York 1985.) imon, H. / Fassnacht, M.: Preismanagement, Strategie Analyse Entscheidung Umsetzung, 3rd ed., Wies- aden 2009. tended learning outcomes he students have a basic understanding of business management and are able to classify the knowledge syste- natically. In addition, they can use the acquired knowledge solve and identify the conventional problem fields of usiness management. ourses (type, number of weekly contact hours, language — if other than German)	ling. Th al purcl	e cours hasing	se will focus not only on t behaviour. A case study	he behavioural appr introducing students	oaches of consumer to the fundamental	behaviour but also on industri- principles of market research ba-
oscht, T. / Swoboda, B.: Käuferverhalten: Grundlagen Perspektiven Anwendungen, 4th revised and exp. ed., Viesbaden 2011. Iomburg, Ch.: Grundlagen des Marketingmanagements: Einführung in Strategie, Instrumente, Umsetzung und Internehmensführung, 4th revised and exp. ed., Wiesbaden 2012. Iomburg, Ch.: Grundlagen des Marketingmanagements: Einführung in Strategie, Instrumente, Umsetzung und Internehmensführung, 3rd ed., Wiesbaden, 2012a. Iroeber-Riel, W. /Weinberg, P.: Konsumentenverhalten, 9th ed., Munich 2009. Meffert, H. / Burman, Ch / Kirchgeorg, M.: Marketing Grundlagen marktorientierter Unternehmensführung: Kon- epte Instrumente Praxisbeispiele, 11th revised and exp. ed., Wiesbaden 2012. Neffert, H. / Burman, Ch / Becker, Ch.: Internationales Marketing-Management Ein markenorientierter Ansatz, th ed., Stuttgart 2010. Meyer, M.: Ökonomische Organisation der Industrie: Netzwerkarrangements zwischen Markt und Unternehmung, Viesbaden 1995. Iorter, M. E.: Wettbewerbsvorteile Spitzenleistungen erreichen und behaupten, 8th ed., Campus Frankfurt / Iew York 2014. (Original: Porter, M.: Competitive Advantage, New York 1985.) imon, H. / Fassnacht, M.: Preismanagement, Strategie Analyse Entscheidung Umsetzung, 3rd ed., Wies- aden 2009. Intended learning outcomes he students have a basic understanding of business management and are able to classify the knowledge syste- natically. In addition, they can use the acquired knowledge solve and identify the conventional problem fields of usiness management. Jourses (type, number of weekly contact hours, language if other than German)	1. Mark 2. Expla 3. Fund 4. Strat	eting, anatior lament egic m	entrepreneurship and bu is of consumer behaviou als of market research arketing; marketing tools	r -	lue	
he students have a basic understanding of business management and are able to classify the knowledge syste- natically. In addition, they can use the acquired knowledge solve and identify the conventional problem fields of usiness management. Tourses (type, number of weekly contact hours, language — if other than German)	 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., Wies- 					
he students have a basic understanding of business management and are able to classify the knowledge syste- natically. In addition, they can use the acquired knowledge solve and identify the conventional problem fields of usiness management. Tourses (type, number of weekly contact hours, language — if other than German)	Intende	ed lear	ning outcomes			
	The stu matical	idents lly. In a	have a basic understandi ddition, they can use the			
(2) + T (2)	Course	s (type	, number of weekly conta	ict hours, language –	- if other than Germa	in)
	V (2) +	T (2)				

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

written examination (approx. 60 minutes)

Language of assessment: German and/or English

Allocation of places

Additional information

Workload

150 h

Teaching cycle

Teaching cycle: summer semester

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

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Module appears in

Master's degree (1 major) China Business and Economics (2021) Bachelor's degree (1 major) Business Information Systems (2021) Bachelor's degree (1 major) Economathematics (2021) Bachelor's degree (1 major) Business Management and Economics (2021) Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2021) Bachelor's degree (1 major) Economathematics (2022) exchange program Business Management and Economics (2022) Bachelor's degree (1 major) Mathematics (2023) Bachelor's degree (1 major) Business Information Systems (2023) Bachelor's degree (1 major) Business Information Systems (2023) Bachelor's degree (1 major) Business Management and Economics (2023) Bachelor's degree (1 major) Business Management and Economics (2023) Bachelor's degree (1 major) Artificial Intelligence and Data Science (2024)

Module	e title				Abbreviation	
Semina	Seminar: Strategic Incentive Design				12-M-ATC-182-m01	
Module	coord	inator		Module offered by		
			two at The a min and lu			
formati		Chair for Economics, Con nomics	tract Theory and In-	Faculty of Manager	nent and Economics	
ECTS	Metho	od of grading	Only after succ. con	pl. of module(s)		
10	nume	rical grade				
Duratio	n	Module level	Other prerequisites			
1 seme	ster	graduate				
Conten	ts					
theory, helpful	contra , the co	overs varying classical o ct theory or behavioral e ourse is intended in parti d "Contract Theory".	conomics. As a solid	understanding of the	e corresponding bas	ics will be
Intende	ed leari	ning outcomes				
• re • c • re	eading ritically elating	ng the course students w and understanding theo analyzing and discussing the results of different re ng their insights both ve	retical or experimentang the results of resea esearch articles to eac	al research articles, arch articles, ch other,	ommon scientific sta	ndards.
Course	s (type	, number of weekly conta	act hours, language —	if other than Germa	n)	
S (2)						
		e ssment (type, scope, la on on whether module c			tion offered — if not	every seme-
		; to 20 pages) and prese ssessment: German and		inutes), weighted 2:	1	
Allocat	ion of p	olaces				
by lot a numbe	mong a r of pla	Should the number of ap all applicants irrespectiv ces will be allocated in t s they become available.	e of their subjects. (2) he same procedure. () Places on all course	es of the module wit	h a restricted
		ormation				
Worklo	ad					
300 h						
Teachi	וס רערו	2				
		e: each semester				
			lations for to a lite			
keterre	a to in	LPO I (examination regu	liations for teaching-o	iegree programmes)		
Module	e appea	irs in				
		ee (1 major) Managemen	t (2018)			
	-	ee (1 major) Internationa		18)		
	-	ee (1 major) China Busin				
		ee (1 major) China Langu				
Master	's degr	ee (1 major) China Busin	ess and Economics (2	.021)		
	-	ee (1 major) China Langu		021)		
	-	ee (1 major) Economathe				
	- , .	gram Business Managem			www.data	
Mactor's wi	tn 1 majoi	China Business and Econo-		enerated 19-Apr-2025 • exam CTS) China Business and Eco		page 201 / 540

Module title			Abbreviation			
Advan	Advanced Topics in Data Science 12-M-ATDS-211-m01					
Modul	e coordinator		Module offered by			
holder	of the Chair of Business Analyti	cs	Faculty of Managem	nent and Economics		
ECTS	Method of grading	Only after succ. con	pl. of module(s)			
5 numerical grade						
Duratio		Other prerequisites				
1 semester graduate						
Conter	Contents					
flow fro teachir	om data collection to data prepa ng approach, students are enab	ration to modeling, e	valuation and deplo	vers the entire data science work- yment. By following a top-down odels from the beginning.		
	ed learning outcomes					
1. Becc 2. Appl 3. Desi Scie 4. Appl	t of the course work, students w oming familiar with the principle ly machine learning and deep le gn, implementation and evaluat nce lication of Jupyter notebooks an erstanding of a data-driven & ar	s and frameworks in arning frameworks to tion of key algorithms d their infrastructure	the research area of structured and unst within an end-to-en (collection, storage,	Data Science. ructured data d workflow in the field of Data		
Course	s (type, number of weekly conta	act hours, language –	- if other than Germa	n)		
V (2) + Module	Ü (2) e taught in: English					
	d of assessment (type, scope, la formation on whether module c			tion offered — if not every seme-		
b) term Langua Assess	en examination (approx. 60 mir n paper (approx. 15 pages) age of assessment: German and sment offered: in the semester ir ıble for bonus	/or English	offered			
Allocat	tion of places					
Additio	onal information					
Worklo	ad					
150 h						
	ng cycle					
-	ng cycle: no courses offered					
	ed to in LPO I (examination regu	lations for teaching.	legree programmes)			
Kelent						
Modul	e appears in					
	's degree (1 major) Managemen	t (2018)				
	's degree (1 major) Managemen		18)			
1	's degree (1 major) Information	•				
	's degree (1 major) China Busin		2021)			
	's degree (1 major) China Langu					
exchar	nge program Business Managem	ent and Economics (a	2022)			

Module	e title				Abbreviation	
Topics in International Economics					12-M-ATIÖ1-182-m01	
Module	e coord	inator		Module offered by		
	Dean of the Faculty of Business Management and Econ mics			Faculty of Managem	nent and Economics	
ECTS	Metho	od of grading	Only after succ. con	npl. of module(s)		
5		rical grade				
Duratio	on	Module level	Other prerequisites	i		
1 seme	ster	graduate				
Conten	Its					
Conten	it					
de, and stems;	d Cities Global	; Outsourcing, Offshoring	and Multinational F	irms; Competition of	zation and Inequality; Tasks, Tra- Locations, Jurisdictions and Sy- r Markets; Triumph of the City]	
<u>Literatı</u>						
		articles and/or monogra	phs.			
learn a papers	nd app	ly research methods. The search both in written an	seminar style of the	course teaches then	ent research questions and to n to present their own seminar itically analyze and discuss the	
Course	s (type	, number of weekly conta	ct hours, language –	- if other than Germa	n)	
S (2) Course	type: V	/ and Ü might also be off	ered as a workshop			
Metho	d of ass		nguage — if other th		tion offered — if not every seme-	
b) term c) portf Langua	i paper folio (aț	nination (approx. 60 to 9 (approx. 15 pages) or oprox. 20 pages) ssessment: German and, bonus				
Allocat	ion of p	olaces				
Additio	onal info	ormation				
Worklo	ad					
150 h						
Teachi	ng cycl	e				
Teachi	ng cycle	e: no courses offered				
		LPOI (examination regu	lations for teaching-	degree programmes)		
Module	e appea	irs in				
		ee (1 major) Managemen	t (2018)			
Master	's degr	ee (1 major) China Busine ee (1 major) China Langu	ess and Economics (2	-		
mastel	s uego	ee (1 major) Chilla Lallgu	age and Economy (20	113)		
1		China Business and Econo-		enerated 19-Apr-2025 • exam	. reg. data re- page 203 / 540	



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

Module title					Abbreviation		
Topics in Business Information Systems 1					12-M-ATW1-161-m01		
Modul	e coord	inator		Module offered by			
Dean of the Faculty of Business Management and Econo- mics			ement and Econo-	Faculty of Managem	nent and Economics		
ECTS	CTS Method of grading Only after succ. compl. of module(s)						
5	nume	rical grade					
Duration Module level Other prere			Other prerequisites				
1 seme	ster	graduate					
Conten	Contents						
• 0 • a • 0	ourses dditior ourses	erves the purpose of trar taken at other German o nal courses offered on a s offered by new Chairs th f the respective Chairs wi	r non-German univer: hort-term basis at are yet to be inclue	ded in the FSB (subje			
Intend	ed lear	ning outcomes					
As a re	sult of	accrediting multiple kind	s of modules, a desc	ription of acquired sl	kills cannot be given.		
Course	s (type	, number of weekly conta	ict hours, language –	- if other than Germa	n)		
V (2) +	Ü (2)						
Course	type: a	Iternatively S instead of	V + Ü				
		sessment (type, scope, la on on whether module ca			tion offered — if not every seme-		
c) oral approx Langua	examin . 30 mi	nutes) ssessment: German and,	ch: approx. 10 to 15 m		approx. 20 minutes; groups of 3:		
	tion of p						
Additio	onal inf	ormation	·				
Worklo	ad						
150 h							
	ng cycl	e					
		e: after announcement					
		LPOI (examination regu	lations for teaching-	degree programmes)			
			0				
Module	e appea	urs in					
		ee (1 major) Business Infe	ormation Systems (20	016)			
	-	ee (1 major) Business Ma	•	-			
	-	ee (1 major) China Busing					
	-	ee (1 major) China Langu		016)			
	-	ee (1 major) Managemen ee (1 major) International		18)			
	-	ee (1 major) China Busine	•				
	-	ee (1 major) China Langu		•			

Master's with 1 major China Business and Econo-	JMU Würzburg • generated 19-Apr-2025 • exam. reg. data re-	page 205 / 540
mics (2021)	cord Master (120 ECTS) China Business and Economics - 2021	

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

Module title					Abbreviation		
Topics in Business Information Systems 2					12-M-ATW2-161-m01		
Modul	e coord	inator		Module offered by			
Dean o mics	Dean of the Faculty of Business Management and Econo- mics			Faculty of Managem	nent and Economics		
ECTS		od of grading	Only after succ. con	ompl. of module(s)			
5	nume	rical grade					
Duratio	on	Module level	Other prerequisites				
1 semester graduate							
Conter	nts						
• 0 • a • 0	courses additior courses	erves the purpose of trar taken at other German o nal courses offered on a s offered by new Chairs th f the respective Chairs wi	r non-German univer: short-term basis at are yet to be inclue	ded in the FSB (subje			
Intend	ed lear	ning outcomes					
As a re	sult of	accrediting multiple kind	s of modules, a desc	ription of acquired sl	kills cannot be given.		
Course	s (type	, number of weekly conta	ict hours, language –	- if other than Germa	n)		
V (2) +			-				
Course	type: a	Iternatively S instead of	V + Ü				
		sessment (type, scope, la ion on whether module ca			tion offered — if not every seme-		
approx Langua	. 30 mi	nutes) ssessment: German and,		inutes; groups of 2:	approx. 20 minutes; groups of 3:		
	tion of j						
Additic	onal inf	ormation					
Worklo	ad						
150 h							
-	ng cycl	e					
		e: after announcement					
		LPOI (examination regu	lations for teaching-	degree programmes)			
			0				
Modul	e appea	ars in					
		ee (1 major) Business Inf	ormation Systems (20	016)			
Master	's degr	ee (1 major) Business Ma	nagement (2015)				
	-	ee (1 major) China Busing					
	-	ee (1 major) China Langu		016)			
	-	ee (1 major) Managemen ee (1 major) International		18)			
	-	ee (1 major) China Busine	-				
	-	ee (1 major) China Langu		-			

Master's with 1 major China Business and Econo-	JMU Würzburg • generated 19-Apr-2025 • exam. reg. data re-	page 207 / 540
mics (2021)	cord Master (120 ECTS) China Business and Economics - 2021	

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

Module	e title				Abbreviation			
Advanced Seminar: Selected Aspects of Managerial Account				nting	12-M-AUAS-182-mc)1		
Module coordinator				Module offered by				
holder	of the (Chair of Business Manag	ement, Controlling		nent and Economics			
and Ac		-						
ECTS	Metho	od of grading	Only after succ. cor	npl. of module(s)				
10	nume	rical grade						
Duratio	on	Module level	Other prerequisites	Other prerequisites				
1 seme	ster	graduate						
Conten	Its							
	aper a	, students will acquire im nd to present the results						
Intend	ed lear	ning outcomes						
al acco unders sults ir	ounting tand its nto scie	on of the seminar, stude at a scientific level. They s contents as well as app ntific papers and, buildin	are able to conduct oly further scientific m ng on this, independe	scientific literature re nethods to answer qu ently prepare presen	esearch in a targetec uestions, integrate a tations and lectures	d manner and cquired re-		
Course	s (type	, number of weekly conta	act hours, language –	– if other than Germa	ın)			
S (2)								
		sessment (type, scope, la ion on whether module c			ition offered — if not	every seme-		
	ment o ble for							
by lot a numbe	among a r of pla	Should the number of ap all applicants irrespectiv ces will be allocated in t s they become available.	e of their subjects. (2 he same procedure. () Places on all cours	es of the module wit	h a restricted		
		ormation						
Worklo	ad							
300 h	/uu							
Teachi	ng cycl	9						
		e: each semester						
Referre	ed to in	LPOI (examination regu	llations for teaching-	degree programmes)				
Module	e appea	ars in						
		ee (1 major) Managemen	t (2018)					
Master's degree (1 major) International Economic Policy (2018)								
Master's degree (1 major) China Business and Economics (2019)								
		ee (1 major) China Langu						
		ee (1 major) China Busin						
	-	ee (1 major) China Langu		021)				
		ee (1 major) Economathe		,				
	-	ee (1 major) Internationa				1		
viaster's w	ith 1 majo .)	r China Business and Econo-		enerated 19-Apr-2025 • exam ECTS) China Business and Ecc	-	page 209 / 540		



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

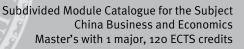
Modul	e title				Abbreviation			
Select	ed Topi	cs in Business Informa	tion Systems 1		12-M-AWI1-161-mo	1		
Module coordinator				Module offered by				
Dean of the Faculty of Business Management and Ecor mics			agement and Econo-	Faculty of Management and Economics				
ECTS	Meth	od of grading	Only after succ. cor	nnl. of module(s)				
5	1	rical grade						
Duratio		Module level	Other prerequisites					
1 semester graduate								
Conter	nts							
• (• a • (courses additior courses	erves the purpose of tr taken at other German nal courses offered on a offered by new Chairs f the respective Chairs	or non-German univer a short-term basis that are yet to be inclu	sities ded in the FSB (subj		ns)		
Intend	ed lear	ning outcomes						
	_	accrediting multiple kir	nds of modules, a desc	ription of acquired s	kills cannot be giver	n.		
		, number of weekly con		· ·		•		
V (2) +		, number of weekly con			,			
• •	• •	alternatively S instead o	of V + Ü					
		sessment (type, scope, ion on whether module			ition offered — if not	t every seme-		
approx. 30 minutes) or e) entirely or partly computerised written examination (approx. 60 minutes) Language of assessment: German and/or English creditable for bonus								
Allocat	tion of	places						
Additio	onal inf	ormation						
Worklo	oad							
150 h								
-	ng cycl	e						
		e: no courses offered						
Referred to in LPO I (examination regulations for teaching-degree programmes)								
Modul	e appea	ars in						
			nformation Systems (2	016)				
Master's degree (1 major) Business Information Systems (2016) Master's degree (1 major) Business Management (2015)								
	Master's degree (1 major) Edsiness Management (2015) Master's degree (1 major) China Business and Economics (2016)							
	-	ee (1 major) Internation	•	-				
	-	ee (1 major) China Lang		016)				
	-	ee (1 major) Manageme						
		ee (1 major) Internation		018) generated 19-Apr-2025 • exam	n, reg. data re-	page 211 / 540		
		. sinia basiness and Leono-	cord Master (120 l			1 Pust 211/ 340		

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

Selecte	e title				Abbreviation		
	ed Topi	cs in Business Informat	ion Systems 2		12-M-AWI2-161-mo	1	
Module coordinator				Module offered by			
Dean of the Faculty of Business Management and Econo- mics Faculty of Management and Economics							
ECTS		od of grading	Only after succ. cor	npl. of module(s)			
5	nume	rical grade					
Duratio	on	Module level	Other prerequisites				
1 semester graduate							
Conten	nts						
• c • a • c	courses addition courses	erves the purpose of tra taken at other German hal courses offered on a offered by new Chairs t f the respective Chairs w	or non-German univer short-term basis hat are yet to be inclu	rsities ded in the FSB (subj		ns)	
Intend	ed lear	ning outcomes					
As a re	sult of	accrediting multiple kind	ds of modules, a desc	ription of acquired s	kills cannot be giver	າ.	
Course	es (type	, number of weekly cont	act hours, language -	– if other than Germa	n)		
V (2) +		,					
• •	• •	alternatively S instead of	fV+Ü				
		sessment (type, scope, l ion on whether module			tion offered — if not	every seme-	
e) entir			ach: approx. 10 to 15 r	ninutes; groups of 2:	weighted 1:2) or approx. 20 minutes	; groups of 3	
Langua credita	rely or p age of a	nutes) or partly computerised writ ssessment: German and	ten examination (app			; groups of 3:	
	rely or p age of a able for	nutes) or partly computerised writ ssessment: German and bonus	ten examination (app			; groups of 3:	
credita	rely or p age of a able for	nutes) or partly computerised writ ssessment: German and bonus	ten examination (app			; groups of 3:	
credita Allocat	rely or p age of a ble for t ion of p	nutes) or partly computerised writ ssessment: German and bonus	ten examination (app			; groups of 3	
credita Allocat 	rely or p age of a ble for t ion of p	nutes) or partly computerised writ issessment: German and bonus places	ten examination (app			; groups of 3	
credita Allocat	rely or p age of a ble for tion of p	nutes) or partly computerised writ issessment: German and bonus places	ten examination (app			s; groups of 3	
credita Allocat Additio Worklo	rely or p age of a ble for tion of p	nutes) or partly computerised writ issessment: German and bonus places	ten examination (app			s; groups of 3	
credita Allocat Additio Worklo 150 h	rely or p age of a ble for tion of p onal inf	nutes) or partly computerised writ issessment: German and bonus places ormation	ten examination (app			s; groups of 3	
credita Allocat Additio Worklo 150 h Teachin	rely or p age of a ble for tion of pnal inf pad	nutes) or partly computerised writ psessment: German and bonus places formation	ten examination (app			s; groups of 3	
credita Allocat Additio Worklo 150 h Teachin Teachin	rely or p age of a ble for tion of p onal inf pad	nutes) or partly computerised writ issessment: German and bonus places ormation e e: no courses offered	ten examination (app d/or English	rox. 60 minutes)	approx. 20 minutes	s; groups of 3	
credita Allocat Additio Worklo 150 h Teachin Teachin	rely or p age of a ble for tion of p onal inf pad	nutes) or partly computerised writ psessment: German and bonus places formation	ten examination (app d/or English	rox. 60 minutes)	approx. 20 minutes	s; groups of 3	
credita Allocat Additio 150 h Teachin Teachin Referre	rely or p age of a ble for tion of p onal inf oad ng cycl ad to in	nutes) or partly computerised writ partly computerised writ ssessment: German and bonus places ormation e e e: no courses offered LPOI (examination reg	ten examination (app d/or English	rox. 60 minutes)	approx. 20 minutes	s; groups of 3	
credita Allocat Additio 150 h Teachin Teachin Referre Module	rely or p age of a ble for tion of pnal inf pad ng cycl ed to in e appea	nutes) or partly computerised writ partly computerised writ partly computerised writ formation ormation e e: no courses offered LPO I (examination reg	ten examination (app d/or English ulations for teaching-	rox. 60 minutes)	approx. 20 minutes	s; groups of 3	
credita Allocat Additio 150 h Teachin Teachin Referre Module	rely or p age of a ble for tion of p onal inf onal inf oad ng cycl ed to in e appea	nutes) or partly computerised writ partly computerised writ partly computerised writ ssessment: German and bonus places ormation ormation e: no courses offered LPO I (examination reg ars in ee (1 major) Business In	ten examination (app d/or English ulations for teaching- formation Systems (2	rox. 60 minutes)	approx. 20 minutes	s; groups of 3	
credita Allocat Additio 150 h Teachin Teachin Referre Module Master Master	rely or p age of a ble for tion of p onal inf onal inf oad ng cycl ed to in e appea d's degr	nutes) or partly computerised writ partly computerised writ partly computerised writ formation ormation e e: no courses offered LPO I (examination reg	ten examination (app d/or English ulations for teaching- formation Systems (2 anagement (2015)	rox. 60 minutes) degree programmes) 016)	approx. 20 minutes	s; groups of 3	
credita Allocat Additio Worklo 150 h Teachin Teachin Referre Module Master Master Master	rely or p age of a ble for tion of onal inf oad ng cycl ed to in e appea d's degr d's degr	nutes) or partly computerised writ partly computerised writ partly computerised writ ssessment: German and bonus places ormation ormation e : no courses offered LPO I (examination reg ars in ee (1 major) Business In ee (1 major) Business M	ten examination (app d/or English ulations for teaching- formation Systems (2 anagement (2015) ness and Economics (2	rox. 60 minutes) degree programmes) 016) 2016)	approx. 20 minutes	s; groups of 3	
credita Allocat Additio 150 h Teachin Teachin Teachin Referre Master Master Master Master Master	rely or p age of a ble for tion of p onal inf onal inf onal inf onal of onal inf onal of onal inf onal	nutes) or partly computerised writ partly computerised writ places ormation e e e: no courses offered LPO I (examination reg ars in ee (1 major) Business In ee (1 major) Business M ee (1 major) Internationa ee (1 major) China Busir ee (1 major) China Langu	ten examination (app d/or English ulations for teaching- formation Systems (2 anagement (2015) ness and Economics (2 al Economic Policy (20 uage and Economy (20	rox. 60 minutes) degree programmes) 016) 2016) 015)	approx. 20 minutes	s; groups of 3	
credita Allocat Additio 150 h Teachin Teachin Referre Master Master Master Master Master Master	rely or p age of a ble for tion of p onal inf oad ng cycl ed to in e appea d's degr d's degr d's degr d's degr	nutes) or partly computerised writ partly computerised writ places ormation e e e: no courses offered LPO I (examination reg ars in ee (1 major) Business In ee (1 major) Business M ee (1 major) China Busir ee (1 major) Internationa ee (1 major) China Langu ee (1 major) Management	ten examination (app d/or English ulations for teaching- formation Systems (2 anagement (2015) ness and Economics (2 al Economic Policy (20 uage and Economy (20 nt (2018)	rox. 60 minutes) degree programmes) 016) 2016) 015) 016)	approx. 20 minutes	s; groups of 3	
credita Allocat Additio 150 h Teachin Teachin Teachin Referre Module Master Master Master Master Master Master	rely or p age of a ble for tion of onal inf oad ng cycl ad to in e appea d's degr d's degr d's degr d's degr d's degr d's degr	nutes) or partly computerised writ partly computerised writ places ormation e e e: no courses offered LPO I (examination reg ars in ee (1 major) Business In ee (1 major) Business M ee (1 major) Internationa ee (1 major) China Busir ee (1 major) China Langu	ten examination (app d/or English ulations for teaching- formation Systems (2 anagement (2015) ness and Economics (2 al Economic Policy (20 uage and Economy (20 nt (2018) al Economic Policy (20	rox. 60 minutes) degree programmes) 016) 2016) 015) 016)	approx. 20 minutes	s; groups of 3	

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

Module title					Abbreviation		
Business Cycles 12-M-BC-211-m01							
Module coordinator				Module offered by	Module offered by		
head of the Work Group of Empirical Ec		Economics	Faculty of Managen	nent and Economics			
ECTS	Metho	od of grading	Only after succ. compl. of module(s)				
5	nume	rical grade		•			
Duratio	n	Module level	Other prerequisites				
1 seme	ster	graduate					
Conten	ts		_				
on moc pirical f models	This module is an introduction to dynamic macroeconomic models with microeconomic foundations with a focus on modern business cycle theories. The course is divided into several sections. Following an introduction to empirical facts on business cycles, the students are introduced to microeconomic foundations of macroeconomic models. Afterwards, the real business cycle model and the New Keynesian model and their connections are covered. Finally, the models are applied to current macroeconomic topics.						
Intende	ed learr	ning outcomes					
ness cy unders	Students will acquire a basic understanding of modern business cycle theory. Students gain expertise on busi- ness cycle theory as well as on macroeconomic modeling. Having completed the module, students will be able to understand current business cycle development, apply business cycle models to analyze these and to develop appropriate policy measures.						
Course	s (type,	, number of weekly con	tact hours, language –	- if other than Germa	n)		
V (2) +	Ü (2)	t in: English					
Method	d of ass	essment (type, scope, on on whether module			tion offered — if not	every seme-	
a) written examination (approx. 60 minutes) or b) term paper (approx. 15 pages) or c) oral examination (one candidate each: approx. 10 to 15 minutes, groups of 2: approx. 20 minutes, groups of 3: approx. 30 minutes) Language of assessment: English creditable for bonus							
Allocat	ion of p	olaces					
Additio	nal info	ormation					
Worklo	ad						
150 h							
Teachi	ng cycl	2					
		e: summer semester					
Referred to in LPO I (examination regulations for teaching-degree programmes)							
Module appears in							
Master's degree (1 major) Management (2018)							
Master's degree (1 major) Management (2010) Master's degree (1 major) International Economic Policy (2018)							
Master's degree (1 major) China Business and Economics (2021)							
Master's degree (1 major) China Language and Economy (2021)							
Master's degree (1 major) Economathematics (2021) Master's degree (1 major) Economathematics (2021)							
Master's degree (1 major) International Economic Policy (2022)							
Master's degree (1 major) Management (2022)							
Master's wi mics (2021)		China Business and Econo-		enerated 19-Apr-2025 • exam CTS) China Business and Eco	-	page 215 / 540	



Master's degree (1 major) Economathematics (2022) exchange program Business Management and Economics (2022) Master's degree (1 major) Management (2024) Master's degree (1 major) International Economic Policy (2024) Master's degree (1 major) International Economic Policy (2025) Master's degree (1 major) Management (2025) Master's degree (1 major) China Business and Economics (2025)

Module title				Abbreviation
Industrial Ma	nagement 4			12-M-BE-192-m01
Module coord	linator		Module offered by	
holder of the Management	Chair of Business Manage	ement and Industrial	Faculty of Managem	nent and Economics
ECTS Meth	od of grading	Only after succ. com	npl. of module(s)	
5 nume	rical grade			
Duration	Module level	Other prerequisites		
1 semester	graduate			
Contents				
ses with a spe	ecial focus on catalogue-l	based procurement sy	ystems, electronic te	v supported procurement proces- ndering systems, electronic (re- d eSupply chain management sy-
Intended lear	ning outcomes			
curement syst sight into the talog-based p supplier relat dule, student	tens and will be able to d essentials of operational procurement systems, ele- ionship management sys	esign appropriate sys procurement manag ctronic tendering syst tems and eSupply ch the related tasks and	stems for real-life ap ement, especially e- tems, electronic (rev ain management sys I processes and show	s of electronic supported pro- plications. Students will get in- procurement with a focus on ca- erse) auctions, e-marketplaces, stems. After completing this mo- w or develop theory-based and
Courses (type	, number of weekly conta	ict hours, language –	- if other than Germa	n)
V (2) + Ü (2)				
	sessment (type, scope, la ion on whether module ca			tion offered — if not every seme-
b) Presentatic c) Term paper d) entirely or e) Portfolio (a	mination (approx. 40 to 6 on (approx. 20 minutes) a (30 to 40 pages) or partly computerised writte pprox. 20 pages) assessment: German and bonus	nd term paper (15 to en examination (appr		1:1 or
Allocation of	places			
International Should the nu ned and place (2) A total of <u>5</u> Should the nu ned and place (3) When place of available p	Economic Policy. Imber of applications exc es re-allocated by lot as the places will be allocated Imber of applications exc es re-allocated by lot as the res are allocated in accord laces, places will be alloc	eed 15, these places ney become available to students of the Ma eed 5, these places v ney become available dance with (1) and (2)	will be allocated by e. aster's degree progra vill be allocated by lo e.) and the number of a	ammes Management as well as lot. A waiting list will be maintai- mme Information Systems. ot. A waiting list will be maintai- applications exceeds the number roup.
Additional inf				
	e taught in form of E Lear	ning course, seminar	, workshop etc.	
Workload				
150 h				

Teaching cycle

Teaching cycle: after announcement

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

Module appears in

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

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

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

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

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

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

Master's degree (1 major) Economathematics (2022)

Module					Abbreviation
Behavio	oral Eco	onomics			12-M-BEC-182-m01
Module	coord	inator		Module offered by	
holder formati		Chair for Economics, Cont nomics	ract Theory and In-	Faculty of Managem	nent and Economics
ECTS	Metho	od of grading	Only after succ. con	npl. of module(s)	
5	nume	rical grade			
Duratio		Module level	Other prerequisites		
1 seme	ster	graduate			
Conten	ts				
the ration of man se stud al decision cal moot and the le the for theories As beha is requi pleted t	onal be in ecor ents w sion ma del. The erefore ocus of s also i avioral fred for the class he expo	ehavior assumed in neoc nomics by incorporating i ill become familiar with s aking, which allows to ex- ese behavioral-economic are to be considered as a this lecture is on theorie in the context of market s economics represents ar this course. In conseque ss "Advanced Microecon- osition is primarily based	assical analysis, trie nsights from psychol everal of the most in plain a plethora of en theories usually com an extensions of rath s of individual decisi ettings. n extension of the neu- nce, the course is into omics".	s to improve the psy logy into traditional e fluential behavioral- npirically documente tain the neoclassical er than alternatives t ion making, we will e oclassical model, a s tended in particular f	is documented deviations from chological realism of the idea economic analysis. In this cour- economic theories of individu- ed deviations from the neoclassi- l standard model as special case to the neoclassical model. Whi- explore the implications of these solid understanding of the latter for advanced students who com- lecture can be reviewed in the
• A • W • W	ngner /ilkinso /akker	2016): "The Foundations (2012): "A Course in Beha on and Klaes (2012): "An (2010): "Prospect Theory	avioral Economics" Introduction to Beha	vioral Economics"	
		ning outcomes			
• e: • a	xplain pply th	ng the course students w essential findings of beh e involved methods to gi ze in which real life situat	avioral economic the ven stylized example	es on their own,	
Courses	s (type	, number of weekly conta	ct hours, language –	- if other than Germa	n)
V (2) + Module		t in: English			
		sessment (type, scope, la on on whether module ca			tion offered — if not every seme-
b) term Langua Assessi credital Allocat	paper ge of a ment o ble for ion of p			offered	

Workload

150 h

Teaching cycle

Teaching cycle: winter semester

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

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Module appears in

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

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

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

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

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

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

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

exchange program Business Management and Economics (2022)

Module	e title				Abbreviation	
	ss Anal	-			12-M-BUA-161-m01	
Module	e coord	inator		Module offered by		
		Chair of Business Analy			nent and Economics	
ECTS		od of grading	Only after succ. con	npl. of module(s)		
10	L	rical grade				
Duratio		Module level	Other prerequisites			
1 seme		graduate				
Conten						
tured to manag stems a	In this course, students will acquire important knowledge and skills that will enable them to prepare a well-struc- tured term paper and to present the results of their work with the help of relevant topics in the field of business management decision models and methods and their application in the development of decision-support sy- stems as well as analytical information systems and quantitative methods of data analysis. Students work on current topics using methods from machine learning, mathematical optimization and simulati- on.					
Intend	ed learr	ning outcomes				
The module provides students with knowledge of: Scientific literature Implementation of methods in code Integration of developed results in scientific papers Creating presentations and lectures 						
Course	s (type,	number of weekly cor	tact hours, language –	- if other than Germa	n)	
S (2)						
			language — if other th can be chosen to earn		tion offered — if not	every seme-
Langua	age of a	oprox. 20 to 25 pages) ssessment: German ar ffered: Once a year, wi	-	rox. 20 minutes), wei	ghted 2:1	
Allocat	ion of p	olaces				
by lot a numbe	among a r of pla	all applicants irrespect	applications exceed th ive of their subjects. (2 the same procedure. (e.) Places on all course	es of the module wit	h a restricted
Additio	onal info	ormation				
Worklo	ad					
300 h						
Teachi	ng cycl	e				
Teachi	ng cycle	e: each semester				
Referre	ed to in	LPOI (examination re	gulations for teaching-	degree programmes)		
Module	e appea	rs in				
Master Master Master Master	's degre 's degre 's degre 's degre	ee (1 major) Business M ee (1 major) China Busi ee (1 major) Internatior	nformation Systems (24 Aanagement (2015) ness and Economics (2 nal Economic Policy (20	2016) 15)		
Master's w mics (2021		China Business and Econo-		enerated 19-Apr-2025 • exam CTS) China Business and Eco	-	page 221 / 540

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

Module	title			Abbreviation	
Commu	nication in Business and Econo	omics		12-M-BUC-182-m01	
Madula	coordinator		Madula offered by		
			Module offered by		
	of the Professorship of Economi			nent and Economics	
	Method of grading	Only after succ. con	npl. of module(s)		
-	numerical grade				
Duratio		Other prerequisites			
1 semes	0				
Content	ts				
discuss discrepa forms of be syste se deals the pos	ure names introductory relevan ed. The added value of commu ancy between journalism and P f PR. The preparation and imple ematically explained, and the co s with the practical implementa sibilities and concepts of PR wo	nication for compani R is discussed, as we ementation of press r entral aspects of corp tion of journalistic st	es, business, politics ell as the basic elemo neetings, conference porate communicatic yles in the various m	s, and science is expla ents, instruments, goa es, campaigns, and ev ons will be outlined. T redia and provides an	ained. The als, and /ents will he exerci-
Intende	d learning outcomes				
as well a	rticipating in the module cours as methods and in a holistic co nication with regard to reflectio n, students will be able to apply	ntext. Students learr n, argumentation, ar	n professional compe nd exchange as a PR	tencies in the field of consultant in differen	f (business) t areas. In
Courses	s (type, number of weekly conta	ict hours, language –	- if other than Germa	n)	
V (2) + İ					
Module	taught in: English				
	l of assessment (type, scope, la formation on whether module c			tion offered — if not e	every seme-
Langua	examination (approx. 60 minut ge of assessment: English ole for bonus	es)			
Allocati	on of places				
Addition	nal information				
Auditio					
	•	_			
Workloa	ad				
150 h					
Teachin	- ·				
Teachin	g cycle: winter semester				
Referre	d to in LPO I (examination regu	lations for teaching-	degree programmes)		
Module	appears in				
Master'	s degree (1 major) Managemen	t (2018)			
Master'	s degree (1 major) International	Economic Policy (20	018)		
	s degree (1 major) China Busine				
	s degree (1 major) China Langu		019)		
	s degree (1 major) Information S				
	s degree (1 major) China Busine				
	s degree (1 major) China Langu s degree (1 major) Economathe	- ,	021)		
	th 1 major China Business and Econo-		enerated 19-Apr-2025 • exam	. reg. data re-	page 223 / 540
mics (2021)			ECTS) China Business and Eco		



exchange program Business Management and Economics (2022)

Module title				Abbreviation
Discounted Cas				12-M-CF1-182-m01
Module coordin	nator		Module offered by	
holder of the Ch Finance	nair of Business Manage	ement and Corporate	Faculty of Managem	ent and Economics
ECTS Method	d of grading	Only after succ. com	pl. of module(s)	
5 numeri	cal grade			
Duration I	Module level	Other prerequisites		
1 semester ្ទ្	graduate			
Contents				
The module covers discounted cash flow (DCF) methods under certainty as well as uncertainty in the context of the valuation of unlevered and levered companies. Furthermore, tax aspects as well as their influence on the company value are considered.				
Syllabus:				
3. NPV with c 3. DCF Theory u 1. DCF basics 2. Valuation of	ut taxes bersonal taxes orporate taxes nder uncertainty of unlevered companies of levered companies			
Intended learni	ing outcomes			
	n of this module, the stu ly them in order to evalu		-	ashflow techniques and are able
Courses (type, i	number of weekly conta	ct hours, language —	if other than Germa	n)
V (2) + Ü (2)				
	essment (type, scope, la on on whether module ca			tion offered — if not every seme-
a) written exam b) term paper (a	ination (approx. 60 to 9 approx. 15 pages) sessment: German and/	o minutes) or		
Allocation of pl	aces			
Additional info	rmation			
Workload				
150 h				
Teaching cycle				
	winter semester			
	POI (examination regul	lations for teaching-d	egree programmes)	
			earce programmes)	
Module appear	s in			

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

Module	title				Abbreviation
Portfoli	io and (Capital Market Theory			12-M-CF2-182-m01
Module	e coord	inator		Module offered by	
holder Finance		Chair of Business Manage	ement and Corporate	Faculty of Managen	nent and Economics
ECTS	Metho	od of grading	Only after succ. com	npl. of module(s)	
5	nume	rical grade			
Duratio	n	Module level	Other prerequisites		
1 seme	ster	graduate			
Conten	ts				
	market	t theory (namely capital a			n this basis the most important ing its assumptions, implications
Syllabu	IS:				
1. 2 A 2. Mu 3. Cri 2. Capit 1. As 2. Im	Asset-C ultiple-/ itique o tal Asse sumpti plicatio	Asset-Case If Portfolio Theory et Pricing Model ons and Derivation	lternatives		
Intende	ed learr	ning outcomes			
This mo	odule e	nables the students			
	•	nd to determine the opti and individual utility fun		osition of an investo	r given the different investment
(ii) to u	ndersta	and and use the central C	APM propositions fo	r valuating risky ass	ets.
Course	s (type	, number of weekly conta	ct hours, language —	- if other than Germa	in)
V (2) +	Ü (2)				
		essment (type, scope, la on on whether module ca			tion offered — if not every seme-
b) term	paper ge of a	nination (approx. 60 to 9 (approx. 15 pages) ssessment: German and, bonus			
Allocat	ion of p	olaces			
Additio	nal info	ormation			
Worklo	ad				
150 h					
Teachir	ng cycl	e			
		e: summer semester			
		LPO I (examination regu	lations for teaching-o	legree programmes)	
Master's wi	th 1 major	China Business and Econo-	JMU Würzburg ● ge	enerated 19-Apr-2025 • exam	n. reg. data re- page 227 / 540

mics (2021)

Module appears in

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

Risk Ma	e title				Abbreviation	
	anager	nent and Corporate Fina	nce		12-M-CF3-182-m01	
Module	a coord	inator		Module offered by		
		Chair of Business Manag	romant and Carnarata		ant and Economics	
Finance		chan of dusiness manag	gement and corporate	Faculty of Mallagen		
ECTS	1	od of grading	Only after succ. con	npl. of module(s)		
5	1	rical grade				
Duratio		Module level	Other prerequisites			
1 seme		graduate				
Conten		0				
swaps s ment. I luation 1. Intro 2. Futur 3. Swap 4. Optio 5. Meas Intende Upon c (i) inde (ii) to u	and op param duction res & Fe ps ons sures o ed learn omplet penden ndersta	orwards	well as their possible troduced to the theor established risk mea ents will be able to, alue of the derivatives on capital market hed	applications in the of y involved in pricing sures such as value- discussed, as well a ging strategies.	context of financial ri options, as well as ir at-risk are discussed	sk manage- nportant va-
Methoo ster, int a) writt b) term Langua	formati en exai paper ige of a	sessment (type, scope, l ion on whether module of mination (approx. 60 to (approx. 15 pages) ssessment: German and bonus	can be chosen to earn 90 minutes) or		tion offered — if not	every seme-
Methoo ster, ini a) writt b) term Langua credita	formati en exa paper ige of a ble for	ion on whether module o mination (approx. 60 to (approx. 15 pages) ssessment: German and bonus	can be chosen to earn 90 minutes) or		tion offered — if not	every seme-
Methoo ster, int a) writt b) term Langua credita	formati en exa paper ige of a ble for	ion on whether module o mination (approx. 60 to (approx. 15 pages) ssessment: German and bonus	can be chosen to earn 90 minutes) or		tion offered — if not	every seme-
Method ster, inf a) writt b) term Langua credita Allocat	formati en exa paper ge of a ble for ion of j	ion on whether module of mination (approx. 60 to (approx. 15 pages) ssessment: German and bonus blaces	can be chosen to earn 90 minutes) or		tion offered — if not	every seme-
Method ster, inf a) writt b) term Langua credita Allocat	formati en exa paper ge of a ble for ion of j	ion on whether module o mination (approx. 60 to (approx. 15 pages) ssessment: German and bonus	can be chosen to earn 90 minutes) or		tion offered — if not	every seme-
Method ster, inf a) writt b) term Langua credita Allocat Additio	formati en exa paper ge of a ble for ion of p nal inf	ion on whether module of mination (approx. 60 to (approx. 15 pages) ssessment: German and bonus blaces	can be chosen to earn 90 minutes) or		tion offered — if not	every seme-
Methoo ster, in' a) writt b) term Langua credita Allocat Additio Worklo	formati en exa paper ge of a ble for ion of p nal inf	ion on whether module of mination (approx. 60 to (approx. 15 pages) ssessment: German and bonus blaces	can be chosen to earn 90 minutes) or		tion offered — if not	every seme-
Method ster, inf a) writt b) term Langua credita Allocat Additio Uorklo 150 h	formati en exac paper ge of a ble for ion of p onal inf	ion on whether module of mination (approx. 60 to (approx. 15 pages) ssessment: German and bonus blaces ormation	can be chosen to earn 90 minutes) or		tion offered — if not	every seme-
Method ster, in' a) writt b) term Langua credita Allocat Additio Worklo 150 h Teachin	formati en exa paper ge of a ble for ion of p mal inf ad	on on whether module of mination (approx. 60 to (approx. 15 pages) ssessment: German and bonus blaces ormation	can be chosen to earn 90 minutes) or		tion offered — if not	every seme-
Method ster, ini a) writt b) term Langua credita Allocat Additio Worklo 150 h Teachir Teachir	formati en example paper ige of a ble for ion of p onal inf mad	ion on whether module of mination (approx. 60 to (approx. 15 pages) ssessment: German and bonus blaces ormation e e: winter semester	can be chosen to earn 90 minutes) or d/or English	a bonus)		every seme-
Method ster, ini a) writt b) term Langua credita Allocat Additio Worklo 150 h Teachir Teachir	formati en example paper ige of a ble for ion of p onal inf mad	on on whether module of mination (approx. 60 to (approx. 15 pages) ssessment: German and bonus blaces ormation	can be chosen to earn 90 minutes) or d/or English	a bonus)		every seme-
Method ster, ini a) writt b) term Langua credita Allocat Morklo 150 h Teachir Teachir Referre	formati en example paper ige of a ble for ion of j onal inf mad ng cycle ed to in	ion on whether module of mination (approx. 60 to (approx. 15 pages) ssessment: German and bonus olaces ormation e e: winter semester LPOI (examination reg	can be chosen to earn 90 minutes) or d/or English	a bonus)		every seme-
Methoc ster, in' a) writt b) term Langua credita Allocat Additio 150 h Teachin Teachin Referre Module	formati en example paper ige of a ble for ion of p onal inf pad ng cycle ed to in e appea	ion on whether module of mination (approx. 60 to (approx. 15 pages) ssessment: German and bonus blaces ormation e e: winter semester LPO I (examination reg	can be chosen to earn 90 minutes) or d/or English ulations for teaching-o	a bonus)		every seme-
Method ster, ini a) writt: b) term Langua credita Allocat Additio Teachin Teachin Referre Module	formati en example paper ige of a ble for ion of p onal inf mad ng cycle ed to in e appea	ion on whether module of mination (approx. 60 to (approx. 15 pages) ssessment: German and bonus olaces ormation e e: winter semester LPO I (examination reg ars in ee (1 major) Managemen	can be chosen to earn 90 minutes) or d/or English ulations for teaching-o	a bonus)		every seme-
Method ster, ini a) writt b) term Langua credita Allocat Morklo 150 h Teachir Teachir Referre Module Master Master	formati en example paper ige of a ble for ion of p onal inf mad ng cycle ed to in 's degr 's degr	ion on whether module of mination (approx. 60 to (approx. 15 pages) ssessment: German and bonus olaces ormation e e: winter semester LPO I (examination reg ars in ee (1 major) Managemente ee (1 major) Internationa	can be chosen to earn 90 minutes) or d/or English ulations for teaching-out nt (2018) al Economic Policy (20	a bonus)		every seme-
Method ster, in' a) writt b) term Langua credita Allocat Additio Teachin Teachin Teachin Referre Master Master Master	formati en example paper ige of a ble for ion of p onal inf onal i	ion on whether module of mination (approx. 60 to (approx. 15 pages) ssessment: German and bonus blaces ormation e e e: winter semester LPO I (examination reg ars in ee (1 major) Management ee (1 major) Internationation ee (1 major) China Busir	can be chosen to earn 90 minutes) or d/or English ulations for teaching-out nt (2018) al Economic Policy (20 pess and Economics (2)	a bonus) degree programmes) 18) :019)		every seme-
Method ster, in' a) writt b) term Langua credita Allocat Additio Teachin Teachin Teachin Referre Master' Master' Master' Master'	formati en example paper ige of a ble for ion of p onal inf onal i	ion on whether module of mination (approx. 60 to (approx. 15 pages) ssessment: German and bonus blaces ormation e e e: winter semester LPO I (examination reg ars in ee (1 major) Management ee (1 major) Internationation ee (1 major) China Busir ee (1 major) China Langu	can be chosen to earn 90 minutes) or d/or English ulations for teaching-out at (2018) al Economic Policy (20 bess and Economics (2 uage and Economy (20	a bonus) degree programmes) 18) :019)		every seme-
Method ster, ini a) writt: b) term Langua credita Allocat Worklo 150 h Teachin Teachin Referre Master Master Master Master Master	formati en example paper ige of a ble for ion of j onal inf mad ng cycle ed to in 's degr 's degr 's degr 's degr	ion on whether module of mination (approx. 60 to (approx. 15 pages) ssessment: German and bonus blaces ormation e e e: winter semester LPO I (examination reg ars in ee (1 major) Management ee (1 major) Internationation ee (1 major) China Busir	can be chosen to earn 90 minutes) or d/or English ulations for teaching-out al Economic Policy (20 hess and Economy (20 Systems (2019)	a bonus) degree programmes) 18) 2019)		every seme-



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

Module	e title				Abbreviation	
Selecte	ed Topi	cs in Corporate Finance	9		12-M-CF4-182-m01	
Module	oord	inator		Module offered by		
			gement and Corporate		nent and Economics	
Finance		and of Busiliess Malle	gement and corporate	in actually of Manager		
ECTS	Metho	od of grading	Only after succ. con	npl. of module(s)		
5		rical grade		-		
Duratio	on	Module level	Other prerequisites			
1 seme	ster	graduate				
Conten	ts					
This mo	odule s	erves the purpose of tr	ansferring credits from			
			or non-German univers	sities		
	additional courses offered on a short-term basis					
	• courses offered by new chairs that are not yet included in the regular curriculum. The chair holder will ensure that the courses are eligible for credit transfer.					
		ning outcomes				
				winding of a service of a	kille sonnat ha siuse	
			ids of modules, a desc			1.
		, number of weekly con	tact hours, language –	- if other than Germa	in)	
V (2) +						
			language — if other that can be chosen to earn		ition offered — if not	every seme-
a) writt	en exar	nination (approx. 60 to	90 minutes) or			
b) term	paper	(approx. 15 pages)	-			
		ssessment: German an				
Assess credita			in which the course is	offered		
Allocat		JIALES				
Additio	nal info	ormation				
			_			
Worklo	ad					
150 h						
Teachi	ng cycl	9				
Teachir	ng cycle	e: after announcement				
Referre	d to in	LPOI (examination reg	gulations for teaching-o	degree programmes)		
Module	e appea	irs in				
Master	's degre	ee (1 major) Manageme	ent (2018)			
Master	's degre	ee (1 major) Internation	al Economic Policy (20	18)		
Master	's degre	ee (1 major) China Busi	ness and Economics (2	2019)		
	-		guage and Economy (20	-		
			ness and Economics (2			
	-		uage and Economy (20	021)		
		ee (1 major) Economath				
	-	-	al Economic Policy (20	22)		
	-	ee (1 major) Manageme				
waster	s aegre	ee (1 major) Economatł	iematics (2022)			
Master's wi mics (2021)		China Business and Econo-		enerated 19-Apr-2025 • exam CTS) China Business and Ecc	-	page 231 / 540

Rick m	e title			-	Abbreviation	
NI JIC III	easurem	ent and risk valuation	: Concepts and applic	ations for banks	12-M-CF5-182-m01	
Module	e coordii	nator		Module offered by	<u> </u>	
			gement and Corporate		nent and Economics	
Finance		ian of Basiliess Mana	Sement and corporate			
ECTS	Metho	d of grading	Only after succ. con	pl. of module(s)		
5		cal grade				
Duratio	on []	Module level	Other prerequisites			
1 seme	· · · · · · · · · · · · · · · · · · ·	graduate				
Conten	I	-				
The cou and the	urse aug e concep		deration of symmetric quirement. The focus 5.			
Intende	ed learn	ing outcomes				
student 1. to jue 2. to ad 3. to rea	ts are at dge the ldress e	ole appropriateness and p ssential risks in banks	asurement and risk va problems of asymmetri and to understand the apital requirement bei	c risk measures, eir handling by supe	rvisory regulations a	s well as
Course	s (type,	number of weekly con	tact hours, language –	- if other than Germa	an)	
V (2) +		,				
ster, int a) writt b) term Langua	formatic en exam paper (n on whether module ination (approx. 60 m approx. 15 pages) sessment: German an			ation offered — if not	every seme-
	ion of pl					
AllULAL		laces				
Additio	onal info	rmation				
Worklo	ad					
150 h						
150 h Teachi i	ing cycle					
Teachi		winter semester				
Teachir Teachir	ng cycle:	winter semester	ulations for teaching-o	degree programmes))	
Teachir Teachir	ng cycle:	winter semester	ulations for teaching-o	degree programmes))	
Teachir Teachir Referre	ng cycle: ed to in L	winter semester POI (examination reg	ulations for teaching-	degree programmes)	
Teachin Teachin Referre Module	ng cycle: ed to in L e appear	winter semester POI (examination reg		degree programmes))	
Teachin Teachin Referre Module Master	ng cycle: ed to in L e appear 's degre	winter semester POI (examination reg s in e (1 major) Manageme)	
Teachin Teachin Referre Module Master Master	ng cycles ed to in L e appear 's degre 's degre	POI (examination reg s in e (1 major) Manageme e (1 major) Internation	nt (2018)	18))	
Teachin Teachin Referre Module Master Master Master	ng cycles ed to in L e appear 's degre 's degre 's degre	PO I (examination reg FO I (examination reg s in e (1 major) Manageme e (1 major) Internation e (1 major) China Busin	nt (2018) al Economic Policy (20	18) 2019)		
Teachin Teachin Referre Module Master Master Master Master	ed to in L ed to in L e appear 's degre 's degre 's degre 's degre	PO I (examination reg FO I (examination reg s in e (1 major) Manageme e (1 major) Internation e (1 major) China Busin	nt (2018) al Economic Policy (20 ness and Economics (2 uage and Economy (20	18) 2019))	
Teachin Teachin Referre Module Master Master Master Master Master	e appear 's degre 's degre 's degre 's degre 's degre 's degre 's degre	PO I (examination reg FO I (examination reg s in e (1 major) Manageme e (1 major) Internation e (1 major) China Busin e (1 major) China Lang e (1 major) Informatior	nt (2018) al Economic Policy (20 ness and Economics (2 uage and Economy (20	18) 2019) 019))	
Teachin Teachin Referre Module Master Master Master Master Master Master Master	ed to in L ed to in L 's degre 's degre 's degre 's degre 's degre 's degre 's degre 's degre 's degre	POI (examination reg r in e (1 major) Manageme e (1 major) Internation e (1 major) China Busin e (1 major) China Lang e (1 major) China Busin e (1 major) China Busin e (1 major) China Lang	nt (2018) al Economic Policy (20 ness and Economics (2 uage and Economy (20 1 Systems (2019) ness and Economics (2 uage and Economy (20	18) 2019) 2021))	
Teachin Teachin Referre Module Master Master Master Master Master Master Master	ed to in L ed to in L 's degre 's degre 's degre 's degre 's degre 's degre 's degre 's degre 's degre	POI (examination reg POI (examination reg s in e (1 major) Manageme e (1 major) Internation e (1 major) China Busin e (1 major) China Lang e (1 major) Informatior e (1 major) China Busin	nt (2018) al Economic Policy (20 ness and Economics (2 uage and Economy (20 1 Systems (2019) ness and Economics (2 uage and Economy (20	18) 2019) 2021)		



Master's degree (1 major) Information Systems (2022) Master's degree (1 major) International Economic Policy (2022) Master's degree (1 major) Management (2022)

Module title				Abbreviation			
Change					12-M-CHA-182-m01		
Module coordinator				Module offered by			
holder of and Acc		Chair of Business Mana Ig	gement, Controlling	Faculty of Managem	nent and Economics		
ECTS	Metho	od of grading	Only after succ. con	npl. of module(s)			
5	nume	rical grade					
Duratio	n	Module level	Other prerequisites				
1 semes	ster	graduate					
Content	ts						
analyze cusses tion is a with tea	Within the module, theoretical basics of change management are covered. In addition, we present and jointly analyze existing change projects in detail. We try to answer related questions, too. For example, the module discusses how to involve stakeholders in change, what motivates them to embrace change, and whether participation is a universal principle. The module covers projects like merging two departments, restarting a department with team building, conducting an employee survey, or developing a new mission statement. The majority of the projects are taken from the social sector, but can be transferred to industry and SMEs.						
Intende	ed learn	ning outcomes					
emotion strumer in these	nal rea nts in c e proce	ctions in change proce hange processes can b	nts will be able to unde sses. Change processe be questioned. Student se their knowledge for o	s can be critically an s are able to identify	alyzed and the use of the typical pitfalls a	of typical in- and hurdles	
Courses	s (type,	, number of weekly con	tact hours, language –	- if other than Germa	n)		
V (2) + ĺ	Ü (2)						
			language — if other tha can be chosen to earn		tion offered — if not	every seme-	
b) term Langua	paper ge of a ment o			offered			
Allocati	ion of p	olaces					
Additio	nal infe	ormation					
Workloa	ad						
150 h							
Teachin	ng cycl	e					
		e: no courses offered					
			gulations for teaching-o	legree programmes)			
				203.00 p.03.000)			
 Module appears in							
Master's degree (1 major) Management (2018) Master's degree (1 major) International Economic Policy (2018) Master's degree (1 major) China Business and Economics (2019) Master's degree (1 major) China Language and Economy (2019) Master's degree (1 major) Information Systems (2019)							
	-	ee (1 major) China Busi	ness and Economics (2		rog data ro	nago 201 / 512	
Master's wi mics (2021)		China Business and Econo-		enerated 19-Apr-2025 • exam CTS) China Business and Eco	-	page 234 / 540	



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

Module	e title				Abbreviation	
Manag	erial A	ccounting in the Compa	ny Management	_	12-M-CIU-182-mo:	1
Module	a coord	inator		Module offered by	<u> </u>	
		Chair of Business Manag	romont Controlling	Faculty of Managen	nont and Economic	
and Ac			gement, controlling	Faculty of Managen	nent and Economic	.5
ECTS		od of grading	Only after succ. con	npl. of module(s)		
5		rical grade				
Duratio	on	Module level	Other prerequisites	;		
1 seme	ster	graduate				
Conten	ts					
Within the module, theoretical basics of change management are covered. In addition, we present and jointly analyze existing change projects in detail. We try to answer related questions, too. For example, the module discusses how to involve stakeholders in change, what motivates them to embrace change, and whether participation is a universal principle. The module covers projects like merging two departments, restarting a department with team building, conducting an employee survey, or developing a new mission statement. The majority of the projects are taken from the social sector, but can be transferred to industry and SMEs. Intended learning outcomes After participating the lecture, students will be able to understand the occurrence of resistance and massive emotional reactions in change processes. Change processes can be critically analyzed and the use of typical instruments in change processes can be questioned. Students are able to identify the typical pitfalls and hurdles in these processes and are able to use their knowledge for own future projects as well as to create their own solutions in change processes. Courses (type, number of weekly contact hours, language — if other than German) V (2) + Ü (2) Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus) a) written examination (approx. 60 minutes) or b) term paper (approx. 15 pages) Language of assessment: German and/or English Assessment offered: In the semester in which the course is offered						
credita Allocat						
Additio	nal inf	ormation				
Worklo	ad					
150 h						
Teachi	ng cvcl	e				
		e: no courses offered				
		LPOI (examination reg	ulations for teaching-	degree programmes)		
		\ · · · · · · · · · · · · · · ·				
Module	e appea	ars in				
Master Master Master Master Master	's degr 's degr 's degr 's degr 's degr	ee (1 major) Managemer ee (1 major) China Busin ee (1 major) China Langu ee (1 major) Information ee (1 major) China Busin	ess and Economics (2 lage and Economy (20 Systems (2019) ess and Economics (2	2021)		
master	s aegr	ee (1 major) China Langı	lage and Economy (20	J21)		
		r China Business and Econo-	1881118200	enerated 19-Apr-2025 • exam		page 236 / 540

Module title					Abbreviation	
Contract Theory 12-M-CT-182-m01					12-M-CT-182-m01	
Module	coord	inator		Module offered by		
holder formati		Chair for Economics, Cont nomics	tract Theory and In-	Faculty of Managen	nent and Economics	
ECTS	Metho	od of grading	Only after succ. con	npl. of module(s)		
5	nume	rical grade				
Duratio	n	Module level	Other prerequisites			
1 seme	ster	graduate				
Conten	ts					
ons are a transa distribu nomica tributio tutiona of "mor "advers cations tive des Even th about, f than ha with log	During the 1960/70s, microeconomic theory came to acknowledge that many (if not most) economic transacti- ons are characterized by asymmetric distribution of information – i.e., at least one of the parties participating in a transaction usually is privy to information that the remaining parties do not have access to. This asymmetric distribution of information subsequently was recognized to be a major impediment for transactions to be eco- nomically efficient. Contract theory addresses the question how the inefficiencies arising from asymmetric dis- tribution of information can best be mitigated by appropriate design of the contractual (or, more generally, insti- tutional) framework that governs the transaction under consideration. This lecture covers the baseline models of "moral hazard" (i.e., situations where one party has private knowledge after a contract has been signed) and "adverse selection" (i.e., situations where one party has private knowledge before a contract is signed). As appli- cations we will address questions discussed in organizational, personnel or industrial economics, such as incen- tive design within organizations or the design of labor law regulations and competition laws. Even though we will work with precise mathematical formalizations of the ideas that we want to think and talk about, this course requires little more than a solid understanding of basic differential calculus. More important than having a solid mathematical background is having a strong interest in formal economic analysis and fun with logical thinking and puzzle solving. The exposition is primarily based on the following textbook:					
Intende	ed learr	ning outcomes				
• e. • a • ir tr • e b	 After completing the course students will be able to explain essential findings of contract theory, apply the involved methods to given stylized examples on their own, interpret the properties of real-life contracts as the outcome of the interaction between two or more contracting parties in the presence of asymmetric information, evaluate government interventions with regard to their effect on the efficiency properties of the interaction between the contracting parties. 					
Course	s (type	, number of weekly conta	ct hours, language –	- if other than Germa	ın)	
V (2) +	Ü (2)					
		e ssment (type, scope, la on on whether module ca			tion offered — if not every seme-	
b) term Langua	a) written examination (approx. 60 minutes) or b) term paper (approx. 15 pages) Language of assessment: German and/or English creditable for bonus					
Allocat	ion of p	olaces				
Additio	nal info	ormation				
L						

Workload

150 h

Teaching cycle

Teaching cycle: no courses offered

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

Module appears in

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

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

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

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

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

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

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

exchange program Business Management and Economics (2022)

Modul	e title	Abbreviation				
Design of Field Experiments and Studies 12-M-DFES-182-mo1						
Modul	e coordinator		Module offered by			
holder	of the Chair of Labour Economic	S	Faculty of Managen	nent and Economics		
ECTS	Method of grading	Only after succ. con	npl. of module(s)			
5	numerical grade					
Duratio		Other prerequisites	i			
1 seme	ster graduate					
Conter	its					
	odule "Design of Field Experimer l experiments and empirical stud		s with the planning,	implementation and	l evaluation	
• • E • F • (• S • • S	 Basics of experimental design Planning field experiments Conducting field experiments Statistical analysis of field data 					
	ed learning outcomes					
	topics help students to develop and to acquire the necessary sk				ield experi-	
Course	s (type, number of weekly conta	ct hours, language –	- if other than Germa	n)		
V (2) +	Ü (2)					
Modul	e taught in: English					
	d of assessment (type, scope, la formation on whether module c			tion offered — if not	every seme-	
	en examination (approx. 60 min	utes) or				
	n paper (approx. 15 pages)					
	age of assessment: English sment offered: In the semester ir	which the course is	offered			
	ble for bonus		oncrea			
Allocat	tion of places					
		-				
Additio	onal information					
Resear	ch track module in Master's pro	gramme IEP				
Worklo	oad					
150 h						
Teachi	ng cycle					
Teaching cycle: after announcement						
Referred to in LPO I (examination regulations for teaching-degree programmes)						
Modul	e appears in					
	's degree (1 major) Managemen	t (2018)				
	's degree (1 major) International		18)			
	's degree (1 major) China Busine	•				
Master's w mics (2021	ith 1 major China Business and Econo-		enerated 19-Apr-2025 • exam CTS) China Business and Eco	-	page 239 / 540	

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

					Abbreviation		
Digital Marketing I					12-M-DM1-182-m01		
Module	e coord	inator		Module offered by			
holder ting	of the (Chair of Business Admi	inistration and Marke-	Faculty of Managen	nent and Economics		
ECTS	Metho	od of grading	Only after succ. con	pl. of module(s)			
5		rical grade		• • • •			
Duratio	n	Module level	Other prerequisites				
1 seme	ster	graduate					
Conten	ts						
Contents Digitalization is rapidly changing our lives, including all types of business relationships. Therefore, new opportunities and approaches have emerged in all areas of the marketing mix: Managers can choose from a wide variety of new communication channels, such as social media networks, blogs, or messengers, and can engage in influencer marketing and search engine optimization. They increasingly rely on online customer co-creation or crowds sourcing and create a wide variety of new digital products and services, often related to completely new business models. Through price crawlers and price setting tools customers' price search behaviors have significantly changed, requiring new price setting techniques. Artificial intelligence enables managers to automize and optimize many of these marketing processes, thus offering new opportunities and challenges for companies. Overall, digital marketing offers a tremendous variety of concepts and approaches to seize respective opportunities and deal with related challenges, which will be largely highlighted and discussed in this course. Course structure: Introduction to Digital Marketing (incl. trends and major players) Digital Product Management (incl. management of digital and digitalized products, innovations, and brands) Digital Price Management (incl. digitalized and innovative pricing models and tools, such as crawlers, pay-per-use pricing, etc.) Digital Communication Management (incl. social media marketing, influencer marketing, search engine marketing, mobile marketing, content marketing, viral marketing, augmented and virtual reality marketing, ing.) Responsibilities resulting from Digital Marketing (incl. customer privacy, ethical challenges, organizational aspects) 							
Intende	ed lear	ning outcomes					
ing con After at	cepts o tendin	of digital marketing and g this course, students	w about these new app d illustrates these appr should have a broad a em successfully in busi	oaches and concepts nd in-depth underst	s along numerous ca	ase studies.	
Course	s (type	, number of weekly cor	ntact hours, language –	- if other than Germa	in)		
V (2) + Module	• •	t in: English					
			language — if other the can be chosen to earn		tion offered — if not	every seme-	
a) written examination (approx. 60 to 120 minutes) or b) term paper (15 to 20 pages) Language of assessment: English creditable for bonus							
Allocat	ion of _l	olaces					
Additional information							
Master's w	ith 1 maio	r China Business and Econo-	JMU Würzburg • g	enerated 19-Apr-2025 • exam	. reg. data re-	page 241 / 540	
mics (2021				CTS) China Business and Eco	-		

Workload

150 h

Teaching cycle

Teaching cycle: no courses offered

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

Module appears in

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

Module title	Abbreviation					
Toyota Supply Chain Management						
Module coordinator		Module offered by				
holder of the Chair of Logistics and Q	uantitative Methods	Faculty of Managen	nent and Economics			
ECTS Method of grading	Only after succ. cor	npl. of module(s)				
5 numerical grade						
Duration Module level	Other prerequisites	5				
1 semester undergraduate						
Contents						
Toyota is still considered to be a pioneer in the field of automobile production although it has recently had to cope with difficulties (e.g. recalls, production shortfalls caused by natural disasters) and had lost its dominant position in the automotive market to General Motors and Volkswagen–at least temporarily. The development of concepts, such as Lean Manufacturing, Total Quality Management, Kaizen, Kanban, etc., can be attributed completely or at least partially to Toyota. These concepts integrated in the so-called Toyota Production System (TPS) are now considered standard elements of modern production systems and are standard repertoire in business management. However, with a focus on the management of production systems, they only represent one of the cornerstones of the successful Toyota model. Toyota currently operates extremely efficient global supply chains with international production sites (in Japan, USA, France, Brazil, Argentina, Malaysia, Pakistan, etc.), globally distributed suppliers and a worldwide dealer network. Toyota implemented not only efficient production (with TPS), but also sustained efficient design and coordination of globally distributed value-added activities. To accomplish this, Toyota has consistently developed its management philosophy and the principles underlying TPS and integrated these in the "Toyota supply chain". While we were able to learn from Toyota in the past as to how production systems can be designed, today we can learn from Toyota as to how complex global supply chains in the automotive industry - but also in other industries - should be designed and coordinated. Notably its planning principles are - despite the greater complexity - easy to understand, simple to implement and are based on simple 'ground rules'. The aim of this seminar is to learn from the Toyota supply chain.						
Drawing on current cutting-edge researes research questions and to learn and a present their own seminar papers and analyze and discuss the work of their	pply research method l research both in writ	ds. The seminar style	of the course teaches them to			
Courses (type, number of weekly cont	act hours, language –	– if other than Germa	ın)			
S (2)						
Method of assessment (type, scope, ster, information on whether module			tion offered — if not every seme-			
written elaboration (approx. 10 to 15 p Language of assessment: German and		on (approx. 10 minut	es), (weighted 2:1)			
Allocation of places						
20 places. Should the number of applications ex (1) Applicants who have already achie on. (2) When places are allocated in a available places, places will be alloca plicants with the same average grade	eved a total of 90 ECTS accordance with (1) an ted according to the a	5 credits or more will d the number of app average grade of asse	be given preferential considerati- lications exceeds the number of			
Additional information						
	_					
Workload						
150 h						

Teaching cycle

Teaching cycle: after announcement

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

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Module appears in

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

Bachelor's degree (1 major) Business Information Systems (2021)

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

Bachelor's degree (1 major) Business Management and Economics (2021)

Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2021)

Bachelor's degree (1 major) Economathematics (2022)

Module title				Abbreviation			
Digital Marketing II					12-M-DM2-182-m01		
Module coordinator				Module offered by	<u> </u>		
				-			
nolder ting	ofthe	Chair of Business Admir	listration and Marke-	Faculty of Managen	nent and Economics		
ECTS	Moth	od of grading	Only after succ. con	nl of module(s)			
5		od of grading rical grade					
Duratio	I	Module level	Other prerequisites				
1 seme		graduate	Utilei prerequisites				
Conten		giaduate					
ment o ting str ne com ted in a	of a larg rategy f nmunic a so-ca	e, students take on the f e company division in tl or the division, which in ation and marketing via lled "business simulatio	ne consumer electroni cludes the product po online and offline sale	c goods sector. They rtfolio, suitable prici es channels. The situ	are asked to develo ng approaches, onli ation described abc	p a marke- ne and offli-	
Intend	ed lear	ning outcomes					
in relat	tion to t	, students learn to apply the respective company g application in busines	situation. The course				
Course	s (type	, number of weekly cont	act hours, language –	- if other than Germa	n)		
V (2) + Module		it in: English					
Metho	d of as	sessment (type, scope, ion on whether module			tion offered — if not	every seme-	
a) writt	en exa	mination (approx. 60 to (15 to 20 pages)		,			
		assessment: English					
		offered: In the semester	in which the course is	offered			
credita	ble for	bonus					
Allocat	tion of	places					
Additic	onal inf	ormation					
			_				
Worklo	ad						
150 h							
Teachi	ng cycl	e					
Teachi	ng cycl	e: no courses offered					
Referre	ed to in	LPOI (examination reg	ulations for teaching-	degree programmes)			
Module appears in							
Master	's degr	ree (1 major) Business In	formation Systems (20	016)			
Master's degree (1 major) Business Management (2015)							
Master	Master's degree (1 major) International Economic Policy (2015)						
	-	ee (1 major) Manageme					
Master's degree (1 major) International Economic Policy (2018)							
Master's degree (1 major) China Business and Economics (2019)							
	Master's degree (1 major) China Language and Economy (2019) Master's degree (1 major) Information Systems (2019)						
		ee (1 major) Information		enerated 19-Apr-2025 • exam	reg data re-	nage 2/5 / 5/0	
mics (2021		a china business and LUUIU-		CTS) China Business and Eco		page 245 / 540	

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

Module title				Abbreviation		
DSGE I	DSGE Modelling 12-M-DMM-182-mo1					
Module coordinator				Module offered by		
head o	f the W	ork Group of Empirical	Economics	Faculty of Managen	nent and Economics	
ECTS	Metho	od of grading	Only after succ. con	npl. of module(s)		
5	numer	rical grade				
Duratio	on	Module level	Other prerequisites			
1 seme	ster	graduate				
Conter	Its					
The course offers an introduction to "Dynamic Stochastic General Equilibrium Modelling" (DSGE). These models are designed to describe the business cycle at the macro level. In a first step, we analyse the behaviour of a representative household. In particular, we describe how consumption, asset allocation and labour supply plans are formulated. In a second step, we focus on the firm sector and address how firms solve for optimal production plans. In a third step, we explain what role the central bank plays in stabilising the business cycle. Thereby, we show how changes in interest rates interact with optimal decisions taken by households and firms. We also discuss hot topics such as CAPM models and monetary policy in the euro area.						
Intend	ed learr	ning 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. Based on the course students are able themselves to design and implement DSGE models. 						
Course	s (type,	number of weekly con	tact hours, language –	- if other than Germa	n)	
V (2) +	Ü (2)					
			language — if other th can be chosen to earn		tion offered — if not	every seme-
b) term	n paper	nination (approx. 60 m (approx. 15 pages) ssessment: German ar				
Allocat	ion of p	olaces				
Additio	onal info	ormation				
Resear	ch track	k module in Master's p	rogramme IEP			
Worklo	ad					
150 h						
Teachi	ng cycl	9				
		e: winter semester				
			gulations for teaching-	degree programmes)		
			<u> </u>	<u> </u>		
Module appears in						
		ee (1 major) Manageme	ent (2018)			
	-		al Economic Policy (20	18)		
	-		ness and Economics (2			
			guage and Economy (20			
			ness and Economics (2			
	-	-	guage and Economy (20		von data va	nono o (- 1
Master's w mics (2021		China Business and Econo-		enerated 19-Apr-2025 • exam CTS) China Business and Eco		page 247 / 540



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

Module title				Abbreviation		
Decision Support Systems 12-M-DSS-192-mo1						
Module coordinator			Module offered by			
	of the C	Chair of Business Analy		, , -	nent and Economics	
ECTS	î	d of grading	Only after succ. con	npl. of module(s)		
5	<u> </u>	rical grade				
Duratio		Module level	Other prerequisites			
1 seme		graduate				
Conten		curses advanced ann	oaches for modelling a	and colving decision	problems in husings	c cottings
	quired i		sign and implement de			
Intende	ed learr	ning 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 decision support systems 						
			tact hours, language –	- if other than Germa	n)	
V (2) +					•	
 Method of assessment (type, scope, language – if other than German, examination offered – if not every semester, information on whether module can be chosen to earn a bonus) a) Written examination (approx. 60 minutes) or b) oral examination (one candidate each: approx. 10 to 15 minutes, groups of 2: approx. 20 minutes, groups of 3: approx. 30 minutes) Language of assessment: German and/or English 						
credita						
Allocation of places 40 places. Should the number of applications exceed the number of available places, places will be allocated as follows: (1) Master's students of Information Systems will be given preferential consideration. (2) The remaining places will be allocated to students of other subjects. (3) When places are allocated in accordance with (1) and (2) and the number of applications exceeds the number of available places, places will be allocated by lot among applicants from this group.						
Additio	nal info	ormation				
Worklo	ad					
150 h						
Teachi	ng cycl	9				
Teachiı	ng cycle	e: winter semester				
Referre	d to in	LPOI (examination re	gulations for teaching-	degree programmes)		
Module	e appea	rs in				
Master's degree (1 major) Information Systems (2019) Master's degree (1 major) China Business and Economics (2021) Master's degree (1 major) China Language and Economy (2021) Master's degree (1 major) Economathematics (2021) Master's with 1 major China Business and Econo- JMU Würzburg • generated 19-Apr-2025 • exam. reg. data re- page 249 / 540						
mics (2021)				CTS) China Business and Eco		,

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

Module title				Abbreviation		
E-Commerce I 12-M-EC1-182-m01						
Module	e coord	inator		Module offered by		
holder of the Chair of Business Administration and Marke ting				Faculty of Managen	nent and Economics	
ECTS	Metho	od of grading	Only after succ. com	pl. of module(s)		
5		rical grade		• • • •		
Duratio	n	Module level	Other prerequisites			
1 seme	ster	graduate				
Conten	ts		•			
and stra dustry, egy of a ons for sentatio or preso Intende This cla sessing Course V (2) + I Module Methoc ster, inf a) writte b) term	E-commerce is a highly relevant field for almost all types of companies. However, the ecommerce approaches and strategies applied by companies differ strongly depending on the respective firm context (e.g., in terms of in- dustry, types of customers, types of products). In this seminar, students analyze the specific e-commerce strat- egy of a selected firm. In doing so, they evaluate the strategies' current and future potential and make suggesti- ons for improvements and for addressing future trends. Furthermore, each lecture session will contain short pre- sentations where the students (in groups) will either apply selected lecture topics to real-world business cases or present the core aspects of research articles dealing with e-commerce topics in general. Intended learning outcomes This class enables students to gain insights into real-life e-commerce strategies and to train their abilities in as- sessing business strategies. Courses (type, number of weekly contact hours, language — if other than German) V (2) + Ü (2) Module taught in: English Method of assessment (type, scope, language — if other than German, examination offered — if not every seme- ster, information on whether module can be chosen to earn a bonus) a) written examination (approx. 60 to 120 minutes) or					
credital		ssessment: English bonus	_			
Allocat	ion of _l	olaces				
Additio	nal inf	ormation				
Worklo	ad					
150 h						
Teachir	ן זפ נערן	۵				
		e: summer semester	-			
			lations for tooshing			
Reierre	αιοπ	LPO I (examination reg		legree programmes)		
Module						
	-	ee (1 major) Business Int	•	016)		
	-	ee (1 major) Business Ma		15)		
	-	ee (1 major) Internationa	•	15)		
	Master's degree (1 major) Management (2018)					
	Master's degree (1 major) International Economic Policy (2018)					
	Master's degree (1 major) China Business and Economics (2019) Master's degree (1 major) China Language and Economy (2019)					
	-	ee (1 major) Information	- ,	-3)		
	-	r China Business and Econo-		enerated 19-Apr-2025 • exam	. reg. data re-	page 251 / 540
mics (2021)				CTS) China Business and Eco	-	

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

Module	e title				Abbreviation
E-Com	nerce l	I			12-M-EC2-182-m01
Module	e coord	inator		Module offered by	
Dean of mics	f the Fa	iculty of Business Manag	ement and Econo-	Faculty of Managem	nent and Economics
ECTS	Metho	od of grading	Only after succ. con	npl. of module(s)	
5	nume	rical grade			
Duratio	n	Module level	Other prerequisites		
1 seme	ster	graduate			
Conten	ts				
and stra dustry, egy of a ons for sentatio	ategies types o a select improv ons wh	applied by companies d of customers, types of pro- ted firm. In doing so, they vements and for addressi	iffer strongly depend oducts). In this semir v evaluate the strateg ng future trends. Fur ps) will either apply s	ling on the respective nar, students analyze ies' current and futu thermore, each lectu selected lecture topic	r, the ecommerce approaches e firm context (e.g., in terms of in- e the specific e-commerce strat- re potential and make suggesti- re session will contain short pre- cs to real-world business cases in general.
		ning outcomes			
This cla	iss ena		ights into real-life e-o	commerce strategies	and to train their abilities in as-
		, number of weekly conta	ct hours, language –	- if other than Germa	n)
V (2)		t in: English			
		essment (type, scope, la on on whether module ca			tion offered — if not every seme-
b) term Langua	paper ge of a ment o	mination (approx. 60 to 1 (15 to 20 pages) ssessment: English ffered: In the semester in bonus		offered	
Allocat	ion of p	olaces			
Additio	nal inf	ormation			
Worklo	ad				
150 h					
Teachir		•			
		e: no courses offered			
	<u> </u>	LPOI (examination regu	lations for toaching	dagraa programmac)	
Referre		LFUT (examination regu		legree programmes)	
 Module	e appea	urs in			
		ee (1 major) Management	t (2018)		
	-	ee (1 major) China Busine		2019)	
	-	ee (1 major) China Langua		019)	
	-	ee (1 major) Information S			
		ee (1 major) China Busine			
Master	's degr	ee (1 major) China Langua	age and Economy (20	021)	

Modul	e title				Abbreviation	
Busine	ess Com	munication in Print, Or	line and Social Medi	ia	12-M-ECC-182-mo	1
Modul	e coord	inator		Module offered by	, ,	
		Professorship of Econor	mic lournalism		ment and Economic	c
ECTS		od of grading	Only after succ. co			5
5		rical grade				
Durati		Module level	Other prerequisite	5		
1 seme		graduate				
Conter	nts	0				
the bu manag lecture cises c online nion-m	siness r gement, e is on tl on vario market nakers c	ocuses on the relations models on the part of th the new forms of comm ne use of social media i us Web 2.0 application research data. Howeve on the web as well as pr ning outcomes	ne providers. Starting nunication managem in campaigns (Facebo s (e.g. online social n er, crisis communicati	from the basics of ed ent in social network ook, Twitter, Instagran etworks) and on the on of companies will	litorial work and pro s are presented. The n, Tiktok). There wil collection and interp	ofessional text focus of the l also be exer- pretation of
		in the module course	es, students acquire i	ob-specific skills in r	esearch and intervie	wing. Stu-
studer ports, genres scribe	nts are t and bac and cre the edit	to collect and organize aught journalistic expe kground reports with the eate them themselves. torial and technical app vill be able to design co	rtise so that they are heir media characteri Students will be able proach including feed	able to recognize the stics and communica to prototype and des back, response, and	forms of presentations in difficult functions in difficult functions in difficult for a social media of customer engagement	on of news, re ferent media campaign, de-
Course	es (type	, number of weekly con	tact hours, language	— if other than Germ	an)	
V (2) +	Ü (2)					
		essment (type, scope, on on whether module			ation offered — if no	t every seme-
Langua		nation (approx. 60 mini ssessment: German an bonus				
Alloca	tion of p	olaces				
Additi	onal inf	ormation				
Worklo	oad					
150 h						
	ing cycl	6				
		e: winter semester				
		LPOI (examination reg		-degree programmes)	
					/	
-	e appea	ars in				
		ee (1 major) Manageme	nt (2018)			
	-	ee (1 major) Internation		.018)		
	-	ee (1 major) China Busi				
	-	ee (1 major) China Lang	- ,	2019)		
	-	ee (1 major) Media Com	-			
	-	ee (1 major) Informatior	-			
Anctor's u	vith 1 maio	China Business and Econo-	JMU Würzburg •	generated 19-Apr-2025 • example and the second seco	m. reg. data re-	page 254 / 540

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

Module	e title				Abbreviation
Experir	nental	Economics			12-M-EE-182-m01
Module	e coord	inator		Module offered by	
holder	of the (Chair of Labour Economic	S	Faculty of Managen	nent and Economics
ECTS	Metho	od of grading	Only after succ. con		
5	nume	rical grade			
Duratio	on	Module level	Other prerequisites		
1 seme	ster	graduate			
Conten	ts				

Aim and outline of the course:

The Nobel Prizes for Daniel Kahneman and Vernon Smith 2002 and for Richard Thaler 2017 have underlined the increasing importance of experimental methods in economics. Experimental methods are used to collect data using randomization or a highly controlled environment. This course offers an introduction to the methodology of experimental economics and economic laboratory experiments.

In the methodology part it is shown why experiments are a good tool to generate scientific knowledge. Furthermore, widely used techniques in economic experiments are explained and how economic experiments differ from experiments in other social sciences. This part also deals with methods of reasoning, i.e. how inferences can be drawn from evidence that is generated by experiments.

The unifying theme of all laboratory experiments that will be covered is, understanding the behavior of agents, who produce and/or distribute goods by interacting with each other. The first topic is about markets and it includes experiments that shown under which conditions and institutions markets work very efficient and under which conditions and institutions they fail to yield a desirable outcome. The second topic includes experiments that look at the behavior of two agents, who bargain about the distribution of a common pie. On the basis of these results we will discuss experiments that try to explain bargaining behavior and show how agents deviate systematically from the neoclassical framework, i.e. the "homo oeconomicus". The third topic deals with cooperation and institutions that support cooperation in the long run as equilibrium. Further, systematic evidence will be presented on how individuals can be classified in different cooperative types and how these types can explain economic outcomes in natural environments. The forth topic concerns reciprocity, a strong determining factor of human behavior that is nearly universal. We will cover experiments that show how reciprocity can enforce relational contracts in the absence of third party enforcement. Moreover, there will be a special emphasis on how reciprocity affects labor markets.

When time permits up to two additional topics will be covered. The first topic is about gender differences in competitiveness, risk-aversion and overconfidence. The second topic is about the elicitation of social norms.

Prerequisites: Participants should have a basic knowledge about microeconomics, game theory and econometrics.

Literature:

The course will be mainly paper based but the following books provide a good overview and complement the discussed papers.

- Dhami, S. (2016). The Foundations of Behavioral Economic Analysis. Oxford University Press.
- Guala, F. (2005). The Methodology of Experimental Economics. Cambridge University Press

In addition lecture slides will be provided.

Intended learning outcomes

The aim of the course is to familiarize students with the methodology experimental economics. Further, students will be enabled to understand how causal evidence can be obtained using controlled variation and how to generalize from results that are derived in artificial laboratory setting to more natural environments. Moreover, the

Master's with 1 major China Business and Econo-	JMU Würzburg • generated 19-Apr-2025 • exam. reg. data re-
mics (2021)	cord Master (120 ECTS) China Business and Economics - 2021

course shall deepen students' understanding of human decision making in multi-agent settings and to make them aware of systematic heterogeneous human behavior in the production and distribution of goods.

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

V (2) + Ü (2)

Module taught in: English

Method of assessment (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

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

creditable for bonus

Allocation of places

Additional information

Research track module in Master's programme IEP

Workload

150 h

Teaching cycle

Teaching cycle: after announcement

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

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Module appears in

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

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

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

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

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

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

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

Master's degree (1 major) International Economic Policy (2022)

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

Master's degree (1 major) Economathematics (2022)

exchange program Business Management and Economics (2022)

Modul	e title				Abbreviation	
Europe	ean Pub	lic Finance			12-M-EFP-202-m01	
Modul	e coord	inator		Module offered by	·	
	-	Chair of Public Finance			nent and Economics	
ECTS		od of grading	Only after succ. con	npl. of module(s)		
5	·	rical grade				
Duration 1 seme		Module level graduate	Other prerequisites			
Conter		Siduate				
the rev ons of	enues o the Bre	of the Union are genera xit decision and variou	nain public finance issu ted and how they are s s coordination problen cussed with simple mo	pent. We will discus as with respect to pu	s the motivation and blic debt, taxation a	l implicati- nd environ-
Course	e conter	its:				
1. The	Europea	an Union: History and I	nstitutions			
2. The	Budget	of the European Union				
3. Ecor	nomic A	nalysis of the Brexit Pr	ocess			
4. Sove	ereign D	9ebt, Financial Crisis ar	nd Fiscal Integration in	the EMU		
5. Tax	Compet	ition or Tax Coordinatio	on in Europe?			
6. Euro	pean C	limate Policy: Emissior	n Trading and Green De	al		
Intend	ed learı	ning outcomes				
rules o		ict in the EU. They are a	are introduced to the ble to apply simple the			
Course	es (type	, number of weekly cor	tact hours, language –	- if other than Germa	n)	
V (2) +	Ü (2)					
			language — if other th can be chosen to earn		tion offered — if not	every seme-
b) term Langua	n paper	nination (approx. 60 m (approx. 15 pages) ssessment: German ar bonus				
Allocat	tion of p	olaces				
mes Bu themat total of numbe	usiness tik (Mat f 20 pla er of ava	Management, Internat hematics for Economic ces will be allocated to ilable places, these pl	th regard to available p ional Economic Policy s) and Chinese and Ec students of other subj aces will be allocated b	or Economics, Inform onomics as well as C jects; should the nur	nation Systems, Wirts hina Business and E	schaftsma- conomics. A
Additio	onal info	ormation				
Worklo	bad					
150 h						
	ng cycl					
		e: Summer Semester China Business and Econo-	IMII Würzhurg ● g	enerated 19-Apr-2025 • exam	reg data re-	page 258 / 540
mics (2021				CTS) China Business and Eco	-	

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

Module appears in

Master's degree (1 major) Political and Social Sciences (2020) Master's degree (1 major) China Business and Economics (2021) Master's degree (1 major) China Language and Economy (2021) Master's degree (1 major) Social Science Sustainability Studies (2021) Master's degree (1 major) Economathematics (2021)

Module title				Abbreviation	
Monetary Pol	icy and the Financial Sys	tem		12-M-EG1-182-m01	
Module coord	inator		Module offered by		
holder of the nal Financial I	Chair of Monetary Econor Markets	nics and Internatio-	Faculty of Managen	nent and Economics	
ECTS Meth	od of grading	Only after succ. con	npl. of module(s)		
5 nume	rical grade				
Duration	Module level	Other prerequisites	i		
1 semester	graduate				
Contents		-			
repeats macro third one, mo	peconomic concepts. The	second one deals wi o lower bound on no	ith core topics on mo minal interest rates o	d into four sections. The first o metary policy and theory. In th constraint is analyzed. The fou	ne
Format of the	module: lectures and exe	ercise sessions			
•	Basic knowledge of mich ness or similar fields.	roeconomics and ma	croeconomics as tau	ght in Bachelor programs in E	.co-
Usability: Mas	ster International Econom	nic Policy			
Requirements exam.	for getting credit points	according to the Erop	ean Credit Transfer S	System (ECTS): Passing the fin	ıal
ECTS and grad	ding: 5 ECTS, Grading on	a scale from 1-5 base	d on the final exam.		
Frequency of	the module: Each winter	term			
Workload: 150	o hours (Lecture + Exercis	se Session + Self Stuc	ły)		
Duration: 1 Se	emester				
Intended lear	ning outcomes				
pertise on ins	titutional aspects and the derstand current develop	eoretical monetary m	odels. Having compl	onetary policy. Students gain e eted the module, students wil nodels and theories to analyz	u
Courses (type	, number of weekly conta	act hours, language –	- if other than Germa	n)	
V (2) + Ü (2)					
	s essment (type, scope, la ion on whether module c			tion offered — if not every sen	ne-
b) term paper	mination (approx. 60 mir (approx. 15 pages) ssessment: German and bonus				
Allocation of	places				
by lot among number of pla	all applicants irrespective	e of their subjects. (2 he same procedure. () Places on all course	e places, places will be alloca es of the module with a restric pe maintained and places re-a	ted
Additional inf	ormation				
Master's with 1 majo mics (2021)	r China Business and Econo-		enerated 19-Apr-2025 • exam CTS) China Business and Eco		540

Workload

150 h

Teaching cycle

Teaching cycle: after announcement

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

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Module appears in

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

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

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

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

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

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

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

Module					Abbreviation
Econon	nic Geo	graphy			12-M-EG-182-m01
Module	e coord	inator		Module offered by	
holder	of the (Chair of International Eco		, <u>,</u>	nent and Economics
ECTS		od of grading	Only after succ. com	npl. of module(s)	
5	L	rical grade			
Duratio		Module level graduate	Other prerequisites		
Conten		graduate			
Der Kur	's wird	in Englisch gelesen			
<u>Conten</u>	<u>t</u>				
cation o	of econ		e main parts of the l	ecture cover the fund	over key forces driving the allo- ctioning and evolution of cities
l Motiva	ation a	nd Facts			
ll Locat	ion Bas	sics			
- Forces	s Shapi	ng the Location of Econo	mic Activity in Space		
- Some	Intelle	ctual Background			
III Urba	n and I	Regional Economics			
- The Sp	patial S	tructure of Cities			
- City Sy	ystems				
III New	Econor	nic Geography			
- From t	the Nev	v Trade Theory to the New	v Economic Geograph	ıy	
- Footlo	ose Ca	pital Model and Policy Ap	oplications		
- Core F	Periphe	ry Models and Policy App	lications		
- Empir	ics				
<u>Literatu</u>	<u>ire:</u>				
		es a combination of textb s (current and previous vo			ne Handbook of Urban and Regio- re:
		H. Garretsen and Ch. van sity Press	Marrewijk, 2009, Th	e New Introduction to	o Geographical Economics, Cam-
Baldwii cy, Prin			aviano and F. Robert [.]	Nicoud, 2003, Econ	omic Geography and Public Poli-
		Th. Mayer and J.F. Thisse, ty Press	2008, Economic Geo	ography. The Integra	tion of Regions and Nations, Prin-
Fujita, I	M., P.R.	Krugman and A.J. Venab	les, 1999: The Spatia	al Economy, MIT Pres	S

Master's with 1 major China Business and Econo-	JMU Würzburg • generated 19-Apr-2025 • exam. reg. data re-	page 262 / 540
mics (2021)	cord Master (120 ECTS) China Business and Economics - 2021	

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Fujita, M. and J.-F. Thisse (2013). Economics of Agglomeration. Cities, Industrial Location and Regional Growth. Cambridge University Press.

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

Intended learning outcomes

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

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

V (2) + Ü (2)

Module taught in: English

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

a) written examination (approx. 60 to 90 minutes) or b) term paper (approx. 15 pages) Language of assessment: English

creditable for bonus

Allocation of places

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Additional information

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Workload

150 h

Teaching cycle

Teaching cycle: summer semester

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

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Module appears in

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

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

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

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

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

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

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

Master's degree (1 major) International Economic Policy (2022)

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

Master's degree (1 major) Economathematics (2022)

exchange program Business Management and Economics (2022)

Module	e title				Abbreviation	
	•	cy, Foreign Exchange I	Markets, and the Interr	national Monetary	12-M-EG2-182-m01	
System						
Module				Module offered by		
		Chair of Monetary Econ Narkets	omics and Internatio-	Faculty of Managen	nent and Economics	
ECTS		od of grading	Only after succ. con	npl. of module(s)		
5	nume	rical grade				
Duratio		Module level	Other prerequisites			
1 seme	ster	graduate				
Conten	ts					
The cou	urse de	als with the following t	opics:			
Functio specula	ning of ation w		kets; market structure,	players and evolutic	on; FX transactions; l	nedging and
Theore and pu busch-)	tical ba rchasin) oversl roach; l	economics: ckground and empirica g power parity (PPP); N nooting model; Balassa Real effective exchange count.	Aonetary approach: Fle a-Samuelson effect; FX	xible price monetary valuation via the PP	model and sticky p P and the macroeco	rice (Dorn- nomic balan-
Classifi	ication	regimes and monetary of exchange rate regim nonetary system; centr	es; the policy trilemma	a in open economies	; historical developn	nent of the
Implica tes. The BM	itions o	en economy macroecon f the Mundell-Fleming MP-PC) model of the op Achange rates; optimur	model for monetary an en economy and its im	d fiscal policy under	ry and fiscal policy ι	-
ming fr	tional e amewo	experience with current		os; modelling current	cy crises within the N	Aundell-Fle-
Intende	ed leari	ning outcomes				
market Next to investn econon	s, the c a profo nent sti nies, in	this course, students frivers of exchange rate ound knowledge of exc rategy. In the second pa cluding its trade-offs a pretical models as well	e movements and some hange rate theory the c art of the course stude nd risks like currency c	e exchange rate valua course highlights its nts learn the principl rises. Students will b	ation methods used practical applicabilit es of monetary polic	in practice. ty, e.g. as an cy in open
Course	s (type	, number of weekly con	tact hours, language –	- if other than Germa	in)	
V (2) +	Ü (2)					
		e ssment (type, scope, on on whether module			tion offered — if not	every seme-
a) writt b) term	en exai paper ige of a	nination (approx. 60 m (approx. 15 pages) ssessment: German an	inutes) or	·		
Master's wi mics (2021)		China Business and Econo-		enerated 19-Apr-2025 • exam CCTS) China Business and Eco		page 264 / 540

Allocation of places

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

Additional information

Workload

150 h

Teaching cycle

Teaching cycle: after announcement

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

Module appears in

Master's degree (1 major) Management (2018) Master's degree (1 major) International Economic Policy (2018) Master's degree (1 major) China Business and Economics (2019) Master's degree (1 major) China Language and Economy (2019) Master's degree (1 major) China Business and Economics (2021) Master's degree (1 major) China Language and Economy (2021) Master's degree (1 major) Economathematics (2021) Master's degree (1 major) International Economic Policy (2022) Master's degree (1 major) Management (2022) Master's degree (1 major) Economathematics (2022)

Modul	e title				Abbreviation	
Marke	t Resea	rch and Demand Analy	sis		12-M-EIO-182-m01	
Modul	e coord	inator		Module offered by	<u>I</u>	
holder	of the o	Chair of Industrial Econ	omics	Faculty of Managen	nent and Economics	
ECTS	Meth	od of grading	Only after succ. cor			
5	nume	rical grade				
Durati	on	Module level	Other prerequisites	;		
1 seme	ester	graduate				
Conte	nts					
2. Esti 2. Esti 3. Furt 3. Furt Intend The str comes one ca a thord dents firms. based gers. A but wi	Ordinar Endoge mation Represe Multino Discrete Discrete her app Demand Using si led lear udents S. They v in imple bugh un will bec They wi on the A studer II also in	conometric methods y Least Squares (OLS) neity and how to deal w of demand entative consumer mod mial Logit Model (ML) a e choice models with in e choice models with ag lications d and Supply estimation g marginal costs cructural models for cou ning outcomes taking this class will leave will become familiar with ement these methods in derstanding of the so- ome familiar with meth ll learn how to use such estimated models to even that successfully con mplement a few import ions of empirical studie	els and extensions dividual data ggregate data n unterfactual policy ana arn modern empirical r ch methods used in est practice using statisticalled New Empirical In tods used in estimating of models to infer marginal valuate the effects of co opletes this course will ant models in compute	lysis nethods in studying imating demand and ical software. The lec idustrial Organizatio g demand and imper inal costs as well as hanges in the compe not only be able to r er exercises. Furthern	d during exercises wi ctures will help stude n (NEIO) methodolog fect competition mo constructing policy s etitive environment, read empirical acade nore, students will b	ill learn how ents to have gy. The stu- idels among simulations such as mer- emic papers be able to
Course	es (type	, number of weekly con	itact hours, language –	– if other than Germa	an)	
V (2) + Modul		t in: English				
		sessment (type, scope, ion on whether module			ition offered — if not	every seme-
b) tern Langu	n paper	mination (approx. 60 to (15 to 20 pages) ssessment: English bonus	o 120 minutes) or			
Alloca	tion of _l	olaces				
Additi	onal inf	ormation				
Resea	rch trac	k module in Master's p	rogramme IEP			
Workl	oad					
150 h						
Teach	ing cycl	e				
Teachi	ng cycl	e: summer semester				
Master's v mics (202		r China Business and Econo-		enerated 19-Apr-2025 • exam ECTS) China Business and Ecc	-	page 266 / 540

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

Module appears in

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

Module	title				Abbreviation
Europea	an Mac	croeconomic Policy			12-M-EMP-202-m01
Module	e coord	inator		Module offered by	
		Chair of Monetary Econor	nics and Internatio-	Faculty of Managem	nent and Economics
		Markets			
ECTS		od of grading	Only after succ. com	pl. of module(s)	
5		rical grade			
Duratio		Module level	Other prerequisites		
1 seme		graduate			
Conten					
II. The r a. The c b. The f C. The f III. The a. Unen b. Gove c. Inflat d. The i IV. A sin V. The r a. The r b. Conv c. ECB s d. The t VI. The a. Spec b. The l c. The r b. The f c. The r b. The f c. The r b. The f c. The r c. The r b. The f c. Th	nechar classica Keynes inancia divergi nploym ernmen cion: qu moneta nandat vention strateg chreat c difficul ific cha imitati ational ecific El e EMU cific El e EMU cifiancia by Ma CCB in t	ons set by Stability and G le of fiscal rules: Maastric MU topics an optimum currency are al crisis and the euro cris rio Draghi ("Whatever it t che Corona crisis and Nex	ing corn economy economy with inhere e two models the two paradigms us rationing of the lab sus Modern Monetary lips curve s e trade-offs with une ments of the ECB / The Lower Bound independent nationa litical integration: La frowth Pact tht Treaty, Fiscal Com a? is: The dismal perform akes")	oor market by the go Theory (MMT) mployment and finat he risk of fiscal domi al fiscal policies in th ck of coordination ve apact/Debt Brake, Go	ncial stability inance
		ning outcomes			
				-	ropean macroeconomics.
V (2) +	Ü (2)	, number of weekly conta t in: English	ct nours, language –	- IT other than Germa	n)
Method	d of ass				tion offered — if not every seme-
b) term Langua credital	paper ge of a ble for		utes) or		
Allocat	ion of p	olaces			
mes Bu	isiness	Management, Internatio	nal Economic Policy of	or Economics, Inform	f the Master's degree program- nation Systems, Wirtschaftsma- hina Business and Economics. A

total of 20 places will be allocated to students of other subjects; should the number of applications exceed the number of available places, these places will be allocated by lot.

Additional information

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Workload

150 h

Teaching cycle

Teaching cycle: after announcement

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

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Module appears in

Master's degree (1 major) Political and Social Sciences (2020) Master's degree (1 major) China Business and Economics (2021)

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

Master's degree (1 major) Social Science Sustainability Studies (2021)

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

	e title				Abbreviation	
Empirio	cal HR I	Research with Stata			12-M-EPF-161-m01	
Module	e coord	inator		Module offered by	ļ	
		Chair for Human Resourc	e Management and	· · ·	nent and Economics	
Organis			e Mallagement anu	Faculty of Manager		
ECTS	1	od of grading	Only after succ. cor	nnl of module(s)		
5		rical grade				
J Duratio		Module level	Other prerequisites	•		
1 seme		graduate				
		graduate	<u> </u>			
Conten	-					
most in learn, v STATA.	nportai with the	Empirische Personalfors nt estimation problems a e help of basic problems o be provided in class.	and their application i	in the software pack	age STATA. In additio	on, students
Intend	ed lear	ning outcomes				
The ain	n of the	e seminar is to enable stu	udents to understand	and apply the most	important estimatio	n program-
		application in STATA wit				
Course	s (type	, number of weekly conta	act hours, language –	– if other than Germa	ın)	
Ü (2)						
ster, in term pa	formati aper (aj	sessment (type, scope, la ion on whether module o pprox. 10 pages)	an be chosen to earn		ition offered — if not	every seme
	age of a	ssessment: German and				
		ffered: Once a year as a				
Assess Allocat	ment o ion of j	ffered: Once a year as ar blaces	nnounced			
Assess Allocat 12 plac by lot a numbe	tion of j tes. (1) ter of pla	ffered: Once a year as a	pplications exceed the oplications exceed the of their subjects. (2 he same procedure. () Places on all cours	es of the module wit	h a restricte
Assess Allocat 12 plac by lot a numbe cated b	ion of J ces. (1) among a er of pla by lot as	ffered: Once a year as an blaces Should the number of ap all applicants irrespectiv ces will be allocated in t	pplications exceed the oplications exceed the of their subjects. (2 he same procedure. () Places on all cours	es of the module wit	h a restricte
Assess Allocat 12 plac by lot a numbe cated b Additio	ion of J ces. (1) among a er of pla by lot as	ffered: Once a year as an blaces Should the number of ap all applicants irrespectiv ces will be allocated in t s they become available	pplications exceed the oplications exceed the of their subjects. (2 he same procedure. () Places on all cours	es of the module wit	h a restricte
Assess Allocat 12 plac by lot a numbe cated b	ion of j ees. (1) among a er of pla by lot as	ffered: Once a year as an blaces Should the number of ap all applicants irrespectiv ces will be allocated in t s they become available	pplications exceed the oplications exceed the of their subjects. (2 he same procedure. () Places on all cours	es of the module wit	h a restricte
Assess Allocat 12 plac by lot a numbe cated b Additio Worklo	ion of j ees. (1) among a er of pla by lot as	ffered: Once a year as an blaces Should the number of ap all applicants irrespectiv ces will be allocated in t s they become available	pplications exceed the oplications exceed the of their subjects. (2 he same procedure. () Places on all cours	es of the module wit	h a restricte
Assess Allocat 12 plac by lot a numbe cated b Additio Worklo 150 h	ion of j ies. (1) among a r of pla by lot a: onal inf	ffered: Once a year as an olaces Should the number of ap all applicants irrespectiv ces will be allocated in t s they become available. ormation	pplications exceed the oplications exceed the of their subjects. (2 he same procedure. () Places on all cours	es of the module wit	h a restricte
Assess Allocat 12 plac by lot a numbe cated b Additio Worklo 150 h Teachin	ion of j ies. (1) among a or of pla oy lot as onal inf oad	ffered: Once a year as an olaces Should the number of ap all applicants irrespectiv ces will be allocated in t s they become available. ormation	pplications exceed the oplications exceed the of their subjects. (2 he same procedure. () Places on all cours	es of the module wit	h a restricte
Assess Allocat 12 plac by lot a numbe cated b Additio Worklo 150 h Teachin Teachin	ion of j ies. (1) among a or of pla oy lot a: onal inf oad	ffered: Once a year as an olaces Should the number of ap all applicants irrespectiv ces will be allocated in t s they become available. ormation e e: each semester	nnounced oplications exceed the re of their subjects. (2 he same procedure. () Places on all cours (3) A waiting list will	es of the module wit be maintained and p	h a restricte
Assess Allocat 12 plac by lot a numbe cated b Additio Worklo 150 h Teachin Teachin	ion of j ies. (1) among a or of pla oy lot a: onal inf oad	ffered: Once a year as an olaces Should the number of ap all applicants irrespectiv ces will be allocated in t s they become available. ormation	nnounced oplications exceed the re of their subjects. (2 he same procedure. () Places on all cours (3) A waiting list will	es of the module wit be maintained and p	h a restricte
Assess Allocat 12 plac by lot a numbe cated b Additio Worklo 150 h Teachin Teachin	ion of j ies. (1) among a or of pla oy lot a: onal inf oad	ffered: Once a year as an olaces Should the number of ap all applicants irrespectiv ces will be allocated in t s they become available. ormation e e: each semester	nnounced oplications exceed the re of their subjects. (2 he same procedure. () Places on all cours (3) A waiting list will	es of the module wit be maintained and p	h a restricte
Assess Allocat 12 plac by lot a numbe cated b Additio Worklo 150 h Teachin Teachin Referre	ion of j ion of j ies. (1) among a r of pla by lot as onal inf onal inf oad ng cycle ed to in	ffered: Once a year as an olaces Should the number of ap all applicants irrespectiv ces will be allocated in t s they become available. ormation e e: each semester LPOI (examination regu	nnounced oplications exceed the re of their subjects. (2 he same procedure. () Places on all cours (3) A waiting list will	es of the module wit be maintained and p	h a restricte
Assess Allocat 12 plac by lot a numbe cated b Additio Worklo 150 h Teachin Teachin Referre Module	ion of j ies. (1) among a or of pla oy lot as onal inf oad ng cycl ed to in e appea	ffered: Once a year as an olaces Should the number of ap all applicants irrespectiv ces will be allocated in t s they become available. ormation e e: each semester LPOI (examination regu	pplications exceed the polications exceed the re of their subjects. (2 the same procedure. () Places on all cours (3) A waiting list will	es of the module wit be maintained and p	h a restricte
Assess Allocat 12 plac by lot a numbe cated b Additio Worklo 150 h Teachin Teachin Referre Module Master Master	ion of j ion of j ies. (1) among a r of pla by lot a: onal inf onal inf oad ng cycl ad to in e appea 's degr	ffered: Once a year as an places Should the number of ap all applicants irrespectiv ces will be allocated in t is they become available. ormation e e: each semester LPO I (examination regulars ars in ee (1 major) Economathe ee (1 major) Business Ma	ematics (2016) anagement (2015)) Places on all cours (3) A waiting list will degree programmes)	es of the module wit be maintained and p	h a restricte
Assess Allocat 12 plac by lot a numbe cated b Additio Worklo 150 h Teachin Teachin Teachin Referre Module Master Master Master	ion of j ion of j ies. (1) among a r of pla by lot a: onal inf bad ng cycl ad ng cycl ed to in e appea ''s degr ''s degr	ffered: Once a year as an olaces Should the number of ap all applicants irrespectiv ces will be allocated in t is they become available. ormation ee e: each semester LPO I (examination regu ars in ee (1 major) Economathe ee (1 major) Business Ma ee (1 major) China Busin	ematics (2016) anagement (2015) ess and Economics (2	 Places on all cours (3) A waiting list will degree programmes) 2016) 	es of the module wit be maintained and p	h a restricte
Assess Allocat 12 plac by lot a numbe cated b Additio Worklo 150 h Teachin Teachin Referre Module Master Master Master Master	ion of j ion of j ies. (1) among a or of pla oy lot as onal inf onal inf oad ng cycle ed to in e appea d's degr d's degr d's degr	ffered: Once a year as an olaces Should the number of ap all applicants irrespectiv ces will be allocated in t is they become available. ormation e e e: each semester LPO I (examination regu ars in ee (1 major) Economathe ee (1 major) Business Ma ee (1 major) China Busin ee (1 major) Internationa	ematics (2016) anagement (2015) ess and Economics (2016)	 Places on all cours A waiting list will A waiting list will degree programmes 2016) 2015) 	es of the module wit be maintained and p	h a restricte
Assess Allocat 12 plac by lot a numbe cated b Additio Worklo 150 h Teachin Teachin Referre Module Master Master Master Master Master	innent o ion of j ies. (1) among a r of pla by lot as onal inf oad ng cycle ad to in e appea d's degr d's degr d's degr d's degr	ffered: Once a year as an olaces Should the number of ap all applicants irrespectiv ces will be allocated in t is they become available ormation e e e: each semester LPO I (examination regu ars in ee (1 major) Economathe ee (1 major) Business Ma ee (1 major) China Busin ee (1 major) Internationa ee (1 major) China Langu	ematics (2016) anagement (2015) ess and Economics (2016) ess and Economy (2016)	 Places on all cours A waiting list will A waiting list will degree programmes 2016) 2015) 	es of the module wit be maintained and p	h a restricte
Assess Allocat 12 plac by lot a numbe cated b Additio Worklo 150 h Teachin Teachin Teachin Teachin Referre Master Master Master Master Master Master Master	innent o ion of j ies. (1) among a r of pla by lot as onal inf oad ng cycle ad to in e appea 's degr 's degr 's degr 's degr	ffered: Once a year as an olaces Should the number of ap all applicants irrespectiv ces will be allocated in t is they become available. ormation e e e: each semester LPO I (examination regu ars in ee (1 major) Economathe ee (1 major) Business Ma ee (1 major) Dusiness Ma ee (1 major) China Busin ee (1 major) China Langu ee (1 major) Managemer	ematics (2016) anagement (2015) ess and Economics (2018) est and Economy (2018)	 Places on all cours (3) A waiting list will degree programmes) 2016) 2016) 	es of the module wit be maintained and p	h a restricte
Assess Allocat 12 plac by lot a numbe cated b Additio Worklo 150 h Teachin Teachin Teachin Teachin Referre Master Master Master Master Master Master Master Master Master Master	innent o ion of j ies. (1) among a r of pla by lot a: onal inf bad ng cycl ad ng cycl d to in e appea 's degr 's degr 's degr 's degr 's degr 's degr	ffered: Once a year as an olaces Should the number of ap all applicants irrespectiv ces will be allocated in t is they become available ormation e e e: each semester LPO I (examination regu ars in ee (1 major) Economathe ee (1 major) Business Ma ee (1 major) China Busin ee (1 major) Internationa ee (1 major) China Langu	ematics (2016) anagement (2015) ess and Economics (2018) il Economic Policy (2018) il Economic Policy (2018)	 Places on all cours (3) A waiting list will (4) A waiting list will (5) A waiting list (5) A waiting list (6) A waiting list (7) A waiting list 	es of the module wit be maintained and p	h a restricte

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

Module	e title				Abbreviation	
Advanced Financial Accounting (German GAAP, IFRS)					12-M-ER-161-m01	
Module coordinator				Module offered by		
		aculty of Business Manag	romont and Econo	Faculty of Managen	ant and Economi	~~
mics	i the ra	culty of busiliess mallag	gement and Econo-	Faculty of Mallagen		-5
ECTS	Meth	od of grading	Only after succ. con	npl. of module(s)		
5		rical grade		• • • •		
Duratio	on	Module level	Other prerequisites	•		
1 seme	ster	graduate				
Conten	ts					
groups gly com the Eur to prep pret co dents v ticular, dards. spondi identify are cov will imp Intende Studen porting solidat need fo	, such a iplex co opean are the nsolida vith a s the mo Studer ng acco / group ered, e pairme d lear ts und Stand ed fina or cons	stly multinational compa as investors, need acces ompanies to make the ri- Union, publicly traded co er consolidated financial ated financial statements ystematic approach and odule coveys the basic p outs get to know different to ounting methods. They w is and understand the co e. g., positive and negative nt. ning outcomes erstand the key concepts ards). They also have an ncial statements followin olidated financial statem ial statements.	s to reliable informat ght decisions. To con ompanies have to ap statements. This mo s under IFRS (Internat interpretation of group rinciples of group acc sypes of company me vill learn about the rel nsolidation process. we goodwill, non-cont s and elements of gro in-depth knowledge ng international acco	ion about the econor tribute to a better fur ply a single set of int dule covers the nece ional Financial Repor up accounting accord counting and an in-de rgers, acquisitions, a levance of consolidat In addition, various r rolling interests, intra- up accounting under of the steps necessa unting rules. In partic	nic activities of the actioning of capita ernational accoun- essary steps to pre- rting Standards). It ling to internation epth knowledge of and investments and ted financial state recent topics of gro a-group transaction IFRS (International ry to prepare and ic cular, students car	ese increasin- l markets in ting standards pare and inter- t provides stu- al rules. In par- relevant stan- nd the corre- ments, how to oup accounting ns, and good- al Financial Re- nterpret con- n recognize the
		, number of weekly conta	act hours, language –	- if other than Germa	n)	
Ü (2) +		· · ·			·	
		sessment (type, scope, la ion on whether module c			tion offered — if n	ot every seme-
	ige of a	nation (approx. 60 to 120 ssessment: German and bonus				
Allocat	ion of _l	places				
Additio	nal inf	ormation				
Worklo	ad					
150 h						
Teachi	ng cycl	e				
Teachir	ng cycl	e: no courses offered				
Referre	d to in	LPO I (examination regu	lations for teaching-	degree programmes)		
Module	e appea	ars in				
Master	's degr	ee (1 major) Economathe	matics (2016)			
		r China Business and Econo-		enerated 19-Apr-2025 • exam		page 272 / 540
nics (2021))		cord Master (120 E	ECTS) China Business and Eco	nomics - 2021	

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

Module title					Abbreviation		
Empirio	Empirical Regional- and International Economic Research 12-M-ERA-182-mo1						
Module	e coord	inator		Module offered by	·		
Dean o mics	of the Fa	iculty of Business Man	agement and Econo-	Faculty of Managen	nent and Economics		
ECTS	Metho	od of grading	Only after succ. con	npl. of module(s)			
5	nume	rical grade					
Duratio	on	Module level	Other prerequisites	5			
1 semester graduate							
Conten	nts						
sis of e lysis re analysi the ide practic	The course deals with the study of regional economic developments and international trade relations on the ba- sis of empirical data. It aims to familiarize participants with methods and techniques of data collection and ana- lysis relevant to the study of economic phenomena at regional and international levels. Topics may include the analysis of regional disparities, the impact of trade agreements, the study of export and import patterns, and the identification of competitive advantages and barriers to trade. The course combines theoretical lectures with practical exercises in which participants independently conduct and analyze empirical studies.						
		ning outcomes					
 F V F g T T v S 	 appropriate statistical methods. Various quantitative and qualitative research methods relevant to the study of regional and international economic phenomena will be introduced and applied. Participants acquire a deep understanding of the economic processes and dynamics at both regional and global level. They will learn how economic theories can be applied in practice to analyze and solve real economic problems. The course promotes the ability to critically scrutinize economic problems, develop hypotheses and make well-founded decisions based on empirical data. 						
		, number of weekly cor	ntact hours, language –	- if other than Germa	in)		
V (2) +	Ü (2)						
			language — if other th can be chosen to earn		ition offered — if not	every seme-	
a) written examination (approx. 60 to 90 minutes) or b) term paper (approx. 10 pages) on empirical analysis prepared by candidates or c) portfolio (approx. 20 pages) Language of assessment: German and/or English creditable for bonus							
Allocat	tion of p	olaces					
Additional information							
Workload							
150 h Teaching cycle							
		e: no courses offered					
Referre	ed to in	LPUI (examination re	gulations for teaching-	degree programmes)			
Master's w mics (2021		r China Business and Econo-		enerated 19-Apr-2025 • exam ECTS) China Business and Ecc		page 274 / 540	

Module appears in

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

Module holder o Informa	ed Sem				Abbreviation		
holder o Informa		inar: Enterprise Syster	ns		12-M-ES-161-m01		
holder o Informa	Module coordinator Module offered by						
Informa			noment and Duciness		ont and Francis		
		hair of Business Mana stems	gement and Business	Faculty of Manager	Tent and Economics)	
ECTS		d of grading	Only after succ. con	pl. of module(s)			
		ical grade		<u></u>			
Duratio		Module level	Other prerequisites				
1 semes		graduate					
Content	!	-					
tured te on syste Reading	erm pap ems an g:	students will acquire in er and to present the r d enterprise systems. ding to topic					
		ing outcomes					
		•	o Customell student	سنالهم مالم د			
1. unde 2. integ	rstand rate ela	ng the course "Enterpris the fundamentals of so borated content in a so ntations independently	ientific literature revie cientific thesis;				
Courses	s (type,	number of weekly cont	act hours, language –	- if other than Germa	n)		
S (2)							
Method	l of ass	essment (type, scope,		an German, examina	tion offered — if not	t every seme-	
		on on whether module					
		prox. 20 to 25 pages) a sessment: German an		rox. 20 minutes), wei	ghted 2:1		
Allocati	ion of p	laces					
by lot an number	mong a r of plac	Should the number of a Il applicants irrespecti es will be allocated in they become available	ve of their subjects. (2 the same procedure. () Places on all cours	es of the module wi	th a restricted	
Additio	nal info	ormation					
Workloa	ad						
300 h							
Teachin	ng cycle						
		: each semester					
			ulations for toaching	dograa programmaa)			
		LPOI (examination reg	utations for teaching-(legiee programmes)			
		··· •					
A							
Module	-	e (1 major) Economath		246)			
Master'		e (1 major) Business In e (1 major) Business M	•	(010)			
Master' Master'	-	-					
Master' Master' Master'	s degre	e (1 major) China Busir	iess and Economics (2	2016)			
Master' Master' Master' Master'	s degre s degre	e (1 major) China Busir e (1 major) Internation					
Master' Master' Master' Master' Master'	s degre s degre s degre	e (1 major) Internation	al Economic Policy (20	15)			
Master' Master' Master' Master' Master' Master'	s degre s degre s degre s degre s degre		al Economic Policy (20 uage and Economy (20	15)			

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

Module title Abbreviation							
Europe	ean Eco	nomic Statistics			12-M-EWS-182-mo1	L	
Modul	e coord	inator		Module offered by	I		
holder	of the (Chair of Econometrics		Faculty of Manager	nent and Economics		
ECTS	Metho	od of grading	Only after succ. cor	npl. of module(s)			
5	nume	rical grade					
Duratio	on	Module level	Other prerequisites	i			
1 seme	ester	graduate					
Conter							
1. Subj 2. The 3. The 4. Stru 5. Mon	Europe harmor ctural in rey and	abus: I tasks of business and an system of national a ised consumer price in ndicators loans in the European of EuroStat	accounting ndex				
Intend	ed lear	ning 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 macroe-conomic questions.							
Course	Courses (type, number of weekly contact hours, language — if other than German)						
V (2) +	Ü (2)						
			language — if other th can be chosen to earn		ition offered — if not	every seme-	
b) term Langua	1 paper	mination (approx. 60 n (approx. 15 pages) ssessment: German ar bonus					
Allocat	tion of _l	olaces					
Additio	onal inf	ormation					
Worklo	bad						
150 h							
Teachi	ng cycl	e					
Teachi	ng cycle	e: winter semester					
Referre	ed to in	LPOI (examination re	gulations for teaching-	degree programmes)			
Modul	e appea	ars in					
	-	ee (1 major) Managemo					
1	Master's degree (1 major) International Economic Policy (2018)						
1	-	-	iness and Economics (: guage and Economy (20	-			
	-		iness and Economics (2	•			
	-	-	guage and Economy (20				
Master	r's degr	ee (1 major) Internation	nal Economic Policy (20				
Master	r's degr	ee (1 major) Managemo	ent (2022)				
Master's w mics (2021		r China Business and Econo-		enerated 19-Apr-2025 • exam CTS) China Business and Ecc	-	page 278 / 540	



exchange program Business Management and Economics (2022)

Module title					Abbreviation		
Policy	Policy of Taxation 12-M-F1-182-m01						
Modul	e coord	inator		Module offered by			
holder	of the (Chair of Public Finance		Faculty of Managen	nent and Economics		
ECTS	1	od of grading	Only after succ. con	npl. of module(s)			
5	nume	rical grade					
Durati		Module level	Other prerequisites				
1 seme		graduate					
Conte							
holds ding: l	module in Germ ecture r		a basic understanding ourse will include simp r.				
2. Mec 3. Tax 4. Incc 5. Taxa	al harm hanics inciden ome tax ation of	onisation system in Ge and problems of the V/ ce analysis code married couples and fa id household decisions	AT system amilies				
Intend	ed lear	ning outcomes					
they a cific ta	re divid ixes usi	ed between the Federa	icy" students know the tion and the federal pro . Finally they can discu lels.	ovinces. They are abl	e to explain the inci	dence of spe-	
Course	es (type	, number of weekly cor	itact hours, language –	- if other than Germa	ın)		
V (2) +	Ü (2)						
			language — if other th can be chosen to earn		tion offered — if not	every seme-	
b) tern Langu	n paper	mination (approx. 60 n (approx. 15 pages) ssessment: German ar bonus					
Alloca	tion of j	olaces					
Additi	onal inf	ormation					
Workl	oad						
150 h							
Teach	Teaching cycle						
Teachi	ing cycle	e: summer semester					
			gulations for teaching-	degree programmes)	I		
Modul	e appea	ars in					
		ee (1 major) Manageme	ent (2018)				
	-	· -	nal Economic Policy (20	18)			
Maste	r's degr	ee (1 major) China Bus	iness and Economics (2	2019)			
Master's v mics (202		r China Business and Econo-		enerated 19-Apr-2025 • exam CTS) China Business and Eco	-	page 280 / 540	

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

Module title					Abbreviation		
Public	Debt				12-M-F2-182-m01		
Modul	e coord	inator		Module offered by			
holder	of the (Chair of Public Finance		· ·	nent and Economics		
ECTS		od of grading	Only after succ. con				
5	-i	rical grade		• • • •			
Durati	on	Module level	Other prerequisites				
1 seme	ester	graduate					
Conter	nts						
and sc Readir Outling 1. Mea 2. Grov 3. Inte	odule pr ientific ng: lectu e of syll sureme wth effe rgenera	debate. ire notes provided by C abus: nt of public debt cts of public debt tional effects of public		es of public debt that	are in the focus of t	he public	
5. Neu 6. Poli	 4. Public debt in open economies 5. Neutrality of public debt 6. Political economy of public debt 7. Theory of souvereign debtors 						
-		ning outcomes					
measu quence cardia	irement es usinย	concepts and problem s simple equilibrium m ality and know the poli	al Debt" students are al as of public debt. They odels of closed and op tical economny explana	can discuss the grow en economies. They	th and distributiona can evaluate the rele	Il conse- evance of Ri-	
Course	es (type	, number of weekly cor	itact hours, language –	- if other than Germa	n)		
V (2) +	Ü (2)						
			language — if other th can be chosen to earn		tion offered — if not	every seme-	
b) tern Langua	n paper	nination (approx. 60 n (approx. 15 pages) ssessment: German ar bonus					
Alloca	tion of p	olaces					
Additi	onal inf	ormation					
	_						
Workle	oad						
150 h							
Teachi	Teaching cycle						
Teachi	ing cycle	e: no courses offered					
Referr	ed to in	LPOI (examination re	gulations for teaching-	degree programmes)			
Modul	e appea	in and the second se					
Maste	r's degr	ee (1 major) Managemo	ent (2018)				
Master's w mics (202:		China Business and Econo-		enerated 19-Apr-2025 • exam CTS) China Business and Eco	-	page 282 / 540	

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

Module title					Abbreviation		
Social	Social Insurance and the Welfare State 12-M-F3-182-m01						
Modul	e coord	inator		Module offered by			
holder	of the O	Chair of Public Finance		Faculty of Manager	nent and Economics		
ECTS		od of grading	Only after succ. cor	npl. of module(s)			
5	nume	rical grade					
Durati		Module level	Other prerequisites	i			
1 seme		graduate					
Conter	-						
and pr retirem	odule d ovides s nent pol	iscusses the economic students with deeper in icy. re notes provided by C	nsights into this topic v				
2. The 3. Soci 4. The 5. Why	lic interv insuran ial secu optimal do we	vention in insurance m ce function of social se rity and social morale health insurance cont need a public pension pay-as-you-go financin	ecurity ract system?				
Intend	ed learı	ning outcomes					
dation cuss tł ze the	of the s ne finan conseq	ng the module "Theori social security system i cing and contract struc uences of policy reform	n a market economy. L ture of the public heal 15.	sing simple partial e th and pension syste	equilibrium models t em. Finally they are a	hey can dis-	
		, number of weekly cor	tact hours, language –	- if other than Germa	in)		
V (2) +		• /.					
		essment (type, scope, on on whether module			ition offered — if not	every seme-	
b) tern Langua	n paper	nination (approx. 60 n (approx. 15 pages) ssessment: German ar bonus					
Alloca	tion of p	olaces					
Additi	onal inf	ormation					
Worklo	oad						
150 h							
-	ing cycl	9					
	Teaching cycle: winter semester						
	Referred to in LPO I (examination regulations for teaching-degree programmes)						
			<u> </u>	<u> </u>			
Modul	e appea	rs in					
Maste	r's degr	ee (1 major) Manageme ee (1 major) Internatior		18)			
	vith 1 major	China Business and Econo-	JMU Würzburg • g	enerated 19-Apr-2025 • exam CCTS) China Business and Ecc	-	page 284 / 540	

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

Module title Abbreviation							
Optimal [•]	Optimal Tax Theory 12-M-F4-182-m01						
Module o	coordi	nator		Module offered by			
holder of	the C	hair of Public Finance		Faculty of Managen	nent and Economics		
· · · · · · · · · · · · · · · · · · ·		d of grading	Only after succ. con	npl. of module(s)			
-	- n	ical grade					
Duration		Module level	Other prerequisites				
1 semest	-	graduate					
Contents							
for a tax s pital. Examinin dents wil	se wil syster ng spe Il ther	n to be optimal. Lectu cific taxation issues s	f an optimal tax system res will introduce key ru uch as eco-tax, family t nsights into these rules ded.	ules for taxing comm axation and the taxa	odities as well as in	come and ca-	
2. Optima	al com al inco	abus: amodity taxation ome taxation ation of families					
Intended	learn	ing outcomes					
They are	able t	o apply this concept t	ts have a basic unders o specific normative qu , where they discuss sp	estions of tax policy	in practice. Student	s also learn	
Courses	(type,	number of weekly con	ntact hours, language –	- if other than Germa	n)		
V (2) + Ü Module t		in: English					
			, language — if other th can be chosen to earn		tion offered — if not	every seme-	
b) term p	aper e of as	nination (approx. 60 n (approx. 15 pages) ssessment: English ponus	ninutes) or				
Allocatio	n of p	laces					
Addition	al info	ormation					
Workload	d						
150 h							
Teaching cycle							
		: winter semester					
Referred	to in	LPOI (examination re	gulations for teaching-	degree programmes)			
Module a							
Master's	degre		ent (2018) 1al Economic Policy (20 iness and Economics (2				
Master's with mics (2021)	1 major	China Business and Econo-		enerated 19-Apr-2025 • exam CTS) China Business and Eco	-	page 286 / 540	

Master's degree (1 major) China Language and Economy (2019)
Master's degree (1 major) China Business and Economics (2021)
Master's degree (1 major) China Language and Economy (2021)
Master's degree (1 major) Economathematics (2021)
Master's degree (1 major) International Economic Policy (2022)
Master's degree (1 major) Management (2022)
Master's degree (1 major) Economathematics (2022)
exchange program Business Management and Economics (2022)
Master's degree (1 major) Management (2024)
Master's degree (1 major) International Economic Policy (2024)
Master's degree (1 major) Economathematics (2024)
Master's degree (1 major) International Economic Policy (2025)
Master's degree (1 major) Management (2025)
Master's degree (1 major) China Business and Economics (2025)
Master's degree (1 major) China Language and Economy (2025)
Master's degree (1 major) Economathematics (2025)

Module					Abbreviation	
Case S	tudies o	n Business Taxation			12-M-FER-161-m01	
Module	e coordi	nator		Module offered by	<u> </u>	
		hair of Business Manag	romont and Business		nent and Economics	
Taxatio		nali of Dusiliess Malla	gement and business	Faculty of Mallagen		
ECTS	<u> </u>	d of grading	Only after succ. con	npl. of module(s)		
5	1	cal grade				
Duratio	L	Module level	Other prerequisites			
1 seme		graduate				
Conten	I	<u> </u>				
This mo by part	odule of icipants culation	fers a cross-sectional v in advance and will be for tax purposes, taxat	discussed in class. T	he focus will be on G	ierman income taxat	ion, inco-
Intende	ed learn	ing outcomes				
Studen their ov		en their knowlegde of t	he German tax law. Th	ey are enabled to so	olve complex tax pro	blems on
Course	s (type,	number of weekly cont	act hours, language –	- if other than Germa	n)	
S (2)						
		essment (type, scope, l on on whether module			ition offered — if not	every seme-
Langua credita	age of as ble for b					
Allocat	ion of p	aces				
Additio	onal info	rmation				
Worklo	ad					
150 h						
	ng cycle					
		winter semester				
		.POI (examination reg		legree programmes)		
Module	e appeai	's in				
		e (1 major) Business M	anagement (2015)			
	-	e (1 major) China Busir		2016)		
	-	e (1 major) China Langi				
Master's degree (1 major) Management (2018)						
Master	's degre	e (1 major) China Busir	ess and Economics (2	2019)		
Master's degree (1 major) China Language and Economy (2019)						
	-	e (1 major) China Busir				
		e (1 major) China Lang		021)		
Master	-	e (1 major) Economath				
		e (1 major) Manageme				
Master	-	e (1 major) Economath		2022)		
Master	-	e (1 major) Economath ram Business Manager		2022)		

Analysis of Financial Mark Module coordinator	et Data				
Modulo coordinator				12-M-FMO-182-m01	
Module coordinator			Module offered by		
holder of the Chair of Econ	older of the Chair of Econometrics		Faculty of Managem	nent and Economics	
ECTS Method of grading	5	Only after succ. com	pl. of module(s)		
5 numerical grade					
Duration Module leve	el	Other prerequisites			
1 semester graduate					
Contents					
 ta. The concept of market e pothesis. To test this hypo lied in practice. Based on t cal findings will be discuss corporate news on the sha ARCH / GARCH models tha CAPM is discussed and exa Syllabus: Information efficiency Random walk Theoretical market model Event studies Univariate modelling of Models to explain volati 	efficiency is e thesis, a nur the findings, sed. In additi re price and t are indispe amined, in p els time series d lity (ARCH ar	explained and critical nber of parametric ar market microstructur on, the course descri discusses issues of u nsable for modelling articular with regard to lata nd GARCH)	Ily examined with ref nd non-parametric m re models that can e ibes event studies fo univariate time series financial market dat	nalysis of financial market da- ference to the random walk hy- ethods are proposed and app- xplain some important empiri- or testing the significant impact of s analysis such as AR(I)MA and ta. In the final part of the course, cability.	
Reading: Alexander, C.: A Guide to Financial Data Analysis, Wiley. Campbell, JY, Lo, AW, MacKinley, AC: The Econometrics of Financial Markets, Princeton University Press. Geyer, A.: Information, Erwartung und Risiko. Aspekte der Verteilung, Abhängigkeit und Varianz von finanzwirt- schaftlichen Zeitreihen, Verlag V. Florentz. Hamilton, JD: Time Series Analysis, Princeton University Press. Mills, T.: Econometric Modelling of Financial Time Series, Cambridge University Press. Taylor, S.: Modelling Financial Time Series, Wiley.					
Intended learning outcom	es				
cal analysis of financial ma grams such as R and critica dent handling of empirical	Students have significant knowledge of the fundamentals, methods and concepts that are needed for the empiri- cal analysis of financial market data. They can autonomously perform statistical test decisions with statistic pro- grams such as R and critically analyze their economic importance. In addition, the students learn the indepen- dent handling of empirical capital market data and at the end of the course, they will have the ability to develop own functions and routines, for example for R.				
Courses (type, number of v	weekly conta	ct hours, language —	if other than Germa	n)	
V (2) + Ü (2)					
Method of assessment (ty ster, information on wheth				tion offered — if not every seme-	
a) written examination (ap b) term paper (approx. 15 p Language of assessment: creditable for bonus	prox. 60 min bages)	utes) or			

Allocation of places

Additional information

Research track module in Master's programme IEP

Workload

150 h

Teaching cycle

Teaching cycle: summer semester

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

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Module appears in

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

Module	e title			Abbreviation		
Global	Logistics & Supply Chain Ma	nagement		12-M-GLSC-182-mc	01	
	e coordinator		Module offered by			
	of the Chair of Logistics and (nent and Economics		
ECTS	Method of grading	Only after succ. con	npl. of module(s)			
5	numerical grade					
Duratio		Other prerequisites				
1 seme	ster graduate					
Conten	nts					
	urse "Global Logistics & Supp ng of global production netwo s.					
Intend	ed learning outcomes					
(i) anal (ii) dev	ompleting this course student lyze and evaluate global prod relop and apply appropriate m aluate the consequences of u ses.	uction networks; nethods to plan product		s and methods to p	lan uncertain	
Course	s (type, number of weekly co	ntact hours, language –	- if other than Germa	ın)		
V (2) +	Ü (2)					
• •	e taught in: English					
	d of assessment (type, scope formation on whether module			tion offered — if not	every seme-	
	en examination (approx. 60 r paper (approx. 15 to 20 page	-				
	age of assessment: English	:5)				
	ble for bonus					
Allocat	tion of places					
Additio	onal information					
Auunn						
Worklo						
150 h						
	ng cycle					
	ng cycle: winter semester					
Referre	ed to in LPO I (examination re	gulations for teaching-	degree programmes)			
Module	e appears in					
Master	's degree (1 major) Managem	ent (2018)				
Master's degree (1 major) International Economic Policy (2018)						
Master's degree (1 major) China Business and Economics (2019)						
Master's degree (1 major) China Language and Economy (2019)						
Master's degree (1 major) Information Systems (2019)						
	's degree (1 major) China Bus					
	's degree (1 major) China Lan	,	021)			
	Master's degree (1 major) Economathematics (2021)					
Master	's degree (1 major) Informatio	on Systems (2022)				
Master's w mics (2021	ith 1 major China Business and Econo-		enerated 19-Apr-2025 • exam CTS) China Business and Ecc	-	page 291 / 540	
-			,			

Master's degree (1 major) International Economic Policy (2022)
Master's degree (1 major) Management (2022)
Master's degree (1 major) Economathematics (2022)
exchange program Business Management and Economics (2022)
Master's degree (1 major) Management International (2024)
Master's degree (1 major) Management (2024)
Master's degree (1 major) Information Systems (2024)
Master's degree (1 major) International Economic Policy (2024)
Master's degree (1 major) Economathematics (2024)
Master's degree (1 major) Information Systems (2025)
Master's degree (1 major) International Economic Policy (2025)
Master's degree (1 major) Management (2025)
Master's degree (1 major) Management International (2025)
Master's degree (1 major) China Business and Economics (2025)
Master's degree (1 major) China Language and Economy (2025)
Master's degree (1 major) Economathematics (2025)

Module					Abbreviation		
		Management			12-M-GVM-161-m01	L	
Module	e coord	linator		Module offered by			
Dean o mics	f the Fa	aculty of Business Mana	agement and Econo-	Faculty of Managen	nent and Economics		
ECTS		od of grading	Only after succ. con	ompl. of module(s)			
5	nume	rical grade					
Duratio	on	Module level	Other prerequisites	i			
1 seme	ster	graduate					
Conten	ts						
In this	course	, students will explore s	elected issues of proc	urement, production	and logistics manag	gement.	
Intende	Intended learning outcomes						
ciplina gemen	ry and t at lea	the necessary expertise social competences are st partially independen ntercultural) cooperation	taught, because these t capabilities provide a	e from procurement, a not important succe	production and logi ess factor of a succe	stics mana- ssful (global	
Course	s (type	, number of weekly con	tact hours, language –	- if other than Germa	n)		
V (2) + Course		alternatively eLearning,	S, WS				
		sessment (type, scope, ion on whether module			tion offered — if not	every seme-	
	ment o ble for			offered and in the su	ıbsequent semester		
Additio	onal inf	ormation					
 Worklo							
150 h							
Teachi							
		e: no courses offered					
Referre	ed to in	LPOI (examination reg	gulations for teaching-	degree programmes)			
Module							
		ee (1 major) Economath					
	Master's degree (1 major) Business Management (2015)						
Master's degree (1 major) China Business and Economics (2016) Master's degree (1 major) International Economic Policy (2015)							
Master's degree (1 major) International Economic Policy (2015) Master's degree (1 major) China Language and Economy (2016)							
	Master's degree (1 major) China Language and Economy (2016) Master's degree (1 major) Management (2018)						
	Master's degree (1 major) Management (2010) Master's degree (1 major) International Economic Policy (2018)						
	-	ee (1 major) China Busi					
Master	's degr	ee (1 major) China Lang	uage and Economy (20	019)			
Master's w mics (2021		r China Business and Econo-		enerated 19-Apr-2025 • exam CTS) China Business and Eco	-	page 293 / 540	

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

Modul					Abbreviation	
Human	I Resou	rce Management and Ind	lustrial Relations		12-M-HRM-192-m01	
Modul	e coord	inator		Module offered by		
		Chair for Human Resource	Management and		nent and Economics	
Organi			e management and	l'actury of managen		
ECTS	Metho	od of grading	Only after succ. compl. of module(s)			
5	nume	rical grade				
Duratio	on	Module level	Other prerequisites	prerequisites		
1 seme	ester	graduate				
Conter	nts					
technio	ques an		the areas of human r		advanced theories, estimation ent and institutional frameworks	
Syllabı	JS					
Introdu	uction: I	Human Resource Manage	ement & Industrial Re	lationships		
Chapte	er 1: The	e employment contract [fc	ormal model]			
Chapte	er 2: Mo	tivation [formal model]				
Chapte	er 3: Em	ployee resistance agains	t reorganisations [em	pirical study]		
Chapte	er 4: The	e role of works councils [f	ormal model]			
Chapte	er 5: Wo	rks councils and the emp	oloyer wage structure	[empirical study]		
Chapte	er 6: The	e behaviour of labour uni	ons [formal model]			
Chapte	er 7: Lea	arning process of employe	ers [formal model and	d empirical study]		
Chapte	er 8: De	mographic challenges of	HRM [formal model a	nd empirical study]		
Intend	ed lear	ning outcomes				
	npirical				theories, estimation techniques lations on the basis of scientific	
Course	s (type	, number of weekly conta	ct hours, language –	- if other than Germa	n)	
V (2) +	Ü (2)					
		sessment (type, scope, la ion on whether module ca			tion offered — if not every seme	
b) Tern	n paper	mination (approx. 60 mir (approx. 15 pages) ssessment: German and,				
Allocat	tion of p	olaces				
gemen mics) a ted to s	t, Interr and Chi student	national Economic Policy nese and Economics as v	, Information System vell as China Busines	s, Wirtschaftsmather s and Economics. A	er's degree programmes Mana- natik (Mathematics for Econo- total of 20 places will be alloca- number of available places, the	

Additional information

Workload

150 h

Teaching cycle

Teaching cycle: summer semester

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

Module appears in

Master's degree (1 major) Information Systems (2019) Master's degree (1 major) Political and Social Sciences (2020) Master's degree (1 major) China Business and Economics (2021) Master's degree (1 major) China Language and Economy (2021) Master's degree (1 major) Social Science Sustainability Studies (2021) Master's degree (1 major) Economathematics (2021)

Module					Abbreviation
Interna	tional	Taxation			12-M-IB-161-m01
Module	e coord	inator		Module offered by	
holder Taxatio		Chair of Business Manage	ement and Business	Faculty of Managen	nent and Economics
ECTS	ECTS Method of grading Only after succ. compl. of module(s)				
5	nume	rical grade			
Duratio	n	Module level	Other prerequisites		
1 seme	ster	graduate			
Conten	ts				
Studen law, the on (mo:	ts becc e functi stly trig	ome familiar with the prin on of double taxation tre	ciples of internationa aties as well as recer tice of the European	al taxation, relevant (nt developments of t Union). The topics a	oss-border business activities. aspects of German income tax axation within the European Uni- re introduced in the form of lectu- cts.
Intende	ed learı	ning outcomes			
(i) to as (ii) to a (iii) sys The stu are able cross-b Course S (2)	After completion of the module students are able (i) to assess tax issues of cross-border business activities and develop structured solutions; (ii) to assess the economic effects of rules of international tax law on its own; (iii) systematically apply double tax treaties. The students have knowledge of the basics of international taxation and the German international tax law. They are able to judge and to analyze, using the relevant sources of law complex, case studies on the taxation of cross-border business activities independently and to develop design proposals for the solution. Courses (type, number of weekly contact hours, language — if other than German)				
		s essment (type, scope, la on on whether module ca			tion offered — if not every seme-
b) term Langua	paper ge of a ment o	nination (approx. 60 min (approx. 15 pages), prese ssessment: German and, ffered: To be announced bonus	entation of term pape	er (approx. 20 minute	es), weighted 3:2
Allocat	ion of p	olaces			
by lot a numbe	mong a r of pla	all applicants irrespective	e of their subjects. (2)) Places on all course	e places, places will be allocated es of the module with a restricted be maintained and places re-allo-
Additio	nal inf	ormation			
Worklo	ad				
150 h					
Teachir	ng cycl	9			
		e: summer semester			
		LPOI (examination regu	lations for teaching-o	legree programmes)	
Module	e appea	irs in			
		ee (1 major) Business Ma	nagement (2015)		

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

Modul	e title				Abbreviation	
E-Busi	ness Strategies				12-M-IBS-192-m01	
Modul	e coordinator			Module offered by	<u> </u>	
holder	of the Chair of Inform	ation Syste	ems Engineering	Faculty of Managen	nent and Economics	
ECTS	Method of grading		Only after succ. con			
5	numerical grade			•		
Duratio	on Module level		Other prerequisites			
1 seme	ester graduate					
Conter	its					
industi applied	odule provides an ove ries and value networ d to digital innovation well-known digital co	ks. To this is and illus	end, concepts and fr trated with numerou	ameworks from strat s examples. In the ac	egic technology mar ccompanying exercis	nagement are
Intend	ed learning outcomes	5				
- Unde logies.	rstand theoretical cor	ncepts of st	rategy development	and implementation	in the context of dig	ital techno-
- Apply applica	different frames of reation.	eference an	d understand their s	trengths and weakne	esses in the context	of practical
- Trans	fer the concepts to re	al busines:	s situations			
Course	s (type, number of we	eekly conta	ct hours, language –	- if other than Germa	n)	
V (2) +	Ü (2)					
	d of assessment (type formation on whethe				tion offered — if not	every seme-
a) Written examination (approx. 60 minutes) or b) oral examination (one candidate each: approx. 10 to 15 minutes, groups of 2: approx. 20 minutes, groups of 3: approx. 30 minutes) Language of assessment: German and/or English creditable for bonus					, groups of 3:	
Allocat	tion of places					
 40 places. Should the number of applications exceed the number of available places, places will be allocated as follows: (1) Master's students of Information Systems will be given preferential consideration. (2) The remaining places will be allocated to students of other subjects. (3) When places are allocated in accordance with (1) and (2) and the number of applications exceeds the number of available places, places, places will be allocated by lot among applicants from this group. 						
Additio	onal information					
Worklo	pad					
150 h						
Teaching cycle						
Teaching cycle: winter semester						
Referred to in LPO I (examination regulations for teaching-degree programmes)						
Modul	e appears in					
	''s degree (1 major) In ''s degree (1 major) Ch			2021)		
Master's w mics (2021	ith 1 major China Business and	d Econo-		enerated 19-Apr-2025 • exam CTS) China Business and Eco	-	page 299 / 540

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

Module	title				Abbreviation
Interna	tional	Financial Management			12-M-IFM-211-m01
Module	coord	inator		Module offered by	
holder o nal Fina		Chair of Monetary Econo Markets	omics and Internatio-	Faculty of Managem	nent and Economics
ECTS		od of grading	Only after succ. con	npl. of module(s)	
5	nume	rical grade			
Duratio	n	Module level	Other prerequisites		
1 semes	ster	graduate			
Conten	ts				
The module introduces students to the financial management of firms engaged in a globalized business environ- ment. Topics include the foreign exchange market, the international monetary system as well as the determinati- on of exchange rates and foreign currency risk. The module also covers international capital markets and familia- rizes students with methods and data sources required for the analysis of international financial markets.					
Format	ofthe	module: lectures and e	xercise sessions		
		Basic knowledge of mi ess or similar fields.	croeconomics and ma	croeconomics as tau	ght in Bachelor programs in Eco-
Usabilit	ty: Mas	ter International Econo	mic Policy, Master Mar	nagement	
Require exam.	ments	for getting credit point	s according to the Erop	ean Credit Transfer S	System (ECTS): Passing the final
ECTS ar	nd grad	ling: 5 ECTS, Grading or	a scale from 1-5 base	d on the final exam.	
Frequer	ncy of t	he module: Each summ	ier term		
Workloa	ad: 150	hours (Lecture + Exerc	ise Session + Self Stuc	ly)	
Duratio	n: 1 Se	mester			
Intende	ed learı	ning outcomes			
internat	tional f cial ma	inancial management.	Moreover, they should	also be able to unde	retical and practical aspects of erstand current developments ractical examples covered in the
Courses	s (type	, number of weekly con	tact hours, language –	- if other than Germa	n)
V (2) + Í Module		t in: English			
Method	l of ass	sessment (type, scope,	language — if other th	an German, examina	tion offered — if not every seme-
ster, inf	formati	on on whether module	can be chosen to earn	a bonus)	
written examination (approx. 60 minutes) Language of assessment: German and/or English creditable for bonus					
Allocati	ion of p	olaces			
Additio	nal inf	ormation			
Worklo	ad				
150 h					
	th 1 majoı	China Business and Econo-	JMU Würzburg • g	enerated 19-Apr-2025 • exam	. reg. data re- page 301 / 540
mics (2021)			cord Master (120 E	CTS) China Business and Eco	nomics - 2021

Teaching cycle

Teaching cycle: after announcement

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

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Module appears in

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

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

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

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

Module title			Abbreviation		
Microeconor	nics 1			12-Mik1-G-212-m01	
Module coor	dinator		Module offered by		
holder of the formation Ec	Chair for Economics, Co onomics	ntract Theory and In-	Faculty of Managen	nent and Economics	
ECTS Met	nod of grading	Only after succ. con	npl. of module(s)		
5 num	erical grade				
Duration	Module level	Other prerequisites			
1 semester	undergraduate				
Contents					
The lecture c	overs the following topic	S.			
1. Utility max 2. Comparati 3. Income an 4. Labour su 5. Intertemport Theory of the 6. Production 7. Profit max 8. Long run v 9. Supply of Intended lea Students are	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				
me on indivi	now to analyze the impac dual decision making.				it rates, inco-
	e, number of weekly con	tact hours, language -	- If other than Germa	n)	
	ssessment (type, scope, tion on whether module			tion offered — if not	every seme-
	ination (approx. 60 minu assessment: German an				
Allocation of	places				
Additional in	formation				
Workload					
150 h					
Teaching cycle					
Teaching cycle: summer semester					
Referred to in LPO I (examination regulations for teaching-degree programmes)					
Module appe		noop and Franciski (
	ree (1 major) China Busi				
Master's with 1 ma mics (2021)	or China Business and Econo-		enerated 19-Apr-2025 • exam CTS) China Business and Eco		page 303 / 540



Bachelor's degree (1 major) Business Information Systems (2021) Bachelor's degree (1 major) Economathematics (2021) Bachelor's degree (1 major) Business Management and Economics (2021) Bachelor's degree (1 major) Economathematics (2022) exchange program Business Management and Economics (2022) Bachelor's degree (1 major) Mathematics (2023) Bachelor's degree (1 major) Business Information Systems (2023) Bachelor's degree (1 major) Economathematics (2023) Bachelor's degree (1 major) Business Management and Economics (2023)

Modul					Abbreviation	
Microe	conomi	CS 2			12-Mik2-G-212-m01	
Modul	e coord	inator		Module offered by		
holder	of the C	hair of Industrial Econor	nics	Faculty of Managen	nent and Economics	
ECTS	· · · · · · · · · · · · · · · · · · ·	od of grading	Only after succ. com	pl. of module(s)		
5	<u> </u>	rical grade				
Duratio		Module level	Other prerequisites			
1 seme		undergraduate				
Conter						
1. Cost 2. Prof 3. Shou 4. Long 5. Gove 6. Mon 7. Prici	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					
		ning outcomes				
ferent the so- of view tervent to ther nomic	market called o is desi ions. Th n. In aln actors r	course is to understand structures; namely perfec- oligopoly markets. Ultima rable. Using our models, ne knowledge that studer nost all business and ecc nake their decisions. Stu re will also be useful in th	ctly competitive mark itely, we are intereste we will also try to an its gain in this cours pnomics lectures mar dents will thus learn	ets, monopoly mark ed in whether the ma alyze the consequer e will be in their futu kets play a role. It al the important buildi	ets and all forms in rket results from a s ices of different gove re course of studies so discussed in deta ng blocks of econom	between, ocial point ernment in- of benefits ail how eco-
	_	number of weekly conta	•	•		
V (2) +	T (2)	· · · · ·				
		essment (type, scope, la on on whether module ca			tion offered — if not	every seme-
		nation (approx. 60 minuto ssessment: German and/				
Allocat	ion of p	olaces				
Additio	onal info	ormation				
Worklo	ad					
150 h						
Teachi	ng cycl	9				
		e: winter semester				
Referred to in LPO I (examination regulations for teaching-degree programmes)						
		· · · · ·				
Modul	e appea	rs in				
Master Bachel Bachel	's degre or's deg or's deg	ee (1 major) China Busine gree (1 major) Business Ir gree (1 major) Economath	nformation Systems (nematics (2021)	2021)		
Master's w mics (2021		China Business and Econo-		enerated 19-Apr-2025 • exam CTS) China Business and Eco	-	page 305 / 540

Bachelor's degree (1 major) Business Management and Economics (2021) Bachelor's degree (1 major) Economathematics (2022) exchange program Business Management and Economics (2022) Bachelor's degree (1 major) Mathematics (2023) Bachelor's degree (1 major) Business Information Systems (2023) Bachelor's degree (1 major) Economathematics (2023) Bachelor's degree (1 major) Business Management and Economics (2023) Bachelor's degree (1 major) Artificial Intelligence and Data Science (2024)

Module title Abbreviation		Abbreviation			
Interna	tional	Marketing			12-M-IMM-161-m01
Module	e coord	inator		Module offered by	
holder of the Chair of Business Administration and Marke- ting			Faculty of Managem	nent and Economics	
ECTS	Metho	od of grading	Only after succ. con	npl. of module(s)	
5					
Duratio	n	Module level	Other prerequisites		
1 seme	ster	graduate			
Conten	ts				
Description: The module builds on the knowledge acquired during the Bachelor's degree programme or the <i>Grundstudium</i> (stage I studies). It provides a systematic introduction to strategic marketing decisions in global and internatio- nal contexts. These are explained mainly by Porter's diamond and cluster models. Another focus is on internatio- nalisation strategies, which require country analyses and decisions on the selection of national markets as well as a timing of the countries market development. In addition, the module discusses different strategies for mar- ket entry and market development. Outline of syllabus: 1. Internationalisation of the economy and regional integration processes • Globalisation • Competitiveness of countries, industries and companies in an international context 2. International strategic marketing decisions • Market entry forms • Market development strategies • Timing strategies • International organisation structures 3. Theories and strategies of internationalisation • Foreign trade theory • Multinational enterprise					
Meffert on). Berndt,	Reading: Meffert, H. / Burmann C. / Becker, C.: Internationales Marketing-Management, Stuttgart etc. (most recent editi- on). Berndt, R. / Fantapié-Altobelli C. / Sander M.: Internationales Marketing-Management, Berlin etc. (most recent edition).				
Intended learning outcomes					
the inte of inter	Students acquire in-depth skills in the field of strategic and operational management with particular attention to the international context. Students achieve particular expertise in the analysis, assessment and implementation of international business decisions and gain skills thus guiding the execution of marketing and management positions in globally-active companies.				
Course	Courses (type, number of weekly contact hours, language — if other than German)				
V (2) +	Ü (2)				
Method of assessment (type, scope, language — if other than German, examination offered — if not every seme- ster, information on whether module can be chosen to earn a bonus)					
		nation (approx. 60 minut ssessment: German and,			
Allocat			-		

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

Module title	!			Abbreviation	
Internationa	al Marketing Strategy			12-M-IMS-211-m01	
Module coordinator			Module offered by		
Dean of the Faculty of Business Management and Economics			Faculty of Managen	nent 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					
cisions. Emp sues arising experience t a major con segments to	bhasis is put on the compute when companies plan and the challenges pertaining t sumer products company.	ter simulation game d execute market entro o corresponding deci Students have to deco of the marketing mix (Country Manager wh y into new countries sions by playing the ide on the countries	nake international marketing de- tich focuses on the managerial is- to. This exercise allows students to role of a responsible manager for to enter, the mode of entry, the ace and product) and will get im-	
Intended lea	arning outcomes				
After completernational		oants should have ga	ined a broad apprec	iation of critical decisions in in-	
Courses (typ	be, number of weekly conta	act hours, language –	- if other than Germa	in)	
S (2)		• • • •			
	ssessment (type, scope, la ation on whether module c			tion offered — if not every seme-	
b) term papec) term paped) portfolio	a) written examination (approx. 40 to 60 minutes) or b) term paper (15 to 20 pages) and presentation (approx. 20 minutes) (weighted 2:1) or c) term paper (30 to 40 pages) or d) portfolio (approx. 20 pages) Language of assessment: German and/or English				
Allocation o	f places				
Additional i	nformation				
Workload					
150 h					
Teaching cy	cle				
Teaching cy	cle: no courses offered				
Referred to	in LPO I (examination regu	llations for teaching-o	degree programmes)		
 Module app	ears in				
	gree (1 major) Managemen	t (2018)			
Master's de	gree (1 major) Internationa	l Economic Policy (20	18)		
	gree (1 major) Information		,		
	gree (1 major) China Busing				
master's de	gree (1 major) China Langu	age and Economy (20)21)		

Module title			Abbreviation			
Strate	gic Mar	nagerial Accounting			12-M-INST-182-m01	
		•		Mandala affanad baa		
Module coordinator				Module offered by		
holder of the Chair of Business Management, Controllin			agement, Controlling	Faculty of Management and Economics		
and Accounting						
ECTS	1	od of grading rical grade	Only after succ. cor	npl. of module(s)		
5		r -				
Durati		Module level	Other prerequisites			
	1 semester graduate					
Conte						
enterp as the Secon techni	orises. F emerge d, the n ques, ir	irst, it addresses imporence of cost and quality nodule covers analyticanstruments of target co	nstruments, which are tant drivers of strategie advantages in competent al and heuristic techniq sting, life cycle cost an etical foundation and fi	c decisions from a m tition as well as scale ues of planning and alysis, benchmarking	icroeconomic perspe e and experience cur control. In the conte	ective, such ve effects. xt of these
		ning outcomes				
contro hs and	l within d weakn	enterprises is acquire	ital requirements conce d. What is more, the mo elds of application and	odule conveys obtain	ing knowledge abou	it the strengt-
Course	es (type	, number of weekly cor	ntact hours, language –	- if other than Germa	n)	
V (2) +	· Ü (2)					
			language — if other th can be chosen to earn		tion offered — if not	every seme-
b) tern Langu	n paper	mination (approx. 60 n (approx. 15 pages) Issessment: German ar bonus				
Alloca	tion of	places				
Additi	onal inf	ormation				
Auditi						
Workl	oad					
150 h						
	ing cycl					
Teach	ing cycl	e: summer semester				
Referr	ed to in	LPOI (examination re	gulations for teaching-	degree programmes)		
Module appears in						
Master's degree (1 major) Management (2018)						
	Master's degree (1 major) International Economic Policy (2018)					
Master's degree (1 major) China Business and Economics (2019)						
Master's degree (1 major) China Language and Economy (2019)						
	-	ee (1 major) Informatio				
	-	•	iness and Economics (2			
	-		guage and Economy (20	021)		
		ee (1 major) Economat				
Master's v mics (202		r China Business and Econo-		enerated 19-Apr-2025 • exam CCTS) China Business and Eco		page 310 / 540

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

Module	lodule title		Abbreviation			
IT-Man				-	12-M-ITM-161-m01	
Module	e coord	inator		Module offered by		
holder	of the C	Chair of Information Syst	tems Engineering	Faculty of Managen	nent and Economics	
ECTS		od of grading	Only after succ. con	npl. of module(s)		
5	nume	rical grade				
Duratio	on	Module level	Other prerequisites	i		
1 seme	ster	graduate				
Conten	Contents					
This co ment.	Content: This course provides students with an in-depth overview of aims, tasks and appropriate methods of IT manage- ment.					
Outline of syllabus: 1. Organisation and distinction 2. IT strategy 3. IT organisation 4. Management of IT systems 5. Enterprise Architecture Management 6. IT project management 7. IT security 8. IT law 9. IT controlling Reading: • Hofmann/Schmidt: Masterkurs IT-Management, Wiesbaden.						
• +	lanschl	r: Handbuch IT-Manage ke: Strategisches Manag		naft, Munich.		
		ning outcomes	_			
1. over 2. unde	view the erstand penden	ng the course "IT Manag e different aspects to be and apply appropriate i tly perform system sear	considered regarding methods and tools;	g a purposeful IT mar	-	he practice
Course	s (type,	number of weekly cont	act hours, language –	- if other than Germa	n)	
V (2) +	Ü (2)					
		essment (type, scope, l on on whether module o			tion offered — if not	every seme-
a) written examination (approx. 60 minutes) or b) oral examination (one candidate each: approx. 15 to 20 minutes; groups of 2: approx. 20 minutes; groups of 3: approx. 30 minutes) Language of assessment: German and/or English creditable for bonus						
Allocation of places						
Additio	nal info	ormation				
Worklo	ad					
150 h						
		China Business and Econo-		enerated 19-Apr-2025 • exam CTS) China Business and Eco	-	page 312 / 540

Teaching cycle

Teaching cycle: summer semester

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

Madula		•
module	appears	IN

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

	odule title Abbreviation					
Interna	ational [•]	Frade and the Multination	onal Firm		12-M-ITMF-182-m01	
Modul	e coord	inator		Module offered by		
holder	of the C	Chair of International Eco	nomics	Faculty of Managen	nent and Economics	
ECTS		od of grading	Only after succ. con	npl. of module(s)		
5	· · · · ·	rical grade				
Duration		Module level graduate	Other prerequisites			
Conter		graduate				
Conter						
scher-(trade.	Ohlin) fo The fina	arts out with theories of i ollowed by theories base I part covers firm hetero neoclassical model will b	ed on monopolistic ar geneity and multinati	nd oligopolistic comp	petition to explain in	tra-industry
<u>Outline</u>	2					
l Ricaro	dian Tra	de Theory				
II Heck	scher-C	hlin Trade Theory				
III New	Trade 1	heory: Intra-Industry Tra	de, Increasing Return	is to Scale, Imperfect	t Competition	
IV Firm	Hetero	geneity, Trade and FDI				
V The I	Multinat	ional Firm				
Literati	ure:					
further	The module draws heavily on articles from scholarly journals and handbooks. A detailed list of references with further references, notably journal articles, is provided with each chapter of the lecture. Material from the following books is also used:					
Helpm	an, E. (2	2011). Understanding Glo	bal Trade. Princeton	University Press.		
Feenst Edition		(2016). Advanced Intern	ational Trade. Theory	and Evidence. Prince	eton University Pres	s, Second
Caves,	R., R.W	. Jones and J.A. Frankel (2007). World Trade a	nd Payments. Addiso	on Wesley	
Bhagw Press	ati, J., A	. Panagariya and T. N. S	rinivasan (1998). Lect	ures on Internationa	l Trade. Second Edit	ion. MIT
Gando	lfo, G. (1998). International Trad	le Theory and Policy.	Springer-Verlag, Berl	in and New York	
Marku	sen, J.R.	, J.R. Melvin, W.H. Kaem	pfer, K. E. Maskus (19	995). International Tra	ade. McGrawHill	
Barba Press	Barba Navaretti, G. and A.J. Venables (2004). Multinational Firms in the World Economy. Princeton University Press				niversity	
Intended learning outcomes						
The students acquire the ability to critically understand the causes and drivers of world trade and the develop- ments of specialization patterns in the global economy. They learn to analyze, discuss and defend these deve- lopments and to apply the tools and methods to evaluate controversies associated with the ongoing deepening of the international division of labor, in particular the repercussions of the global economy on national econo- mies.						
Master's w mics (2021		China Business and Econo-		enerated 19-Apr-2025 • exam CTS) China Business and Eco	-	page 314 / 540

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

V (2) + Ü (2)

Module taught in: English

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

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

b) term paper (approx. 15 pages)

Language of assessment: English

creditable for bonus

Allocation of places

Additional information

Workload

150 h

Teaching cycle

Teaching cycle: winter semester

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

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Module appears in

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

Module					Abbreviation	
Coordi	nation,	Budgeting and Incentiv	es in Organizations		12-M-KOBO-182-ma	01
Module	e coord	inator		Module offered by	<u> </u>	
		hair of Business Mana	ament Controlling		nent and Economics	
and Ac				Faculty of Managen	Tent and Economics	
ECTS	Metho	od of grading	Only after succ. compl. of module(s)			
5	nume	rical grade				
Duratio	on	Module level	Other prerequisites			
1 seme	ster	graduate				
Conten	ts		-			
course as info	first dis rmatior	ocuses on accounting-b scusses the role of acco nal analyses. Afterwards nanagement, transfer pr	ounting in the context of, the most common in	of decision-making a struments of behavi	nd behavioral contr oral controlling (buc	olling as well
Intend	ed learı	ning outcomes				
quirem	ents or	ims to provide knowled instruments used for b opment of coordination	ehavioral control are o		•	-
Course	s (type	, number of weekly cont	act hours, language –	- if other than Germa	n)	
V (2) +	Ü (2)					
Metho	d of ass	essment (type, scope,	 language — if other the	an German, examina	tion offered — if not	everv seme-
		on on whether module				, ,
credita Allocat						
Additio	onal info	ormation				
Worklo	ad					
150 h						
Teachi	ng cycl	e				
Teachi	ng cycle	e: winter semester				
Referre	ed to in	LPOI (examination reg	ulations for teaching-	degree programmes)		
Module	annos	in in				
		ee (1 major) Manageme	nt (2018)			
	-	ee (1 major) Internation		18)		
	-					
Master's degree (1 major) China Business and Economics (2019) Master's degree (1 major) China Language and Economy (2019)						
	-	ee (1 major) Information	- ,	27		
	-	ee (1 major) China Busir		2021)		
	-	ee (1 major) China Lang				
		ee (1 major) Economath				
	-	ee (1 major) Information				
Master	's degr	ee (1 major) Internation	al Economic Policy (20	22)		
Master's w	ith 1 majoı	China Business and Econo-	JMU Würzburg ● g	enerated 19-Apr-2025 • exam	. reg. data re-	page 316 / 540
nics (2021				CTS) China Business and Eco		



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

Module title			Abbreviation			
		nagement 2			12-M-LA-182-m01	
Module	e coord	inator		Module offered by		
holder Manage		Chair of Business Manage	ement and Industrial	Faculty of Managem	nent and Economics	
ECTS	Metho	od of grading	Only after succ. com	pl. of module(s)		
5	nume	rical grade				
Duratio	n	Module level	Other prerequisites			
1 seme	ster	graduate				
Conten	ts					
method	is and		scheduling. The focus	s is on the determina	ntrol. In addition, it develops Ition of optimal production and	
Intende	ed learı	ning outcomes				
Students learn essential concepts, principles and methods of production planning and control with emphasis on the determination of optimal production and transport volumes as well as the planning of production and order sequences. Then, based on this expertise related knowledge broadening and deepening, essential competencies are conveyed, which allow the imaging of realistic situations and problems using mathematical and quantitative models for the derivation and assessment of alternative courses of action. After completion of the module students can answer, analyze and structure questions of production planning and control, goal-oriented. They can also arrange the planning areas in the overall business context and have an in-depth overview of the production planning and control. Courses (type, number of weekly contact hours, language — if other than German) V (2) + Ü (2) Course type: might also be offered as eLearning, seminary, workshop, etc. Method of assessment (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. 40 to 60 minutes) or b) presentation (approx. 20 minutes) and term paper (15 to 20 pages), weighted 1:1 or c) term paper (30 to 40 pages) or d) entirely or partly computerised written examination (approx. 60 minutes) or e) portfolio (approx. 20 pages) Language of assessment: German and/or English						
credita						
20 plac by lot a numbe	Allocation of places 20 places. (1) Should the number of applications exceed the number of available places, places will be allocated by lot among all applicants irrespective of their subjects. (2) Places on all courses of the module with a restricted number of places will be allocated in the same procedure. (3) A waiting list will be maintained and places re-allo- cated by lot as they become available.				es of the module with a restricted	
Additio	Additional information					
Worklo	ad					
150 h						
Teachir	ıg cycl	e				
Teachir	ng cycle	e: after announcement				
Referre	d to in	LPOI (examination regu	lations for teaching-o	legree programmes)		
Module	Module appears in					

Master's with 1	major China	Business	and Econo-
mics (2021)			

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

Module	title			Abbreviation	
Seminar	: Logistics & Supply Chain Ma	nagement		12-M-LSCM-161-mo	1
Module	coordinator		Module offered by		
	f the Chair of Logistics and Qua	antitative Methods		nent and Economics	
	Method of grading	Only after succ. con	· · · ·		
	numerical grade		<u> </u>		
Duration	n Module level	Other prerequisites			
1 semes	ter graduate				
Content	S				
They sup founded compan of quant nication blems h access t	ative planning approaches are poort decision makers in taking and relevant information. Mar ies because they considerably itative planning methods has b systems: Advanced tools are a ave been integrated in standar o necessary data has substant d learning outcomes	g important strategic, ny of these decisions influence today's as been strongly suppor available at low costs d software, the user	tactical, and operat have significant imp well as tomorrow's o ted by the developm , versatile methods friendliness has imp	ional decisions by p pact on the competit costs and revenues. ent of information a to model and solve p roved, and last but r	roviding well- iveness of The adoption Ind commu- planning pro-
	n objective of this seminar is to	familiarize participa	ints with diverse qua	ntitative planning n	roblems and
potentia	l solutions. Planning procedur	es are applied to solv	/e real problems in c	ompanies. Participa	nts in this se-
	arn about actual planning prob		d Supply Chain Mana	agement; they analy	ze and under-
	w companies address these p		if ather than Corma	n)	
	(type, number of weekly conta	ict nours, language –	- if other than Germa	n)	
S (2)	of assessment (type, scope, la	nguaga if other th	an Corman, ovamina	tion offered if not	ovorycomo
	ormation on whether module ca			tion onered — if not	every seme-
	per (approx. 20 to 25 pages) an ge of assessment: German and,		rox. 20 minutes), wei	ghted 2:1	
Allocatio	on of places				
as follow Quantita success in mand ment) or offered l	es. Should the number of applie vs: (1) Students who already ha ative Methods will be given pre fully completed modules, place atory courses of the focus Logi Value Chain Management or a by the Chair. (3) Among applica tal information	ave successfully com ferential consideration es will be allocated a stik und Supply Chai unother specialisation	pleted courses offer on. (2) Among applic ccording to the total n Management (Logi n the applicant has s	ed by the Chair of Lo ants with the same number of ECTS cre stics and Supply Ch elected which inclu	gistics and number of dits achieved ain Manage- des courses
Workloa	d				
300 h					
Teachin	g cycle				
Teaching	g cycle: each semester				
Referred	I to in LPO I (examination regu	lations for teaching-o	degree programmes)		
Module	appears in				
	degree (1 major) Economathe				
	5 degree (1 major) Business Info 5 degree (1 major) Business Ma	•	016)		
	1 1 major China Business and Econo-		operated to Apricano -	rog data ro	
master's with mics (2021)	r i major crima business allu Econo-		enerated 19-Apr-2025 • exam CTS) China Business and Eco	-	page 320 / 540

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

Module				Abbreviation	
Manag	erial Analytics & Decision Ma	king		12-M-MADM-182-m	01
Module coordinator			Module offered by		
	of the Chair of Logistics and Q	Juantitative Methods		nent and Economics	
		Only after succ. cor	· · · · ·		
ECTS	Method of grading numerical grade	Unly after succ. cor			
5 Duratia					
Duratio		Other prerequisites	•		
Conten					
a divers	urse "Managerial Analytics & I se set of management probler e case studies.				
Intende	ed learning outcomes				
(i) bette (ii) app sion ma	ompleting this course student er understand and structure p ly important theoretical and e aking; olement advanced analytical r	roblems; mpirical frameworks to		-	and bad deci-
Course	s (type, number of weekly con	tact hours, language -	– if other than Germa	in)	
V (2) +	Ü (2)				
• •	e taught in: English				
ster, in	d of assessment (type, scope, formation on whether module	can be chosen to earn		tion offered — if not	every seme-
b) term	en examination (approx. 60 m paper (approx. 15 to 20 page ge of assessment: English				
	ble for bonus				
Allocat	ion of places				
Additio	onal information				
Worklo	ad				
150 h					
-	ng quelo				
	ng cycle				
	ng cycle: winter semester				
Referre	d to in LPO I (examination reg	gulations for teaching-	degree programmes)		
Module	e appears in				
Master	's degree (1 major) Manageme	ent (2018)			
	's degree (1 major) Internatior	•			
	's degree (1 major) China Busi				
	's degree (1 major) China Lang		019)		
	's degree (1 major) Informatio		、 、		
	's degree (1 major) China Busi				
	's degree (1 major) China Lang	,	021)		
	's degree (1 major) Economath				
master	's degree (1 major) Informatio	n Systems (2022)			
	ith 1 major China Business and Econo-		enerated 19-Apr-2025 • exam	-	page 322 / 540
nics (2021))	cord Master (120 I	ECTS) China Business and Ecc	nomics - 2021	

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

Semin	e title			Abbreviation	
	ar: Macroeconomics and Quan	titative Economic Res	earch	12-M-MEW-161-m01	
Module coordinator			Module offered by	offered by	
head c	of the Work Group of Empirical	Economics	Faculty of Manager	nent and Economics	
ECTS	Method of grading	Only after succ. cor	- · · · · · · · · · · · · · · · · · · ·		
10	numerical grade		<u> </u>		
Duratio		Other prerequisites	5		
1 seme	· · · · · · · · · · · · · · · · · · ·				
Conter	1-				
This co	ourse will provide students with antitative economic research.				
Intend	ed learning outcomes				
(i) cons (ii) crea (iii) dea	he seminar, students can solidate acquired knowledge a ate, present and defend a scie al with the working papers of o epare beter for the processing o	ntific paper; other participants;	additional technique	es of scientific work;	
Course	es (type, number of weekly con	tact hours, language -	– if other than Germa	ın)	
S (2)					
ster, in term p Langua Allocat	d of assessment (type, scope, nformation on whether module aper (approx. 20 to 25 pages) a age of assessment: German an tion of places	can be chosen to earr and presentation (app d/or English	ı a bonus)		
10 plac		applications exceed th	e number of availabl	e places, places will be	allocated
by lot a numbe	among all applicants irrespecti er of places will be allocated in by lot as they become available	ive of their subjects. (2 the same procedure.	Places on all cours		restricted
by lot a numbe cated l	among all applicants irrespecti er of places will be allocated in	ive of their subjects. (2 the same procedure.	Places on all cours	es of the module with a	restricted
by lot a numbe cated l	among all applicants irrespecti er of places will be allocated in by lot as they become available	ive of their subjects. (2 the same procedure.	Places on all cours	es of the module with a	restricted
by lot a numbe cated l Additio	among all applicants irrespecti er of places will be allocated in by lot as they become available onal information	ive of their subjects. (2 the same procedure.	Places on all cours	es of the module with a	restricted
by lot a numbe cated l Additio	among all applicants irrespecti er of places will be allocated in by lot as they become available onal information	ive of their subjects. (2 the same procedure.	Places on all cours	es of the module with a	restricted
by lot a numbe cated l Additio Worklo 300 h	among all applicants irrespecti er of places will be allocated in by lot as they become available onal information oad	ive of their subjects. (2 the same procedure.	Places on all cours	es of the module with a	restricted
by lot a numbe cated l Additio Worklo 300 h Teachi	among all applicants irrespecti er of places will be allocated in by lot as they become available onal information pad	ive of their subjects. (2 the same procedure.	Places on all cours	es of the module with a	restricted
by lot a numbe cated l Additio Worklo 300 h Teachi Teachi	among all applicants irrespecti er of places will be allocated in by lot as they become available onal information oad ing cycle ng cycle: each semester	ve of their subjects. (2 the same procedure. e.	e) Places on all cours (3) A waiting list will	es of the module with a be maintained and place	restricted
by lot a numbe cated l Additio Worklo 300 h Teachi Teachi	among all applicants irrespecti er of places will be allocated in by lot as they become available onal information pad	ve of their subjects. (2 the same procedure. e.	e) Places on all cours (3) A waiting list will	es of the module with a be maintained and place	restricted
by lot a numbe cated l Additio Worklo 300 h Teachi Teachi Referro	among all applicants irrespecti er of places will be allocated in by lot as they become available onal information oad ing cycle ng cycle: each semester ed to in LPO I (examination reg	ve of their subjects. (2 the same procedure. e.	e) Places on all cours (3) A waiting list will	es of the module with a be maintained and place	restricted
by lot a numbe cated l Additio Worklo 300 h Teachi Teachi Referro Modul	among all applicants irrespecti er of places will be allocated in by lot as they become available onal information oad ing cycle ng cycle: each semester ed to in LPO I (examination reg	ye of their subjects. (2 the same procedure. e. gulations for teaching-	e) Places on all cours (3) A waiting list will	es of the module with a be maintained and place	restricted
by lot a numbe cated I Additio Worklo 300 h Teachi Teachi Referro Modulo	among all applicants irrespecti er of places will be allocated in by lot as they become available onal information oad ing cycle ng cycle: each semester ed to in LPO I (examination reg e appears in r's degree (1 major) Economath	ve of their subjects. (2 the same procedure.) e. gulations for teaching-	e) Places on all cours (3) A waiting list will	es of the module with a be maintained and place	restricted
by lot a numbe cated l Additio Worklo 300 h Teachi Teachi Teachi Master Master	among all applicants irrespecti er of places will be allocated in by lot as they become available onal information oad ing cycle ng cycle: each semester ed to in LPO I (examination reg e appears in r's degree (1 major) Economath r's degree (1 major) Business M	e. gulations for teaching- mematics (2016) Management (2015)	e) Places on all cours (3) A waiting list will degree programmes)	es of the module with a be maintained and place	restricted
by lot a numbe cated l Additio Worklo 300 h Teachi Teachi Teachi Referro Modul Master Master Master	among all applicants irrespecti er of places will be allocated in by lot as they become available onal information oad ang cycle ng cycle: each semester ed to in LPO I (examination reg e appears in r's degree (1 major) Economath r's degree (1 major) Business N r's degree (1 major) China Busi	e. same procedure. e. gulations for teaching- mematics (2016) Management (2015) ness and Economics (2016)	 Places on all cours (3) A waiting list will degree programmes) 2016) 	es of the module with a be maintained and place	restricted
by lot a numbe cated I Additio Worklo 300 h Teachi Teachi Referro Modulo Master Master Master Master	among all applicants irrespecti er of places will be allocated in by lot as they become available onal information oad ang cycle ng cycle: each semester ed to in LPO I (examination reg e appears in r's degree (1 major) Economath r's degree (1 major) Business M r's degree (1 major) China Busi r's degree (1 major) Internation	ee and Economic Policy (2015)	 Places on all cours (3) A waiting list will degree programmes) 2016) 2015) 	es of the module with a be maintained and place	restricted
by lot a numbe cated I Additio Worklo 300 h Teachi Teachi Referro Modul Master Master Master Master	among all applicants irrespecti er of places will be allocated in by lot as they become available onal information oad ang cycle ng cycle: each semester ed to in LPO I (examination reg e appears in r's degree (1 major) Economath r's degree (1 major) Business N r's degree (1 major) Internation r's degree (1 major) Internation r's degree (1 major) China Busi	ee and Economics (2016) ness and Economics (2016)	 Places on all cours (3) A waiting list will degree programmes) 2016) 2015) 	es of the module with a be maintained and place	restricted
by lot a numbe cated l Additio Worklo 300 h Teachi Teachi Teachi Teachi Master Master Master Master Master Master	among all applicants irrespecti er of places will be allocated in by lot as they become available onal information oad oad oad oad oad oad oad oad oad oad	e. gulations for teaching- mematics (2016) Management (2015) ness and Economics (20 guage and Economy (20 ent (2018)	 Places on all cours (3) A waiting list will degree programmes) 2016) 2016) 015) 016) 	es of the module with a be maintained and place	restricted
by lot a numbe cated I Additio Worklo 300 h Teachi Teachi Teachi Referro Modul Master Master Master Master Master Master	among all applicants irrespecti er of places will be allocated in by lot as they become available onal information oad oad oad oad oad oad oad oad oad oad	nematics (2016) Management (2015) ness and Economics (2018) ness and Economics (2018) nal Economic Policy (2013) nal Economic Policy (2013) nal Economic Policy (2013)	 Places on all cours (3) A waiting list will degree programmes) 2016) 2016) 015) 016) 018) 	es of the module with a be maintained and place	restricted
by lot a numbe cated I Additio Worklo 300 h Teachi Teachi Teachi Referro Modulo Master Master Master Master Master Master Master	among all applicants irrespecti er of places will be allocated in by lot as they become available onal information oad oad oad oad oad oad oad oad oad oad	e. subjects. (2 the same procedure.) e. gulations for teaching- mematics (2016) Management (2015) ness and Economics (2 subjective construction (20 subjective construction) ness and Economy (20 subjective construction) al Economic Policy (20 ness and Economics (20 subjective construction) al Economic Policy (20 ness and Economics (20) ness and Economics (20)	 Places on all cours (3) A waiting list will degree programmes) 2016) 015) 016) 018) 2019) 	es of the module with a be maintained and place	restricted
by lot a numbe cated I Additio Worklo 300 h Teachi Teachi Referro Master Master Master Master Master Master Master Master Master Master	among all applicants irrespecti er of places will be allocated in by lot as they become available onal information oad oad oad oad oad oad oad oad oad oad	ive of their subjects. (2 the same procedure.) e. gulations for teaching- mematics (2016) Management (2015) ness and Economics (20 guage and Economy (20 guage and Economy (20 guage and Economics (20 guage and Economics (20 guage and Economics (20 guage and Economics (20 guage and Economy (20)	 Places on all cours (3) A waiting list will degree programmes) 2016) 015) 016) 018) 2019) 	es of the module with a be maintained and place	restricted

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

Module					Abbreviation
Advanced Macroeconomics				12-M-MFF-182-m01	
Module coordinator				Module offered by	
	holder of the Chair of International Economics				nent and Economics
ECTS		l of grading	Only after succ. com	npl. of module(s)	
5		cal grade			
Duration		Module level graduate	Other prerequisites English		
Conten		glauuate	Liigiisii		
<u>Conten</u>	-				
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-Koop- mans model, on endogenous growth theory and it puts the roles of human capital and institutions under scruti- ny. Applications of this framework involving urban and regional growth, resources and the environment will be taken up, time permitting.					
<u>Outline</u>	2				
l Facts	and the	Solow Growth Model			
ll Infini	te-Horizo	on Ramsey-Cass-Koopm	ans model		
III Endo	ogenous	Growth			
IV Hum	nan Capit	al, Social Infrastructure	and Beyond		
V Appli	ications	(Urban and regional gro	wth; Growth, resourc	es and the environm	ent)
<u>Literatı</u>	ure:				
The co	urse drav	ws strongly on the textb	ook:		
David F	Romer, A	dvanced Macroeconom	ics, 4 th edition, McGra	aw-Hill Irwin.	
We will	l use jou	rnal articles and researc	h papers at several p	parts of the lecture.	
		ing outcomes			
This en of inco	nables th mes, to r	em to identify the key fo	orces that determine nalysis and statemen	the determinants of	advanced macroeconomics. income levels and growth rates valuate current controversies and
Course	s (type,	number of weekly conta	ct hours, language —	- if other than Germa	n)
V (2) +	Ü (2)				
		essment (type, scope, la on on whether module ca			tion offered — if not every seme-
b) term Langua	n paper (a	ination (approx. 60 to 9 approx. 15 pages) sessment: English onus	o minutes) or		
Allocat	tion of pl	aces			

Additional information

Workload

150 h

Teaching cycle

Teaching cycle: winter semester

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

Module appears in

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

Module	e title				Abbreviation	
Microe	conome	etrics		_	12-M-MIK-182-m01	
Module coordinator			Module offered by			
	r	hair of Econometrics			nent and Economics	
ECTS	1	d of grading	Only after succ. con	npl. of module(s)		
5	<u> </u>	ical grade				
Duratio		Module level	Other prerequisites	i		
1 seme		graduate				
	urse tea		and concepts for the a			
	data is adequately addressed. The maximum likelihood method, which is important for this type of data, is ex- plained in detail.					
Outline	9					
2. Mod 3. Mod	els for c els for l	roeconometrics? qualitatively depender imited dependent vari dent models				
Greene Ronnin Verbee	References Greene, W. H.: Econometric Analysis, Philip Alan. Ronning, G.: Microeconometrics, Springer Verlag. Verbeek, M.: Modern Econometrics, Wiley. Winkelmann, R., Boes, S.: Analysis of Microdata, Springer Verlag.					
Intend	ed learr	ing outcomes				
qualita	tively a		e of the maximum likeli variables. They can aut sults meaningfully.			
Course	s (type,	number of weekly cor	tact hours, language –	- if other than Germa	n)	
Ü (2) +	Ü (2)					
			language — if other th can be chosen to earn		tion offered — if not	every seme-
b) term Langua	paper	nination (approx. 60 n (approx. 15 pages) ssessment: German ar				
Allocat	ion of p	laces				
		ormation				
		a module in Master's p	rogramme IEP			
Worklo	ad					
150 h						
	ng cycle					
		: after announcement	_			
Referre	ed to in	LPO I (examination re	gulations for teaching-	degree programmes)		
Module	e appea	rs in				
		ee (1 major) Managemo	ent (2018)			
Master's w	ith 1 major	China Business and Econo-	JMU Würzburg • g	enerated 19-Apr-2025 • exam	-	page 328 / 540
mics (2021)		cord Master (120 E	CTS) China Business and Eco	nomics - 2021	

Master's degree (1 major) International Economic Policy (2018) Master's degree (1 major) China Business and Economy (2019) Master's degree (1 major) China Language and Economy (2019) Master's degree (1 major) China Business and Economics (2021) Master's degree (1 major) China Language and Economy (2021) Master's degree (1 major) Economathematics (2021) Master's degree (1 major) International Economic Policy (2022) Master's degree (1 major) Management (2022) Master's degree (1 major) Economathematics (2022)

Module	e title				Abbreviation	
Brand I	Manag	ement & Market Researd	:h		12-M-MM-161-m01	
Module	e coord	inator		Module offered by	<u> </u>	
Dean of the Faculty of Business Management and Econo			gement and Econo-	Faculty of Managen	nent and Economics	5
mics				racatly or managen		,
ECTS	Methe	od of grading	Only after succ. cor	npl. of module(s)		
5	nume	rical grade				
Duratio		Module level	Other prerequisites	5		
1 seme	-	graduate				
Conten						
ment a organis quirem Outline 1. Bran 2. Bran 3. Bran 4. Cons 5. Mark	pproac sation c ents re e of syll d leade d leade d strat sumer h set rese	ership and brand assess ership, identity and relev egies behaviour earch methods and the d	d to be seen as the e oadly speaking - for s stainable positioning ment vance according to Da	ntrepreneurial task o ociety on the other h of the brand as well wid Aaker's approacl	f creating "shared v and. This idea lead as brand managem	value" for the s to high re-
		earch methods				
		ning outcomes		- : (1
which w search	will be tools, i	theories of Meffert and A deepened by many praci it's the defined goal of th nd management.	tal implications and	examples. Provided b	by cases studies an	d market re-
Course	s (type	, number of weekly conta	act hours, language –	– if other than Germa	n)	
V (2) +	Ü (2)		_			
		sessment (type, scope, la ion on whether module c			tion offered — if no	t every seme-
		nation (approx. 60 minu ssessment: German and				
Allocat	ion of _l	places				
Additio	nal inf	ormation				
Worklo	ad					
150 h						
Teachi						
Teachir	ng cycl	e: no courses offered				
Referre	ed to in	LPO I (examination regu	ulations for teaching-	degree programmes)		
Module						
Master	's degr	ee (1 major) Economathe ee (1 major) Business Inf ee (1 major) Business Ma	formation Systems (2	016)		
Master's wi nics (2021)		r China Business and Econo-		enerated 19-Apr-2025 • exam ECTS) China Business and Eco	-	page 330 / 540

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

Module	title				Abbreviation	
Strateg	ic Netv	vorks in Industry			12-M-MS-161-m01	
Module coordinator			Module offered by			
			goment and Econo		ant and Economics	
mics	i the ra	culty of Business Mana		Faculty of Managen	nent and Economics	
ECTS	Metho	od of grading	Only after succ. con	npl. of module(s)		
5	nume	rical grade				
Duratio	n	Module level	Other prerequisites	i		
1 seme	ster	graduate				
Conten	ts					
non of o fication The foc ble inno Outline 1. Strat 2. Trans pliers 3. Mana 4. Clust 5. Susta Intende By the o more st Courses V (2) + 1 Methoo	The primary object of this course is to gain a detailed understanding of strategic networks and of the phenome- non of clustering in the industrial industry. The example of the international automotive industry is used for clari- fication of the theoretical contents. The focus is on marketing in industrial companies and also on CSR - CSR is considered the "driver" of sustaina- ble innovations - as well as the different strategy types of sustainable innovations. Outline of syllabus: 1. Strategic networks and clusters in industrial industries such as the automotive industry 2. Transaction types of Williamson as well as strategic cooperation between automobile manufacturers and sup- pliers 3. Management of business types, in particular the business of suppliers in the automotive industry 4. Cluster and entrepreneurship activities 5. Sustainable innovation strategies Intended learning outcomes By the end of the course, students gain a profound understanding above the basics of network research. Further- more students will aquire sectoral knowledge of the automotive industry as well as detailed cluster skills. Courses (type, number of weekly contact hours, language — if other than German) V (2) + Ü (2) Method of assessment (type, scope, language — if other than German, examination offered — if not every seme- ster, information on whether module can be chosen to earn a bonus)					
		ssessment: German an				
Allocat	ion of p	olaces				
Additio	nal inf	ormation				
Worklo	ad					
150 h						
Teachir	ng cvcl	e				
		e: no courses offered				
		LPOI (examination reg	ulations for teaching	degree programmes)		
	u to m					
Module		urs in				
		ee (1 major) Economath	ematics (2016)			
		ee (1 major) Business Ir		016)		
	-	ee (1 major) Business N		010)		
		ee (1 major) Eusiness w		2016)		
		ee (1 major) Internation				
	-	ee (1 major) Internation ee (1 major) China Lang		-		
	-	r China Business and Econo-		enerated 19-Apr-2025 • exam	ı. reg. data re-	page 332 / 540
mics (2021)				CTS) China Business and Eco		

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

Module	-				Abbreviation	
Advanc	ed Sen	ninar: Marketing Strate	egy		12-M-MSS-161-m01	
Module coordinator Module offered by						
		Chair of Business Admi	nistration and Marko	-	nent and Economics	
ting	orthe	chair of Dusiness Authin				
ECTS	Metho	od of grading	Only after succ. con	npl. of module(s)		
10	1	rical grade				
Duratio	n	Module level	Other prerequisites	6		
1 seme	ster	graduate				
Conten	ts	<u> </u>				
tured p keting Readin	aper and str	, students will acquire i nd to present the result ategic management. rding to topic				
		ning outcomes				
1. unde 2. integ 3. creat	erstand grate el te prese	ng the course "Marketi the fundamentals of so aborated content in a s entations independent	cientific literature revie cientific thesis; y.	ws;		
Course	s (type	, number of weekly con	tact hours, language –	- if other than Germa	n)	
S (2)						
ster, in	formati	sessment (type, scope, ion on whether module	can be chosen to earn	a bonus)		every seme-
		pprox. 20 to 25 pages) a ssessment: German an		iox. 20 minutes), we		
Allocat						
by lot a numbe	imong a r of pla	Should the number of a all applicants irrespecti ces will be allocated in s they become available	ve of their subjects. (2 the same procedure. () Places on all cours	es of the module wit	h a restricted
Additio	onal inf	ormation				
Worklo	ad					
300 h						
Teachi		ρ				
		e: each semester	ulations for to a bit			
Referre	ea to in	LPOI (examination reg	guiations for teaching-	uegree programmes)		
		•				
Module						
	-	ee (1 major) Economath				
	-	ee (1 major) Business M				
		ee (1 major) China Busi				
		ee (1 major) Internation ee (1 major) China Lang				
	-	ee (1 major) China Lang ee (1 major) Manageme	- , ,	,		
	-	ee (1 major) China Busi		2019)		
Master's w	ith 1 majo	r China Business and Econo-	JMU Würzburg • g	enerated 19-Apr-2025 • exam	-	page 334 / 540
nics (2021))		cord Master (120 E	CTS) China Business and Eco	nomics - 2021	

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

Modul	e title				Abbreviation	
Mobile	and Ub	oiquitous Systems			12-M-MUS-161-m01	
Module coordinator				Module offered by		
holder of the Chair of Information Systems Engineering			stems Engineering	Faculty of Management and Economics		
ECTS		od of grading	Only after succ. con	· · · ·		
5		rical grade				
Duratio	<u> </u>	Module level	Other prerequisites			
1 seme		graduate				
Conter		0				
		rovides an overview of				
		applications are illustr s. In the accompanying				
Intend	ed learr	ning outcomes				
- Unde	rstand t	he technological basic	s of mobile & ubiquito	us computing.		
- Analy	sing bu	siness applications in	processes, products/s	ervices and business	s models	
	-	ncepts learned to real-l				
		, number of weekly con			n)	
Ü (2) +		, ,			,	
. ,		essment (type, scope,	 language if other th	an German, examina	tion offered — if not	every some-
		on on whether module				every senie
a) writt	en exar	nination (approx. 60 m	inutes) or			
		ation (one candidate e		ninutes; groups of 2:	approx. 20 minutes	; groups of 3:
	. 30 mi					
		ssessment: German an	d/or English			
	ble for					
Allocat	ion of p	olaces				
Additio	onal info	ormation				
Worklo	ad					
150 h						
Teachi	ng cycl	9				
Teachi	ng cycle	e: summer semester				
Referre	ed to in	LPOI (examination reg	gulations for teaching-	degree programmes)		
Modul	e appea	ins in				
Master	's degre	ee (1 major) Economatł	ematics (2016)			
Master	's degre	ee (1 major) Business li	nformation Systems (20	016)		
Master	's degre	ee (1 major) Business N	Aanagement (2015)			
Master	's degre	ee (1 major) China Busi	ness and Economics (2	2016)		
Master	's degre	ee (1 major) Internation	al Economic Policy (20	15)		
Master	's degre	ee (1 major) Media Corr	munication (2016)			
Master	's degre	ee (1 major) China Lang	uage and Economy (20	016)		
Master	's degre	ee (1 major) Media Corr	munication (2018)			
Master	's degre	ee (1 major) Manageme	ent (2018)			
	-	ee (1 major) China Busi				
Master's w mics (2021		China Business and Econo-		enerated 19-Apr-2025 • exam CTS) China Business and Eco	-	page 336 / 540

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

Module	e title				Abbreviation
	Advanced Computational Economics				12-M-NGM-182-m01
Module	e coord	inator		Module offered by	
holder of the Chair of Public Finance				Faculty of Managem	nent and Economics
ECTS	<u> </u>	od of grading	Only after succ. con	npl. of module(s)	
5	nume	rical grade			
Duratio		Module level	Other prerequisites		
1 seme		graduate			
Conten	ts				
Description: This course will mostly be concerned with the analysis of public policy (in areas such as taxation, social securi- ty etc.). Providing students with state-of-the-art techniques for quantitative macroeconomic research in this very field and familiarising them with the relevant literature, this course will teach students how such policies redis- tribute between different generations and also within generations, how they may improve risk sharing when mar- kets are incomplete and how they can trigger distortions and therefore hurt the aggregate economy. Outline of syllabus: 1. Programming with FORTRAN and application of numerical methods					
3. Polic	y analy	chniques for dynamic pro rsis with stochastic growt		els	
Readin Lecture	-	will be provided.			
Intende	ed learr	ning outcomes			
(i) edit (ii) imp	and so lement	ng the course "Advanced lve stochastic economic small scale economic m ax and social security po	problems using adva odels on the comput	nced numerical tech er;	
Course	s (type,	, number of weekly conta	ct hours, language –	- if other than Germa	n)
V (2) + Module		t in: English			
		s essment (type, scope, la on on whether module ca			tion offered — if not every seme-
b) term	paper	nination (approx. 60 min (approx. 15 pages) ssessment: English	utes) or		
Allocat	ion of p	olaces			
Additio	onal info	ormation			
Resear	ch tracl	c module in Master's pros	gramme IEP		
Worklo	ad				
150 h					
Teachi	ng cvcl	e			
		e: winter semester			
		LPOI (examination regu	lations for teaching-	degree programmes)	
Module					
Master	's degre	ee (1 major) Management	(2018)		I

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

Modul	e title				Abbreviation	
Econor	netrics	1			12-M-OE1-182-m01	
Module coordinator				Module offered by		
holder	of the (Chair of Econometrics		Faculty of Managem	nent and Economics	
ECTS	Metho	od of grading	Only after succ. com	npl. of module(s)		
5	nume	rical grade				
Duratio	on	Module level	Other prerequisites			
1 seme	ster	graduate				
Conter	Its					
del. In dule ex ces tes Linear Outline	Description: This module deals with the basic concept and methodology of the ordinary least squares (OLS) regression mo- del. In particular, model assumptions and properties are discussed and formally motivated. In addition, the mo- dule examines linear restrictions on the model's explanatory variables as well as dummy variables and introdu- ces tests to verify simple and multiple linear restrictions. Linear algebra is used as formal aid. Outline of syllabus:					
2. Impo 3. Poin 4. Sim 5. Mod 6. Mod 7. Sim 8. Mult 9. Line 10. Dui	 Random variables Important distributions Point estimates Simple linear regression model Model assumptions Model properties Simple hypothesis tests Multiple linear regression model Linear restrictions Dummy variables Multiple hypothesis tests 					
Intend	ed lear	ning outcomes				
del and tically of the r proper able to busine The co econor	Intended learning outcomes The students acquire knowledge of the basics, concepts and methods used in the classical linear regression mo- del and understand the role of econometrics in science and data analysis. In particular, they learn how to analy- tically derive, calculate and interpret the coefficients, standard errors and p-values of a classic regression output of the multiple regression model. Furthermore, they are able to formally state and motivate the assumptions and properties of OLS and know how to deal with transformed and dummy variables. Additionally, students will be able to test multiple linear restrictions on the parameters and will be able to apply these tests to real economic, business and social science questions. The competences acquired in this course serve as a prerequisite for "Econometrics II", "Econometrics III", "Micro- econometrics" und "Financial Econometrics".					
Course	s (type	, number of weekly conta	ct hours, language —	- if other than Germa	n)	
V (2) + Module	• •	t in: German (winter sem	ester), English (summ	ner semester)		
					tion offered — if not every seme-	
b) term Langua	ster, information on whether module can be chosen to earn a bonus) a) written examination (approx. 60 minutes) or b) term paper (approx. 15 pages) Language of assessment: German and/or English creditable for bonus					
Allocat	ion of _l	places				

Additional information

Workload

150 h

Teaching cycle

Teaching cycle: each semester

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

Module appears in

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

Module	title				Abbreviation
Econom	netrics	2			12-M-OE2-182-m01
Module coordinator				Module offered by	
holder	of the (Chair of Econometrics		Faculty of Managem	nent and Economics
ECTS		od of grading	Only after succ. con	pl. of module(s)	
5	<u> </u>	rical grade			
Duratio		Module level	Other prerequisites		
1 semes		graduate			
Conten					
Description: This module deals with the basics, concepts and methods of the generalized least squares (GLS) framework. Partly as a motivation for the GLS model and partly for its own right, different specification and data problems as well as violations of model assumptions of the OLS estimator (as introduced in "Ökonometrie I" ("Econometrics I")) are discussed. This includes multicollinearity, a test for structural breaks, heteroskedastiticy and autocorrela- tion. Linear algebra is used as formal aid. Syllabus: 1. Specification analysis 2. Multicollinearity					
	correla	ted disruptive terms l least squares (GLS)			
Intende	ed learı	ning outcomes			
Intended learning outcomes Students acquire essential knowledge of the fundamentals, methods and concepts for estimating the generali- zed 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) in order to be able to reco- gnize, 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, to work independently on adequate im- plementation of empirical analyzes and to answer selected (economic) scientific issues if available data with the above-mentioned involved problems. The competences acquired in this course serve as a prerequisite for "Eco- nometrics III", "Microeconometrics" und "Financial Econometrics".					
Course	s (type	, number of weekly conta	ct hours, language –	- if other than Germa	n)
V (2) + l	Ü (2)				
		s essment (type, scope, la on on whether module ca			tion offered — if not every seme-
b) term	paper ge of a	nination (approx. 60 min (approx. 15 pages) ssessment: German and/ bonus			
Allocati	ion of p	olaces			
Additio	nal inf	ormation			
Researc	ch tracl	k module in Master's pro	gramme IEP		
Worklo	ad				
150 h					
Teachir	ng cycl	e			
Teachir	ng cycle	e: summer semester			

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

Module appears in

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

Module title			Abbreviation
Econometrics 3			12-M-OE3-182-m01
Module coordinator		Module offered by	
holder of the Chair of Econometrics	the Chair of Econometrics		nent and Economics
ECTS Method of grading	Only after succ. con	npl. of module(s)	
5 numerical grade			
Duration Module level	Other prerequisites	i	
1 semester graduate			
Contents			
Description: This module deals with advanced eco zed least squares estimator discussed the instrumental variable (IV) estimat models as well as basic methods and including (non)stationarity, integratio Linear algebra is used as formal aid. Syllabus: 1. Error-in-variables 2. IV estimation 3. Generalized least squares estimatio 4. Distributed lag models 5. Stationary uni- and multivariate pro- 6. Deterministic and stochastic trender 7. Integrated and cointegrated process Intended learning outcomes The students acquire thorough unders miliarized with diverse error-in-variab course, students understand the gener mator to the extent that they can disc economics and understand scientific selected time series issues, such as o ted processes, enabling them to cond dents to apply the above mentioned r and address their theoretical and prace Courses (type, number of weekly cont V (2) + Ü (2) Method of assessment (type, scope, I ster, information on whether module of a) written examination (approx. 60 million) b) term paper (approx. 15 pages) Language of assessment: German and	d in Ökonometrie I and or, the generalized me concepts used in uni- n and cointegration. on cesses ses standing of advanced les issues and will be eralized method of mo uss their pros and cor papers using these m istributed lag models uct a comprehensive nethods and concepts ctical benefits and sho act hours, language – anguage — if other th can be chosen to earn nutes) or	d II (Econometrics I a ethod of moments (G - and multivariate economic methods and conception capable of handling oments (GMM) and the his, apply these to sele ethods. Furthermore , non-stationarity, sp time series analysis. to real life question portcomings - if other than German an German, examina	nd II). In particular, this includes MM) estimator, distributed lag onometric time series analysis, ots in econometrics. They get fa- them appropriately. After the ne instrumental variable (IV) esti- ected questions in quantitative , they become acquainted with purious correlation and cointegra- In brief, the course enables stu- s, assess their appropriateness
creditable for bonus			
Allocation of places			
Additional information			
Research track module in Master's pro	ogramme IEP		
Workload			
150 h			

Teaching cycle

Teaching cycle: after announcement

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

Module appears in	ı
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Master's degree (1 major) Management (2018)

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

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

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

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

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

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

Master's degree (1 major) International Economic Policy (2022)

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

Master's degree (1 major) Economathematics (2022)

exchange program Business Management and Economics (2022)

Module title					Abbreviation		
Advanced Labour Economics					12-M-OEA-182-m01		
Modul	e coordina	itor		Module offered by			
holder	holder of the Chair of Labour Economics			Faculty of Management and Economics			
ECTS		of grading	Only after succ. compl. of module(s)				
5	numerica	al grade					
Durati	on M	odule level	Other prerequisites				
1 seme	ester gr	aduate					
Conter	nts						
pics: 1. Labo 2. Labo 3. Hum 4. Com 5. Disc The co readin scienti cussio bor eco The ma setts lu topics Intend The ain	Contents This course provides an overview of the field of modern labor economics. The course will cover the following topics: 1. Labor supply 2. Labor demand 3. Human capital formation 4. Compensating wage differentials 5. Discrimination The course will consist of frontal teaching of the basic theoretical as well as empirical tools as well as a careful reading of some of the key scientific articles related to the outlined topics. Students are expected to read the scientific articles in advance and will be asked to discuss them in small groups during class. In addition, a discussion of the articles will help illustrating how established scholars approach the core questions in modern labor economics and giving students an understanding of high quality empirical research. The main reference for the lecture is Cahuc and Zylberberg. (2004): "Labor Economics", 1st edition, Massachusetts Institute of Technology. In addition, we will discuss well-published economic articles related to the single topics discussed in class. Intended learning outcomes						
encou dents	rage the de with both t	evelopment of research the core theoretical mo ical evidence.	h interest in this field	l. As such, the cours	e's objective is to fa	miliarize stu-	
Course	es (type, n	umber of weekly conta	ct hours, language –	- if other than Germa	in)		
V (2) +	Ü (2)						
		sment (type, scope, la on whether module ca			tion offered — if not	every seme-	
b) tern	n paper (ap	nation (approx. 60 min oprox. 15 pages) essment: English	utes) or				
Alloca	tion of pla	ces					
Additi	onal inform	nation					
Worklo	oad						
150 h							
Teachi	ing cycle						
Teachi	ing cycle: s	summer semester					
Referr	ed to in LP	OI (examination regu	lations for teaching-	degree programmes)			
Master's w mics (202:		ina Business and Econo-		enerated 19-Apr-2025 • exam CTS) China Business and Eco	-	page 346 / 540	

Module appears in

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

Module				Abbreviation		
Project Modul: Audiovisual Business Communication				12-M-PACW-182-m	01	
Module coordinator			Mandala afferrad har			
		• • •	Module offered by			
	of the Professorship of Econor			nent and Economics		
ECTS	Method of grading	Only after succ. con	npl. of module(s)			
10	numerical grade					
Duratio		Other prerequisites				
1 seme	ster graduate					
Conten	ts					
tage). T the pict of a tel	seminar, students learn the ba They are first introduced to the ture and how to organize shoc evision report, organization, a nd speaking are learned.	e use of cameras and e ots. Television-specific	diting. Students lear journalistic basics s	n how to set news a uch as the structure	nd stories in and design	
Intende	ed learning outcomes					
•	ompletion of the seminar, stu g teamwork) to the production	•	oply editorial and tee	chnical knowledge a	nd skills (in-	
Course	s (type, number of weekly con	tact hours, language –	- if other than Germa	an)		
S (2)	· · · · ·					
Metho	d of assessment (type, scope, formation on whether module			ition offered — if not	every seme-	
	ble for bonus ion of places					
 Additio	nal information					
Auditio						
		_				
Worklo	ad					
300 h						
Teachi	ng cycle					
Teachir	ng cycle: summer semester					
Referre	ed to in LPO I (examination reg	gulations for teaching-	degree programmes)	1		
Module	e appears in					
	's degree (1 major) Manageme	ent (2018)				
	's degree (1 major) Internation		18)			
	Master's degree (1 major) memational Economic Foncy (2018) Master's degree (1 major) China Business and Economics (2019)					
	's degree (1 major) China Lang					
	's degree (1 major) Media Com					
Master	's degree (1 major) China Busi	ness and Economics (2	2021)			
	's degree (1 major) China Lang					
Master	's degree (1 major) Economath	nematics (2021)				
Master	's degree (1 major) Internation	al Economic Policy (20	22)			
Master	's degree (1 major) Manageme	ent (2022)				
Naster's wi	ith 1 major China Business and Econo-	JMU Würzburg ● g	enerated 19-Apr-2025 • exan	n. reg. data re-	page 348 / 540	
nics (2021))	cord Master (120 E	CTS) China Business and Eco	onomics - 2021		

Master's degree (1 major) Economathematics (2022) Master's degree (1 major) Media Entertainment (2022) Master's degree (1 major) Psychology of digital media (2022) exchange program Business Management and Economics (2022)

•	title			Abbreviation	
	Modul: Crossmedial Business	S Communication		12-M-PCW-182-m01	
Module coordinator			Module offered by		
holder of the Professorship of Economic		nic lournalism	· · · ·	nent and Economics	
ECTS	Method of grading	Only after succ. cor	, ,		
10	numerical grade				
Duratio		Other prerequisites	•		
1 seme					
Conten					
on the i against journal	and cross-media journalism ta individual elements and phase the background of current tre ism. In addition to content-rela nical developments.	es of production for th nds and development	e website, Facebook s. In addition, the se	, Instagram, Twitter, and Ti minar covers current trend	ktok s in
Intende	ed learning outcomes				
nalism	accessful completion, students and carry them out on sample and tools for the individual ste	projects, explain and			
Course	s (type, number of weekly con	tact hours, language –	– if other than Germa	n)	
S (2)					
ties, co Langua	o (approx. 3 items with a dura mmentary, text analyses of dif ge of assessment: German an	ferent types of media	ı, audio/video forma	t): e. g. record of research a	activi-
credita Allocat 	ment offered: In the semester ble for bonus ion of places		offered		
credita Allocat Additio	ble for bonus		offered		
credita Allocat 	ble for bonus ion of places nal information		offered		
credita Allocat Additio 	ble for bonus ion of places nal information		offered		
credita Allocat Additio Worklo 300 h	ble for bonus ion of places nal information		offered		
credita Allocat Additio Worklo 300 h Teachin	ble for bonus ion of places nal information ad ng cycle		offered		
credita Allocat Additio Worklo 300 h Teachin Teachin	ble for bonus ion of places nal information ad ng cycle ng cycle: each semester	in which the course is			
credita Allocat Additio Worklo 300 h Teachin Teachin	ble for bonus ion of places nal information ad ng cycle	in which the course is			
credita Allocat Additio 300 h Teachin Teachin Referre 	ble for bonus ion of places nal information ad ng cycle ng cycle: each semester id to in LPO I (examination reg	in which the course is			
credita Allocat Additio 300 h Teachin Teachin Referre Module	ble for bonus ion of places nal information ad ng cycle ng cycle: each semester d to in LPO I (examination reg e appears in	in which the course is			
credita Allocat Additio 300 h Teachin Teachin Referre Module	ble for bonus ion of places nal information ad ng cycle ng cycle: each semester d to in LPO I (examination reg e appears in 's degree (1 major) Manageme	in which the course is gulations for teaching- nt (2018)	degree programmes)		
credita Allocat Additio Worklo 300 h Teachin Teachin Referre Module Master Master	ble for bonus ion of places nal information ad ng cycle ng cycle: each semester d to in LPO I (examination reg e appears in ts degree (1 major) Manageme ts degree (1 major) Internation	in which the course is gulations for teaching- nt (2018) al Economic Policy (20	degree programmes) 018)		
credita Allocat Additio 300 h Teachin Teachin Referre Module Master Master Master	ble for bonus ion of places nal information ad ad ag cycle ag cycle: each semester d to in LPO I (examination reg e appears in a degree (1 major) Manageme as degree (1 major) Internation ad	in which the course is gulations for teaching- nt (2018) al Economic Policy (20 ness and Economics (20	degree programmes) 018) 2019)		
credita Allocat Additio Worklo 300 h Teachin Teachin Referre Module Master Master Master Master	ble for bonus ion of places nal information ad ng cycle ng cycle: each semester d to in LPO I (examination reg e appears in ts degree (1 major) Manageme ts degree (1 major) Internation	in which the course is ulations for teaching- nt (2018) al Economic Policy (20 ness and Economics (20 uage and Economy (20	degree programmes) 018) 2019)		
credita Allocat Additio Worklo 300 h Teachin Teachin Teachin Referre Master Master Master Master Master	ble for bonus ion of places nal information ad ad ng cycle ng cycle: each semester d to in LPO I (examination reg e appears in 's degree (1 major) Manageme 's degree (1 major) Internation. 's degree (1 major) China Busin 's degree (1 major) China Lang	in which the course is julations for teaching- al Economic Policy (20 ness and Economy (20 munication (2019)	degree programmes) 018) 2019)		
credita Allocat Additio 300 h Teachin Teachin Teachin Referre Master Master Master Master Master Master	ble for bonus ion of places nal information ad ad ng cycle ng cycle: each semester d to in LPO I (examination reg e appears in 's degree (1 major) Manageme 's degree (1 major) Internation 's degree (1 major) China Busin 's degree (1 major) China Lang 's degree (1 major) Media Com	in which the course is gulations for teaching- nt (2018) al Economic Policy (20 ness and Economics (20 munication (2019) ness and Economics (20	degree programmes) 018) 2019) 019) 2021)		
credita Allocat Additio Worklo 300 h Teachin Teachin Teachin Referre Master Master Master Master Master Master Master Master	ble for bonus ion of places nal information ad ad ng cycle ng cycle: each semester d to in LPO I (examination reg e appears in 's degree (1 major) Manageme 's degree (1 major) Internation 's degree (1 major) China Busin 's degree (1 major) China Lang 's degree (1 major) China Busin 's degree (1 major) China Lang 's degree (1 major) China Lang 's degree (1 major) China Lang	in which the course is julations for teaching- al Economic Policy (20 ness and Economy (20 munication (2019) ness and Economics (20 munication (2019) ness and Economy (20 munication (2019) ness and Economy (20 ematics (2021)	degree programmes) 018) 2019) 2021) 2021)		
credita Allocat Additio Worklo 300 h Teachin Teachin Teachin Referre Master Master Master Master Master Master Master Master	ble for bonus ion of places nal information ad ad ng cycle ng cycle: each semester d to in LPO I (examination reg e appears in s degree (1 major) Manageme s degree (1 major) Internation s degree (1 major) China Busin s degree (1 major) China Lang s degree (1 major) China Busin s degree (1 major) China Busin s degree (1 major) China Busin s degree (1 major) China Lang	in which the course is julations for teaching- al Economic Policy (20 ness and Economy (20 munication (2019) ness and Economics (20 munication (2019) ness and Economy (20 munication (2019) ness and Economy (20 ematics (2021)	degree programmes) 018) 2019) 2021) 2021)		

Master's degree (1 major) Management (2022) Master's degree (1 major) Economathematics (2022) Master's degree (1 major) Media Entertainment (2022) Master's degree (1 major) Psychology of digital media (2022) exchange program Business Management and Economics (2022)

Modul	e title				Abbreviation				
Project Module Digital Business Strategy I				-	12-M-PDBUS1-182-m01				
Module coordinator				Module offered by					
Dean c mics	of the Fa	aculty of Business Manag	ement and Econo-	Faculty of Managen	nent and Economics				
ECTS	Metho	od of grading	Only after succ. con	npl. of module(s)					
10		rical grade							
Durati	on	Module level	Other prerequisites						
1 seme	ester	graduate							
Conter	nts								
This m	odule is	s designed to provide cre	edit for work complete	ed in project seminar	rs in Digital Business Strategy.				
		ning outcomes	•						
		accrediting multiple kind	s of modules a desc	ription of acquired s	kills cannot be given				
		, number of weekly conta							
	s (type	, number of weekly colla	act nours, language –						
S (2) Modul	e taugh	t in: English							
			nguage _ if other th	an German, ovamina	tion offered — if not every seme-				
		ion on whether module c			alon onered — It not every seme-				
15 min Langua Assess	utes), w age of a	veighted 2:1 ssessment: German and ffered: In the semester ir	/or English		ution) and presentation (approx.				
Allocat	tion of _l	olaces							
Additio	onal inf	ormation							
Worklo	oad								
300 h			-						
-	ing cycl	e							
Teachi	ng cycle	e: after announcement							
			llations for teaching-	degree programmes)					
Referred to in LPO I (examination regulations for teaching-degree programmes)									
Modul	e appea	ars in							
	Module appears in Master's degree (1 major) Management (2018)								
	-	ee (1 major) China Busin		2019)					
	-			-					
	-			Master's degree (1 major) China Language and Economy (2019) Master's degree (1 major) China Business and Economics (2021)					
Mactor	r's degr								
Master	Master's degree (1 major) China Language and Economy (2021) Master's degree (1 major) Management (2020)								
	Master's degree (1 major) Management (2022)								

woant	e title				Abbreviation
Project Module Digital Business Strategy II					12-M-PDBUS2-182-m01
Module coordinator Module offered					
			gement and Econo-		nent and Economics
Dean of the Faculty of Business Management and Econo- mics					
ECTS	TS Method of grading Only after succ. compl. of module(s)				
10	numeric	-			
Duratio		Iodule level	Other prerequisites	i	
1 seme	ester g	raduate			
Conten	nts				
This m	odule is d	lesigned to provide cre	edit for work complete	ed in project semina	rs in Digital Business Strategy.
Intend	ed learnir	ng outcomes			
As a re	sult of ac	crediting multiple kind	ls of modules, a desc	ription of acquired s	kills cannot be given.
		umber of weekly conta		• •	
V (2) +		,			
• • •	e taught i	n: English			
Metho	d of asses	ssment (type, scope, la	anguage — if other th	an German, examina	tion offered — if not every seme-
ster, in	formatior	n on whether module c	an be chosen to earn	a bonus)	
project	t (approx.	15 pages, e. g. term pa		preparing a contribution	ution) and presentation (approx.
15 min	utes), wei	ghted 2:1	aper, documentation,	preparing a contribu	ution) and presentation (approx.
15 min Langua	utes), wei age of ass	ghted 2:1 essment: German and	aper, documentation, /or English		ution) and presentation (approx.
15 min Langua Assess	utes), wei age of ass sment offe	ghted 2:1 essment: German and ered: In the semester in	aper, documentation, /or English		ution) and presentation (approx.
15 min Langua Assess credita	utes), wei age of ass sment offe able for bo	ghted 2:1 essment: German and ered: In the semester in nus	aper, documentation, /or English		ution) and presentation (approx.
15 min Langua Assess credita	utes), wei age of ass sment offe	ghted 2:1 essment: German and ered: In the semester in nus	aper, documentation, /or English		ution) and presentation (approx.
15 mini Langua Assess credita Allocat	utes), wei age of ass sment offe able for bo tion of pla	ghted 2:1 essment: German and ered: In the semester in onus i ces	aper, documentation, /or English		ution) and presentation (approx.
15 mini Langua Assess credita Allocat	utes), wei age of ass sment offe able for bo	ghted 2:1 essment: German and ered: In the semester in onus i ces	aper, documentation, /or English		ution) and presentation (approx.
15 minu Langua Assess credita Allocat Additic	utes), wei age of ass sment offe able for bo tion of pla onal inform	ghted 2:1 essment: German and ered: In the semester in onus i ces	aper, documentation, /or English		ution) and presentation (approx.
15 minu Langua Assess credita Allocat Additic Worklo	utes), wei age of ass sment offe able for bo tion of pla onal inform	ghted 2:1 essment: German and ered: In the semester in onus i ces	aper, documentation, /or English		ution) and presentation (approx.
15 minu Langua Assess credita Allocat Additic Worklo 300 h	utes), wei age of ass sment offe able for bo tion of pla onal inform	ghted 2:1 essment: German and ered: In the semester in onus i ces	aper, documentation, /or English		ution) and presentation (approx.
15 minu Langua Assess credita Allocat Additic Worklo 300 h	utes), wei age of ass sment offe able for bo tion of pla onal inform	ghted 2:1 essment: German and ered: In the semester in onus i ces	aper, documentation, /or English		ution) and presentation (approx.
15 mini Langua Assess credita Allocat Additio Worklo 300 h Teachi	utes), wei age of ass sment offe able for bo tion of pla onal inform bad	ghted 2:1 essment: German and ered: In the semester in onus i ces	aper, documentation, /or English		ution) and presentation (approx.
15 minu Langua Assess credita Additic Worklo 300 h Teachi Teachi	utes), wei age of ass sment offe able for bo tion of pla onal inform oad ng cycle	ghted 2:1 essment: German and ered: In the semester in onus acces mation	aper, documentation, /or English n which the course is	offered	
15 mini Langua Assess credita Allocat Morklo 300 h Teachi Teachi	utes), wei age of ass sment offe able for bo tion of pla onal inform oad ng cycle	ghted 2:1 essment: German and ered: In the semester in onus ices mation	aper, documentation, /or English n which the course is	offered	
15 minu Langua Assess credita Allocat Additic 300 h Teachi Teachi Referre	utes), wei age of ass sment offe able for bo tion of pla onal inform oad ng cycle	ghted 2:1 essment: German and ered: In the semester in onus ices mation after announcement POI (examination regu	aper, documentation, /or English n which the course is	offered	
15 mini Langua Assess credita Allocat Worklo 300 h Teachi Teachi Referre Modulo	utes), wei age of ass sment offe able for bo tion of pla onal inform oad ng cycle ng cycle : ed to in LF e appears	ghted 2:1 essment: German and ered: In the semester in onus ices mation after announcement POI (examination regu	aper, documentation, /or English n which the course is	offered	
15 mini Langua Assess credita Allocat Worklo 300 h Teachi Teachi Referre Modulo	utes), wei age of ass sment offe able for bo tion of pla onal inform oad ng cycle ad to in LF e appears r's degree	ghted 2:1 essment: German and ered: In the semester in onus aces mation after announcement POI (examination regu	aper, documentation, /or English n which the course is 	offered degree programmes)	
15 mini Langua Assess credita Allocat Morklo 300 h Teachi Teachi Referre Modulo Master Master	utes), wei age of ass sment offe able for bo tion of pla onal inform oad ng cycle: a ed to in LF e appears r's degree	ghted 2:1 essment: German and ered: In the semester in onus acces mation after announcement PO I (examination regu in (1 major) Managemen	aper, documentation, /or English n which the course is 	offered degree programmes)	
15 minu Langua Assess credita Allocat Additic Worklo 300 h Teachin Teachin Referre Master Master Master	utes), wei age of ass sment offe able for bo tion of pla onal inform oad ng cycle ng cycle: a ed to in LF e appears r's degree r's degree	ghted 2:1 essment: German and ered: In the semester in onus ices mation after announcement POI (examination regu in (1 major) Managemen (1 major) China Busin	aper, documentation, /or English n which the course is 	offered degree programmes) 2019)	
15 min Langua Assess credita Allocat Worklo 300 h Teachi Teachi Referre Modulo Master Master Master Master	utes), wei age of ass sment offe able for bo tion of pla onal inform oad ng cycle ng cycle ed to in LF e appears r's degree r's degree r's degree	ghted 2:1 essment: German and ered: In the semester in onus ices mation after announcement POI (examination regu in (1 major) Managemen (1 major) China Busin (1 major) China Langu	aper, documentation, /or English n which the course is 	offered degree programmes) 2019) 2021)	
15 minu Langua Assess credita Allocat Additic Worklo 300 h Teachi Teachi Referre Master Master Master Master Master	utes), wei age of ass sment offe able for bo tion of pla onal inform oad age cycle: age to in LF e appears r's degree r's degree r's degree	ghted 2:1 essment: German and ered: In the semester in orus aces mation after announcement POI (examination regu in (1 major) Managemen (1 major) China Busin (1 major) China Busin	aper, documentation, /or English n which the course is 	offered degree programmes) 2019) 2021)	

Module title					Abbreviation	
Policy Evaluation Methods					12-M-PEM-182-mo:	L
Module coordinator				Module offered by		
holder of the Chair of Data Science in Business and Eco					nent and Economics	
holder of the Chair of Data Science in Business and Econo- mics						
i i i i i i i i i i i i i i i i i i i			Only after succ. con	npl. of module(s)		
5	nume	rical grade				
Duratio	on	Module level	Other prerequisites			
1 seme	ster	graduate				
Conten	ts					
gns in t the epi shown which l science The sec tal vari to answ	the soc stemol why ex level of es, i.e. p cond pa ables, a wer imp	fers an introduction to ial sciences. In the first ogical differences betw periments are paramou the causal hierarchy. F potential outcomes and art is devoted to the res and regression discontion ortant questions in lab fect of children on fema	part a framework for u een association, interv unt in generating causa inally, we will discuss d directed acyclic graph earch designs regressi nuity. The emphasis is our economics such as	nderstanding causa vention and counterf Il knowledge and wh two widely used app ns. ons analysis, differe how these research the effects of a min	lity is introduced. S actuals are explained ich assumptions are roaches to causality ence-in-differences, designs are for exa	becifically, ed. Then it is e needed for v in the social instrumen- mple applied
lecture stion. F	. There Further,	ons each research desi fore the emphasis is to the research designs a s to other questions an	teach students <i>what</i> o re discussed such tha	ne needs to estimate	e in order to answer	a given que-
Intend	ed lear	ning outcomes				
rence,	as well	he course, students sh as read, interpret, and ation for advanced stat	assess the credibility of	of scientific publicat		
Course	s (type	, number of weekly con	tact hours, language –	- if other than Germa	an)	
V (2) + Module	• •	t in: English				
		sessment (type, scope, ion on whether module			ntion offered — if not	every seme-
b) term	n paper age of a	mination (approx. 60 m (approx. 15 pages) ssessment: English bonus	inutes) or			
Allocat	ion of p	olaces				
Additio	onal inf	ormation				
Resear	ch tracl	k module in Master's p	rogramme IEP			
Worklo	ad					
150 h						
Teachi	ng cycl	e				
Teachi	ng cycle	e: summer semester				
		LPOI (examination reg	gulations for teaching-	degree programmes)		
Master's w nics (2021		r China Business and Econo-		enerated 19-Apr-2025 • exam CTS) China Business and Ecc		page 354 / 540
,						

Module appears in

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

Module					Abbreviation	
Project Module Finance, Accounting & Taxation I					12-M-PFACT1-182-m01	
Module coordinator				Module offered by		
	f the Fa	aculty of Business Ma	nagement and Econo-	· · ·	nent and Economics	
mics ECTS Method of grading Only after			Only after succ. con	npl. of module(s)		
10	1	rical grade		• • • •		
Duratio	n	Module level	Other prerequisites			
1 seme	ster	graduate				
Conten	ts					
This mo tion.	odule i	s designed to provide	credit for work complete	ed in project semina	rs in Finance, Accounting & Taxa	
Intende	ed lear	ning outcomes				
As a res	sult of	accrediting multiple k	inds of modules, a desc	ription of acquired s	kills cannot be given.	
			ontact hours, language –	• •		
S (2)		,	,			
Method			e, language — if other the		ation offered — if not every seme	
Assess credita Allocat	ble for	bonus	er in which the course is	offered		
Allocal		places				
Additio	nal inf	ormation				
Worklo	ad					
300 h						
Teachi	ng cycl	e				
		e: after announcemer				
			regulations for teaching-o	degree programmes)		
Module	e appea	ars in				
Master	's degr	ree (1 major) Manager	nent (2018)			
Master	's degr	ee (1 major) China Bu	siness and Economics (2	2019)		
	-		nguage and Economy (20			
	-		siness and Economics (2			
	-		nguage and Economy (20	021)		
	-	ee (1 major) Manager				
Master	's degr	ree (1 major) Manager	nent (2024)			
Master	's degr	ee (1 major) Manager	nent (2025)			
Master Master	laster's degree (1 major) China Business and Economics (2025)					

	e title			-	Abbreviation						
Project Module Finance, Accounting & Taxation II					12-M-PFACT2-182-m01						
Module coordinator				Module offered by							
		aculty of Business Manag	rement and Econo-		nent and Economics						
mics		featily of Dusiness Manag			nent and Economics						
ECTS	Meth	od of grading	Only after succ. con	npl. of module(s)							
10		rical grade									
Duratio	on	Module level	Other prerequisites	i							
1 seme	ster	graduate									
Conten	ts										
This mo tion.	odule i	s designed to provide cre	dit for work complete	ed in project semina	rs in Finance, Accounting & Taxa						
Intende	ed lear	ning outcomes									
As a re	sult of	accrediting multiple kind	s of modules, a desc	ription of acquired s	kills cannot be given.						
Course	s (type	, number of weekly conta	act hours, language –	- if other than Germa	an)						
S (2)		, , , , , , , , , , , , , , , , , , , ,			,						
	dofac	accmont (tuna ccona la	nguago if ather th	an Corman avamin	ation offered — if not every seme						
		ion on whether module c			ation offered — If not every series						
-				•	ution) and presentation (approx						
			iper, documentation,	preparing a contrib							
					15 minutes), weighted 2:1						
Language of assessment: German and/or English											
				offorod							
Assess	ment o	ffered: In the semester ir		offered							
Assess credita	ment o ble for	ffered: In the semester ir bonus		offered							
Assess credita	ment o ble for	ffered: In the semester ir bonus		offered							
Assess credita Allocat	ment o ble for ion of j	ffered: In the semester ir bonus blaces		offered							
Assess credita Allocat	ment o ble for ion of j	ffered: In the semester ir bonus		offered							
Assess credita Allocat Additio 	ment o ble for ion of p	ffered: In the semester ir bonus blaces		offered							
Assess credita Allocat Additio Worklo	ment o ble for ion of j	ffered: In the semester ir bonus blaces		offered							
Assess credita Allocat Additio Worklo 300 h	ment o ble for ion of p onal inf	ffered: In the semester ir bonus blaces ormation		offered							
Assess credita Allocat Additio Worklo 300 h Teachin	ment o ble for ion of p pnal inf pad	ffered: In the semester ir bonus blaces ormation e		offered							
Assess credita Allocat Additio Worklo 300 h Teachir Teachir	ment o ble for ion of p onal inf pad ng cycl	ffered: In the semester in bonus blaces ormation e e: after announcement	h which the course is								
Assess credita Allocat Additio Worklo 300 h Teachir Teachir	ment o ble for ion of p onal inf pad ng cycl	ffered: In the semester ir bonus blaces ormation e	h which the course is)						
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Assess credita Allocat Additio Worklo 300 h Teachin Teachin Referre Module	ment o ble for ion of p onal inf pad ng cycl ed to in e appea	ffered: In the semester in bonus blaces ormation e e: after announcement LPO I (examination regu	which the course is)						
Assess credita Allocat Additio Worklo 300 h Teachin Teachin Referre Module	ment o ble for ion of p onal inf onal inf oad ng cycl ed to in e appea 's degr	ffered: In the semester in bonus blaces ormation e e: after announcement LPO I (examination regu ars in ee (1 major) Managemen	lations for teaching-o	degree programmes))						
Assess credita Allocat Additio Worklo 300 h Teachin Teachin Teachir Referre Module Master Master	ment o ble for ion of p onal inf pad ng cycle ed to in e appea 's degr 's degr	ffered: In the semester in bonus blaces ormation e e: after announcement LPO I (examination regu ars in ee (1 major) Managemen ee (1 major) China Busino	t (2018) ess and Economics (2	degree programmes) 2019))						
Assess credita Allocat Additio Worklo 300 h Teachin Teachin Teachin Teachir Moster Master Master Master	ment o ble for ion of p onal inf onal info onal info info onal info info onal info onal info info onal info info info info info info info info	ffered: In the semester in bonus blaces ormation e e: after announcement LPO I (examination regu ars in ee (1 major) Managemen ee (1 major) China Busing ee (1 major) China Langu	t (2018) ess and Economics (2 age and Economy (20	degree programmes) 2019))						
Assess credita Allocat Additio Worklo 300 h Teachin Teachin Teachin Referre Module Master' Master' Master' Master'	ment o ble for ion of p onal inf onal info is degr 's degr 's degr	ffered: In the semester in bonus blaces ormation e e: after announcement LPO I (examination regu ars in ee (1 major) Managemen ee (1 major) China Busing ee (1 major) China Busing ee (1 major) China Busing	t (2018) ess and Economics (2 ess and Economics (2	degree programmes) 2019) 2021))						
Assess credita Allocat Additio Worklo 300 h Teachin Teachin Teachin Referre Master Master Master Master Master	ment o ble for ion of p onal inf onal information is degr 's degr 's degr	ffered: In the semester in bonus blaces ormation e e: after announcement LPO I (examination regu ars in ee (1 major) Managemen ee (1 major) China Busino ee (1 major) China Busino ee (1 major) China Busino ee (1 major) China Langu	t (2018) ess and Economics (2 age and Economics (2 age and Economy (20 age and Economy (20)	degree programmes) 2019) 2021))						
Assess credita Allocat Additio Worklo 300 h Teachin Teachin Teachin Referre Master Master Master Master Master	ment o ble for ion of p onal inf onal information is degr 's degr 's degr	ffered: In the semester in bonus blaces ormation e e: after announcement LPO I (examination regu ars in ee (1 major) Managemen ee (1 major) China Busing ee (1 major) China Busing ee (1 major) China Busing	t (2018) ess and Economics (2 age and Economics (2 age and Economy (20 age and Economy (20)	degree programmes) 2019) 2021)							
Assess credita Allocat Additio Worklo 300 h Teachin Teachin Teachin Referre Master' Master' Master' Master' Master' Master'	ment o ble for ion of p onal inf onal information is degr 's degr 's degr	ffered: In the semester in bonus blaces ormation e e: after announcement LPO I (examination regu ars in ee (1 major) Managemen ee (1 major) China Busino ee (1 major) China Busino ee (1 major) China Busino ee (1 major) China Langu	t (2018) ess and Economics (2 age and Economics (2 age and Economy (20 t (2022)	degree programmes) 2019) 2021)							
Assess credita Allocat Additio 300 h Teachin Teachin Teachin Referre Master Master Master Master Master Master Master Master	ment o ble for ion of p onal inf onal information is degr 's degr 's degr	ffered: In the semester in bonus blaces ormation e e: after announcement LPO I (examination regu ars in ee (1 major) Managemen ee (1 major) China Busing ee (1 major) China Busing ee (1 major) China Langu ee (1 major) China Langu ee (1 major) China Langu ee (1 major) Managemen	t (2018) ess and Economics (2 age and Economics (2 age and Economy (20 t (2022) t (2024)	degree programmes) 2019) 2021)							
Assess credita Allocat Additio Worklo 300 h Teachin Teachin Teachin Referre Master Master Master Master Master Master Master Master Master	ment o ble for ion of p onal inf onal i	ffered: In the semester in bonus blaces ormation e e e: after announcement LPO I (examination regu ars in ee (1 major) Managemen ee (1 major) China Busing ee (1 major) Managemen ee (1 major) Managemen	t (2018) ess and Economics (2 age and Economy (20 ess and Economy (20 t (2022) t (2022) t (2022) t (2025)	degree programmes) 2019) 2021) 2021)							

Modul	e title				Abbreviation
Project Module International Business & Strategy I					12-M-PIBST1-182-m01
Module coordinator				Module offered by	
Dean o mics	of the Fa	aculty of Business Manag	ement and Econo-	· · · ·	nent and Economics
ECTS	Metho	od of grading	Only after succ. con	pl. of module(s)	
10		rical grade		• • • •	
Duratio	on	Module level	Other prerequisites		
1 seme	ester	graduate			
Conter	nts				
This m Strateg		s designed to provide cre	dit for work complete	ed in project seminar	rs in International Business &
Intend	ed lear	ning outcomes			
As a re	sult of	accrediting multiple kind	s of modules, a desc	ription of acquired sl	kills cannot be given.
		, number of weekly conta		· ·	
V (2) +	Ü (2)	t in: English			·
		sessment (type, scope, la ion on whether module ca	• •		tion offered — if not every seme-
Assess credita	sment o able for			offered	
Allocat	tion of _l	places			
Additio	onal inf	ormation			
Worklo	bad				
300 h					
Teachi	ng cycl	е			
Teachi	ng cycle	e: after announcement			
Referre	ed to in	LPOI (examination regu	lations for teaching-	degree programmes)	
Modul	e appea	ars in			
Master Master Master	r's degr r's degr r's degr	ee (1 major) Management ee (1 major) China Busine ee (1 major) China Langua ee (1 major) China Busine ee (1 major) China Langua	ess and Economics (2 age and Economy (2c ess and Economics (2	019) 2021)	
Master	r's degr	ee (1 major) Managemen gram Business Managem	t (2022)		

Module	e title				Abbreviation
Project Module International Business & Strategy II					12-M-PIBST2-182-m01
Module coordinator				Module offered by	
		culty of Business Manag	ement and Econo-	· · ·	nent and Economics
mics		leatty of Business manag		ruculty of Managen	
ECTS		od of grading	Only after succ. con	npl. of module(s)	
10	nume	rical grade			
Duratio		Module level	Other prerequisites		
1 seme	ster	graduate			
Conten	Its				
This mo Strateg		s designed to provide cre	dit for work complete	ed in project seminar	rs in International Business &
Intend	ed lear	ning outcomes			
As a re	sult of a	accrediting multiple kind	s of modules, a desc	ription of acquired sl	kills cannot be given.
Course	s (type	, number of weekly conta	ct hours, language –	- if other than Germa	ın)
V (2) + Module		t in: English			
		essment (type, scope, la on on whether module ca			tion offered — if not every seme-
Assess	ment o ble for			offered	
Allocal		Jaces			
Additio	nal inf	ormation			
Auditio					
Worklo	had				
300 h	au				
Teachi	ng cycl	A			
		e: after announcement	·		
		LPO I (examination regu	lations for toaching	dagraa programmac)	
Referre		LFUT (examination regu		legree programmes)	
 Module	e appea	irs in			
		ee (1 major) Management	t (2018)		
	-	ee (1 major) China Busine		2019)	
	-	ee (1 major) China Langu		-	
	-	ee (1 major) China Busine		-	
Master	's degr	ee (1 major) China Langu	age and Economy (20	021)	
		ee (1 major) Management			
exchan	ige prog	gram Business Managem	ent and Economics (2022)	

Module title				Abbreviation
Project Modul	le Management & Leader	ship I		12-M-PMALE1-182-m01
Module coord	instor		Module offered by	
mics	aculty of Business Manag	ement and Econo-	Faculty of Manager	nent and Economics
	od of grading	Only after succ. con	npl. of module(s)	
10 nume	rical grade			
Duration	Module level	Other prerequisites		
1 semester	graduate			
Contents				
This module is	s designed to provide cre	dit for work complete	ed in project seminar	rs in Management & Leadership.
Intended lear	ning outcomes	·		·
	accrediting multiple kind	s of modules, a desc	ription of acquired sl	kills cannot be given.
	, number of weekly conta	•	• •	
S (2)	, number of weekty conta			
	· · · · · · · · · · · · · · · · · · ·	·····		tion offered if a town
	Sessment (type, scope, la ion on whether module ca			tion offered — if not every seme-
			•	ution) and presentation (approx.
15 minutes), w		per, documentation,		
	ssessment: German and	or English		
	ffered: In the semester in		offered	
creditable for	bonus			
Allocation of	places			
Additional inf	ormation			
Workload				
300 h				
Teaching cycl	e			
Teaching cycle	e: after announcement			
Referred to in	LPOI (examination regu	lations for teaching-	degree programmes)	
			203.00 p.03.000)	
Module appea	ars in			
Master's degr	ee (1 major) Management	: (2018)		
-	ee (1 major) China Busine		2019)	
-	ee (1 major) China Langu		•	
-	ee (1 major) China Busine		•	
-	ee (1 major) China Langu			
-	ee (1 major) Management	• , .		
-	ee (1 major) Management			
	ee (1 major) Management			
-	ee (1 major) China Busine	-	2025)	
-	ee (1 major) China Langu		-	
3		· · · ·		

Module	e title				Abbreviation	
Project	Modu	e Management & Leade	ership II		12-M-PMALE2-182-m01	
Module coordinator				Module offered by	<u> </u>	
Dean of the Faculty of Business Management and Econo- mics			gement and Econo-	Faculty of Managen	nent and Economics	
ECTS	Metho	od of grading	Only after succ. con	pl. of module(s)		
10 numerical grade						
Duratio	on	Module level	Other prerequisites	es		
1 seme	ster	graduate				
Conten	ts					
This mo	odule is	s designed to provide cr	edit for work complete	ed in project semina	rs in Management & Leadership.	
		ning outcomes			,	
		accrediting multiple kin	ds of modules. a desc	ription of acquired s	kills cannot be given.	
		, number of weekly cont			-	
S (2)					,	
Metho ster, in	formati	on on whether module	can be chosen to earn	a bonus)	tion offered — if not every seme-	
15 minu Langua	utes), wage of a ment o	veighted 2:1 ssessment: German and ffered: In the semester	d/or English			
Allocat	ion of _l	olaces				
Additio	onal inf	ormation				
Worklo	ad					
300 h						
Teachi	ng cycl	e				
Teachi	ng cycle	e: after announcement				
Referre	ed to in	LPOI (examination reg	ulations for teaching-	degree programmes)		
		_				
Module	e appea	urs in				
Master	's degr	ee (1 major) Manageme	nt (2018)			
Master	's degr	ee (1 major) China Busir	ess and Economics (2	2019)		
	-	ee (1 major) China Lang	• , .			
	-	ee (1 major) China Busir				
	-	ee (1 major) China Lang		021)		
Master	's degr	ee (1 major) Manageme	nt (2022)			
Master	's degr	ee (1 major) Manageme	nt (2024)			
Master	's degr	ee (1 major) Manageme	nt (2025)			
Master	's degr	ee (1 major) China Busir	ess and Economics (2	2025)		
Master	's degr	ee (1 major) China Langi	uage and Economy (20	025)		

Modul	e title				Abbreviation
Projec	t Modul	e Operations & Informat	ion Management I		12-M-POPIM1-182-m01
Modul	e coord	inator		Module offered by	
Dean o mics	of the Fa	iculty of Business Manag	gement and Econo-	Faculty of Managen	nent and Economics
ECTS		od of grading	Only after succ. con	npl. of module(s)	
10	nume	rical grade			
Duration Module level Other prerequisites					
1 seme	ester	graduate			
Conte	nts				
	odule is gement.	s designed to provide cre	edit for work complete	ed in project seminar	rs in Operations & Information
Intend	ed lear	ning outcomes			
As a re	esult of a	accrediting multiple kind	s of modules, a desc	ription of acquired sl	kills cannot be given.
Course	es (type	, number of weekly conta	act hours, language –	- if other than Germa	
V (2) +	Ü (2)	t in: English			
		sessment (type, scope, la on on whether module c			tion offered — if not every seme-
Langu Assess	age of a	veighted 2:1 ssessment: German and ffered: In the semester in bonus		offered	
Alloca	tion of p	olaces			
Additi	onal inf	ormation			
Workle	oad				
300 h					
Teachi	ing cycl	e			
		e: after announcement			
		LPOI (examination regu	llations for teaching-	degree programmes)	
				203.00 p.03.000/	
Modul	e appea	ars in			
Module appears in Master's degree (1 major) Management (2018) Master's degree (1 major) China Business and Economics (2019) Master's degree (1 major) China Language and Economy (2019) Master's degree (1 major) China Business and Economics (2021) Master's degree (1 major) China Language and Economy (2021) Master's degree (1 major) Management (2022) exchange program Business Management and Economics (2022)					

Modul					Abbreviation	
Project	t Modu	le Operations & Informat	tion Management II		12-M-POPIM2-182-m01	
Modul	e coord	linator		Module offered by		
Dean of the Faculty of Business Management and Econo- mics			gement and Econo-	Faculty of Manager	nent and Economics	
ECTS	Meth	od of grading	Only after succ. con	npl. of module(s)		
10		rical grade		•		
Duratio	on	Module level	Other prerequisites	25		
1 seme	ester	graduate				
Conten	nts					
	odule i gement.		edit for work complete	ed in project semina	rs in Operations & Information	
Intend	ed lear	ning outcomes				
As a re	sult of	accrediting multiple kinc	ls of modules, a desc	ription of acquired s	kills cannot be given.	
Course	es (type	, number of weekly conta	act hours, language –	- if other than Germa	an)	
V (2) +	Ü (2)					
ster, in	offormat	ion on whether module of			ation offered — if not every seme	
project 15 min Langua Assess credita	t (appro utes), v age of a sment o able for	ion on whether module o ox. 15 pages, e.g. term pa veighted 2:1 assessment: German and offered: In the semester in bonus	an be chosen to earn aper, documentation, I/or English	a bonus) preparing a contrib		
project 15 min Langua Assess credita	t (appro utes), v age of a sment c	ion on whether module o ox. 15 pages, e.g. term pa veighted 2:1 assessment: German and offered: In the semester in bonus	an be chosen to earn aper, documentation, I/or English	a bonus) preparing a contrib		
project 15 min Langua Assess credita Allocat	t (appro utes), v age of a sment c able for tion of [ion on whether module o ox. 15 pages, e. g. term pa veighted 2:1 assessment: German and offered: In the semester in bonus places	an be chosen to earn aper, documentation, I/or English	a bonus) preparing a contrib	ation offered — if not every seme ution) and presentation (approx	
project 15 min Langua Assess credita Allocat	t (appro utes), v age of a sment c able for tion of [ion on whether module o ox. 15 pages, e.g. term pa veighted 2:1 assessment: German and offered: In the semester in bonus	an be chosen to earn aper, documentation, I/or English	a bonus) preparing a contrib		
project 15 mini Langua Assess credita Allocat Additic	t (appro utes), v age of a sment c able for tion of	ion on whether module o ox. 15 pages, e. g. term pa veighted 2:1 assessment: German and offered: In the semester in bonus places	an be chosen to earn aper, documentation, I/or English	a bonus) preparing a contrib		
project 15 min Langua Assess credita Allocat	t (appro utes), v age of a sment c able for tion of	ion on whether module o ox. 15 pages, e. g. term pa veighted 2:1 assessment: German and offered: In the semester in bonus places	an be chosen to earn aper, documentation, I/or English	a bonus) preparing a contrib		
project 15 mini Langua Assess credita Allocat Additic	t (appro utes), v age of a sment c able for tion of	ion on whether module o ox. 15 pages, e. g. term pa veighted 2:1 assessment: German and offered: In the semester in bonus places	an be chosen to earn aper, documentation, I/or English	a bonus) preparing a contrib		
project 15 mini Langua Assess credita Allocat Additic Worklo 300 h	t (appro utes), v age of a sment c able for tion of	ion on whether module of ox. 15 pages, e. g. term pay veighted 2:1 assessment: German and offered: In the semester in bonus places	an be chosen to earn aper, documentation, I/or English	a bonus) preparing a contrib		
project 15 mini Langua Assess credita Allocat Additic Worklo 300 h Teachi	t (appro utes), v age of a sment c able for tion of onal inf oad	ion on whether module of ox. 15 pages, e. g. term pay veighted 2:1 assessment: German and offered: In the semester in bonus places	an be chosen to earn aper, documentation, I/or English	a bonus) preparing a contrib		
project 15 mini Langua Assess credita Allocat Additic 300 h Teachi Teachi	t (appro utes), v age of a sment c able for tion of baal inf baad ng cycl	ion on whether module of ox. 15 pages, e. g. term pa- veighted 2:1 assessment: German and offered: In the semester in bonus places	an be chosen to earn aper, documentation, I/or English n which the course is	a bonus) preparing a contrib offered	ution) and presentation (approx	
project 15 mini Langua Assess credita Allocat Additic 300 h Teachi Teachi	t (appro utes), v age of a sment c able for tion of baal inf baad ng cycl	ion on whether module of ox. 15 pages, e. g. term pa- veighted 2:1 assessment: German and offered: In the semester in bonus places formation	an be chosen to earn aper, documentation, I/or English n which the course is	a bonus) preparing a contrib offered	ution) and presentation (approx	
project 15 mini Langua Assess credita Allocat Additic 300 h Teachi Teachi Referre	t (appro utes), v age of a sment c able for tion of baal inf baad ng cycl	ion on whether module of px. 15 pages, e. g. term pa- veighted 2:1 assessment: German and offered: In the semester in bonus places formation e: after announcement LPO I (examination regu	an be chosen to earn aper, documentation, I/or English n which the course is	a bonus) preparing a contrib offered	ution) and presentation (approx	
project 15 mini Langua Assess credita Allocat Morklo 300 h Teachi Teachi Referre Modulo	t (appro utes), v age of a sment c able for tion of onal inf onal inf oad ng cycl ed to in e appea	ion on whether module of px. 15 pages, e. g. term pa- veighted 2:1 assessment: German and offered: In the semester in bonus places formation e: after announcement LPO I (examination regu	an be chosen to earn aper, documentation, l/or English n which the course is	a bonus) preparing a contrib offered	ution) and presentation (approx	
project 15 mini Langua Assess credita Allocat Additic 300 h Teachi Teachi Referre Module	t (appro utes), v age of a sment c able for tion of onal inf onal inf oad ng cycl ed to in e appea r's degr	ion on whether module of px. 15 pages, e. g. term pa- veighted 2:1 assessment: German and offered: In the semester in bonus places formation e: after announcement LPO I (examination regulars ars in	an be chosen to earn aper, documentation, I/or English n which the course is ulations for teaching-out at (2018)	a bonus) preparing a contrib offered degree programmes	ution) and presentation (approx	
project 15 mini Langua Assess credita Allocat Additic 300 h Teachi Teachi Referre Module Master Master	t (appro utes), v age of a sment c able for tion of onal inf oad ng cycl ed to in e appea r's degr	ion on whether module of px. 15 pages, e. g. term pa- veighted 2:1 assessment: German and offered: In the semester in bonus places formation e: after announcement LPO I (examination regu ars in ree (1 major) Management	an be chosen to earn aper, documentation, l/or English n which the course is ulations for teaching- nt (2018) ess and Economics (2	a bonus) preparing a contrib offered degree programmes 2019)	ution) and presentation (approx	
project 15 mini Langua Assess credita Allocat Morklo 300 h Teachi Teachi Referro Master Master Master	t (appro utes), v age of a sment o able for tion of onal inf onal inf oad ng cycl ed to in e appea r's degr r's degr	ion on whether module of px. 15 pages, e. g. term pa- veighted 2:1 assessment: German and offered: In the semester in bonus places formation ee after announcement LPO I (examination regu ars in ree (1 major) Managemen ree (1 major) China Busin	an be chosen to earn aper, documentation, I/or English n which the course is ulations for teaching- at (2018) ess and Economics (2 uage and Economy (20	a bonus) preparing a contrib offered degree programmes 2019) 019)	ution) and presentation (approx	
project 15 mini Langua Assess credita Allocat Additic Worklo 300 h Teachi Teachi Referre Master Master Master Master Master Master	t (appro utes), v age of a sment c able for tion of onal inf onal inf oad ng cycl ed to in e appea r's degr r's degr r's degr	ion on whether module of px. 15 pages, e. g. term pa- veighted 2:1 assessment: German and offered: In the semester in bonus places formation formation ee after announcement LPO I (examination regu ars in ree (1 major) Managemen ree (1 major) China Busin ree (1 major) China Langu	an be chosen to earn aper, documentation, l/or English n which the course is ulations for teaching- at (2018) ess and Economics (20 uage and Economy (20 uage and Economy (20 uage and Economy (20)	a bonus) preparing a contrib offered degree programmes 2019) 2021)	ution) and presentation (approx	

Module title					Abbreviation	
Project	Project Management and Control 12-M-PROM-182-mo1					
Module	e coord	inator		Module offered by		
holder and Ac		Chair of Business Manage Ig	ement, Controlling	Faculty of Managen	nent and Economics	
ECTS	Metho	od of grading	Only after succ. con	npl. of module(s)		
5	nume	rical grade				
Duratio	on	Module level	Other prerequisites			
1 seme	ster	graduate				
Conten	ts					
of proje ment a methoo	ect mar re cons ds and	agement and control wit idered. It covers characte	hin enterprises. Both eristic features and s id management of pr	n classic and agile ap tructures of projects, ojects in various pro	and methods used in the context oproaches to project manage- , their possible success factors, ject phases. The theoretical basis	
Intende	ed lear	ning outcomes				
trol is a fields o	cquire of appli e config	d. What is more, the mod cation and limits of comr guration and developmer	ule conveys knowled nonly used instrumer	lge about strengths a nts and methods of p	f project management and con- and weaknesses and therewith practitioners. Competences wi- as well as skills within the practi-	
Course	s (type	, number of weekly conta	ct hours, language –	- if other than Germa	ın)	
S (2)						
		essment (type, scope, la on on whether module ca			tion offered — if not every seme-	
	ige of a	nation (approx. 60 minut ssessment: German and, bonus				
Allocat	ion of p	olaces				
Additio	nal inf	ormation				
Worklo	ad					
150 h						
Teachi	ng cycl	9				
		e: winter semester				
		LPOI (examination regu	lations for teaching-	degree programmes)		
				<u> </u>		
Module	e appea	urs in				
			t (2018)			
Master Master Master Master Master	Master's degree (1 major) Management (2018) Master's degree (1 major) China Business and Economics (2019) Master's degree (1 major) China Language and Economy (2019) Master's degree (1 major) Information Systems (2019) Master's degree (1 major) China Business and Economics (2021) Master's degree (1 major) China Language and Economy (2021) Master's degree (1 major) Economathematics (2021)					
Master	's degr	ee (1 major) Information S	Systems (2022)			



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

Module title			Abbreviation				
		Survey and Experiments			12-M-PSE-182-m01		
Module coordinator				Module offered by			
	holder of the Chair of Labour Economics			· · · · · · · · · · · · · · · · · · ·	nent and Economics		
ECTS	1	od of grading	Only after succ. con	npl. of module(s)			
5	· · · · ·	rical grade					
Duratio		Module level	Other prerequisites				
1 seme	!	graduate					
The mo	odule "F	Programming Survey and experiments.	Experiments" focuse	s on the programmir	ng, implementation a	and analysis	
 II I I F S F I 	Contents:						
Intend	ed learr	ning outcomes					
and even curacy Course V (2) +	aluate s and eth s (type, Ü (2)	ovides students with the surveys and experiments. nical responsibility. number of weekly conta	The focus is on tech	inical implementatio	n as well as method		
		t in: English					
		essment (type, scope, la on on whether module ca			tion offered — if not	every seme-	
b) term Langua Assess	i paper age of a	nination (approx. 60 min (approx. 15 pages) ssessment: English ffered: In the semester in bonus		offered			
Allocat	ion of p	olaces					
Additio	onal info	ormation					
Worklo	ad						
150 h							
Teachi	ng cycl	9					
Teachi	ng cycle	e: after announcement					
		LPO I (examination regu	lations for teaching-	degree programmes)			
 Modula	e appea	rs in					
		ee (1 major) Management	(2018)				
	-	China Business and Econo-		enerated 19-Apr-2025 • exam	. reg. data re-	page 366 / 540	

mics (2021)

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

Module title					Abbreviation		
Project	Project Module Strategic Entrepreneurship 12-M-PUGF-182-m01						
Module	e coord	inator		Module offered by			
holder	of the (Chair of Entrepreneurship	and Strategy	Faculty of Managem	nent and Economics		
ECTS	—	od of grading	Only after succ. con				
10	10 numerical grade						
Duratio	on	Module level	Other prerequisites				
1 seme	ster	graduate					
Conten	Its						
ting em method stion. E also ind our Cha ler-scal an exce	This seminar is a primer on academic research. It has been designed to effectively prepare students for conduc- ting empirical research as part of their master thesis projects. The module starts with a crash course on research methods and advanced academic writing. Participants will then choose or otherwise be assigned a research que- stion. Beyond this background, they select an appropriate research design to address the question at hand. This also includes collecting and analyzing primary and/or secondary data, with various datasets being available via our Chair and the University Library. In a final step, participants document their research in the form of a smal- ler-scale academic article and present the approach and essential insights of their research, thereby providing an excellent opportunity for mutual learning.						
Intende	ed learr	ning outcomes					
•	lelp stu	ms dents understand the ro dents understand the ro students to critically appr	le of different researc	h strategies	-		
Learnir	ng outco	omes					
On suc	cessful	completion of this modu	ıle students will be a	ble to:			
• B • C	Build tei Choose	te an adequate research ntative theoretical model an appropriate research nt the research in the for	s design to test the mo				
Course	s (type	number of weekly conta	ct hours, language –	- if other than Germa	n)		
S (2)							
		essment (type, scope, la on on whether module ca			tion offered — if not e	very seme-	
20 min Langua	utes; g age of a	oprox. 15 pages) and pres roups of 3: approx. 30 mi ssessment: German and ffered: In the semester ir	inutes), weighted 2:1 /or English		5 minutes@ groups of	f 2: approx.	
Allocat	ion of p	olaces					
by lot a numbe	Allocation of places 12 places. (1) Should the number of applications exceed the number of available places, places will be allocated by lot among all applicants irrespective of their subjects. (2) Places on all courses of the module with a restricted number of places will be allocated in the same procedure. (3) A waiting list will be maintained and places re-allo- cated by lot as they become available.						
Additio	onal inf	ormation					
Worklo	ad						
300 h							
Teachi	ng cycl	9					
Teachi	ng cycle	e: after announcement					
Master's w mics (2021		China Business and Econo-		enerated 19-Apr-2025 • exam CTS) China Business and Eco	-	page 368 / 540	

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

Module appears in

Module title					Abbreviation		
Accounti	Accounting and Capital Markets 12-M-REKA-182-mo1						
Module c	coordin	ator		Module offered by			
holder of the Chair of Business Management, Controlling and Accounting				Faculty of Managen	nent and Economics		
ECTS Method of grading Only after succ. compl. of module(s)							
5 n	5 numerical grade						
Duration		Nodule level	Other prerequisites	i			
1 semeste	1 semester graduate						
Contents	5						
as their ir text, an e ters. Base sheet the blicity are	mpact econom ed on t eories, e discu	on internal and extern nic perspective has pr he theoretical founda typical issues concer issed.	I management account nal recipients under co riority over detailed leg ations of information ec ning cost and manager	nsideration of the in al arrangements and conomics as well as	stitutional setting. In regulations by the s decision-making and	n this con- standard set- d balance	
Intended	learni	ng outcomes					
as inform nomic im ge about	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 eco- nomic impacts of the configuration of management and financial accounting. What is more, extensive knowled- ge 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						
			itact hours, language –	- if other than Germa	n)		
V (2) + Ü							
Method o	of asse		language — if other th can be chosen to earn		tion offered — if not	every seme-	
b) term p	aper (a e of as:	ination (approx. 60 m approx. 15 pages) sessment: German ar onus					
Allocatio	n of pl	aces					
Additiona	al infor	mation					
Workload	d						
150 h							
Teaching	cvcle						
		summer semester					
			gulations for teaching-	degree programmes)			
Module a	appears	s in					
Master's	degree	e (1 major) Manageme	ent (2018)				
	-		al Economic Policy (20				
	-		ness and Economics (2	•			
			guage and Economy (20 n Systems (2010)	019)			
	-	e (1 major) Informatio e (1 major) China Busi	n Systems (2019) ness and Economics (2	2021)			
	-	hina Business and Econo-		enerated 19-Apr-2025 • exam	. reg. data re-	page 370 / 540	
mics (2021)	.,			CTS) China Business and Eco			

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

Module title					Abbreviation		
Tax-Op	timize	Business Organization	1		12-M-RFW-161-m01		
Module coordinator				Module offered by			
	holder of the Chair of Business Management and Business Faculty of Management and Economics						
Taxation							
ECTS	Metho	od of grading	Only after succ. con	pl. of module(s)			
5	nume	rical grade					
Duratio	on	Module level	Other prerequisites				
1 seme	ster	graduate					
Conten	ts						
mic mo odic mo	dels ar easures	eals with tax aspects of e used to calculate the s like divestments, merg nany investing in incorp	effective tax burden fr ers, or changes of the	om ongoing busines legal form. Our pers	s activities but also pective is that of an	from a-peri- investor re-	
Intende	ed learı	ning outcomes					
(i) anal ve; (ii) calc	yze and ulate tl	ables students to I evaluate the tax effect ne tax burden from ongo he tax burden from a-po	oing business activitie	s in Germany and ab	oroad;		
	s (type	, number of weekly cont	act hours, language –	- if other than Germa	n)		
S (2)							
		essment (type, scope, l on on whether module			tion offered — if not	every seme-	
b) term Langua	paper ge of a ment o	nination (approx. 60 mi (approx. 15 pages), pres ssessment: German and ffered: To be announced bonus	sentation of term pape I/or English	er (approx. 20 minute	es), weighted 3:2		
Allocat	ion of p	olaces					
by lot a numbe	imong a r of pla	Should the number of a all applicants irrespectiv ces will be allocated in they become available	ve of their subjects. (2 the same procedure. () Places on all cours	es of the module wit	h a restricted	
Additio	nal inf	ormation					
			_				
Worklo	ad						
150 h							
Teachi	ng cycl	9					
Teachir	ng cycle	e: winter semester					
Referre	d to in	LPOI (examination reg	ulations for teaching-	legree programmes)			
Module	e appea	rs in					
Master	's degr	ee (1 major) Business M	anagement (2015)				
		ee (1 major) China Busir					
	Master's degree (1 major) China Language and Economy (2016)						
Master	Master's degree (1 major) Management (2018)						
	Inster's with 1 major China Business and Econo- JMU Würzburg • generated 19-Apr-2025 • exam. reg. data re- cord Master (120 ECTS) China Business and Economics - 2021						

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

Legal I	e title				Abbreviation
Legal Foundations of Risk Management and Compliance					12-M-RM1-161-m01
Module coordinator				Module offered by	
Dean of the Faculty of Business Management and Econo-			inagement and Econo-		nent and Economics
mics				racatly of manager	
ECTS	Meth	od of grading	Only after succ. co	mpl. of module(s)	
2	nume	rical grade			
Durati		Module level	Other prerequisites	S	
1 seme		graduate			
Conter	-				ancial reports, i. e. annual or in-
Outling 1. Basi 2. Prac 3. Prof 4. Valu 5. Resi 6. Anal 7. Anal 8. Risk Readir Intend After c 1. to pu 2. to an risk	e of syll ics of fi itability ie-base dual in lysis of lysis of manag ing list to ed lear omplet resent fi nalyze in finar lentify f	labus: nancial reporting and risk reporting; v analysis according t d management and r come and business v equity risk; credit risk; gement monitoring by b be provided in class ning outcomes ing the course, the st the relation between and solve independen cial reports based on the relation between	risk management; o Penman; isk management; aluation; r audit committees and a s. udents will be able risk management and fir	nuditors. nancial reporting; vith respect to the pre-	ability analysis approaches.
4. to ev			ted research results con	cerning risk reporting	and desing own research- or
4. to ev prac	tice-ori	ented projects.			
4. to ev prac	tice-ori	ented projects.	ted research results con ontact hours, language -		
4. to ev prac Course V (2) Metho	tice-ories (type) d of as	ented projects. , number of weekly c sessment (type, scop	ontact hours, language -	— if other than Germa nan German, examina	n)
4. to ev prac Course V (2) Metho ster, in a) writh b) term Langua	tice-ories (type d of as format ten exa n paper	ented projects. , number of weekly c sessment (type, scop ion on whether modu mination (approx. 60 (approx. 15 pages) assessment: German	ontact hours, language - e, language — if other th le can be chosen to earr minutes) or	— if other than Germa nan German, examina	n)
4. to ev prace Course V (2) Metho ster, in a) writh b) term Langua credita	d of as format n paper age of a	ented projects. e, number of weekly c sessment (type, scop ion on whether modu mination (approx. 60 (approx. 15 pages) assessment: German bonus	ontact hours, language - e, language — if other th le can be chosen to earr minutes) or	— if other than Germa nan German, examina	n)
4. to ev prace Course V (2) Metho ster, in a) writh b) term Langua credita Allocat 30 plat by lot a number	tice-ori s (type d of as: format ten exa paper age of a able for tion of ces. (1) among er of pla	ented projects. e, number of weekly c sessment (type, scop ion on whether modu mination (approx. 60 (approx. 15 pages) assessment: German bonus places Should the number c all applicants irrespe	ontact hours, language - e, language — if other th le can be chosen to earr minutes) or and/or English of applications exceed th ctive of their subjects. (2 in the same procedure.	– if other than Germa nan German, examina n a bonus) ne number of availabl 2) Places on all cours	tion offered — if not every seme- e places, places will be allocated es of the module with a restricted
4. to ev prace Course V (2) Metho ster, in a) writh b) term Langua credita Allocat 30 plat by lot a numbe cated l	tice-ori s (type d of as format ten exa able for tion of ces. (1) among er of pla by lot a	ented projects. e, number of weekly c sessment (type, scop ion on whether modu mination (approx. 60 (approx. 15 pages) assessment: German bonus places Should the number c all applicants irrespe aces will be allocated	ontact hours, language - e, language — if other th le can be chosen to earr minutes) or and/or English of applications exceed th ctive of their subjects. (2 in the same procedure.	– if other than Germa nan German, examina n a bonus) ne number of availabl 2) Places on all cours	
4. to ev prace Course V (2) Metho ster, in a) writh b) term Langua credita Allocat 30 plat by lot a numbe cated l	tice-ori s (type d of as format ten exa able for tion of ces. (1) among er of pla by lot a	ented projects. , number of weekly con- sessment (type, scop- ion on whether modu- mination (approx. 60 (approx. 15 pages) assessment: German- bonus places Should the number of all applicants irrespen- aces will be allocated s they become availa	ontact hours, language - e, language — if other th le can be chosen to earr minutes) or and/or English of applications exceed th ctive of their subjects. (2 in the same procedure.	– if other than Germa nan German, examina n a bonus) ne number of availabl 2) Places on all cours	tion offered — if not every seme- e places, places will be allocated es of the module with a restricted
4. to ev prace Course V (2) Metho ster, in a) writh b) term Langua credita Allocat 30 plat by lot a numbe cated l	d of as: format ten exa paper age of a able for tion of ces. (1) among er of pla by lot a onal inf	ented projects. , number of weekly con- sessment (type, scop- ion on whether modu- mination (approx. 60 (approx. 15 pages) assessment: German- bonus places Should the number of all applicants irrespen- aces will be allocated s they become availa	ontact hours, language - e, language — if other th le can be chosen to earr minutes) or and/or English of applications exceed th ctive of their subjects. (2 in the same procedure.	– if other than Germa nan German, examina n a bonus) ne number of availabl 2) Places on all cours	tion offered — if not every seme- e places, places will be allocated es of the module with a restricted

Teaching cycle

Teaching cycle: no courses offered

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

Module appears in

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

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

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

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

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

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

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

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

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

Module	e title				Abbreviation	
Financi	Financial Reporting and Risk Management					
Module		instan		Madula offered by		
				Module offered by		
Dean o mics	Dean of the Faculty of Business Management and Econo- mics Faculty of Management and Economics					
ECTS		od of grading	Only after succ. con	npl. of module(s)		
3	nume	rical grade				
Duratio	on	Module level	Other prerequisites	i		
1 seme	ster	graduate				
Conten	ts					
ding co	mpani in conj	nalyzes the presentatior es, e.g. in annual and co junction with selected a nt	onsolidated financial	statements, interim r	eports and ad hoc a	nnounce-
Intend	ed lear	ning outcomes				
ding co	mpani in conj	nalyzes the presentatior es, e.g. in annual and co junction with selected a nt.	onsolidated financial	statements, interim r	eports and ad hoc a	nnounce-
Course	s (type	, number of weekly cont	act hours, language –	- if other than Germa	n)	
V (2)	_					
ster, in a) writt b) term	formati en exai paper	sessment (type, scope, l ion on whether module of mination (approx. 60 to (approx. 15 pages) ssessment: German and	can be chosen to earn 90 minutes) or		tion offered — if not	every seme-
credita	ble for	bonus				
Allocat						
by lot a numbe	imong a r of pla	Should the number of a all applicants irrespectiv ces will be allocated in s they become available	ve of their subjects. (2 the same procedure. () Places on all cours	es of the module wit	h a restricted
Additio	nal inf	ormation				
Worklo	ad					
90 h						
Teachi		۵				
		e: no courses offered				
Referre	a to in	LPOI (examination reg	ulations for teaching-	aegree programmes)		
Module						
	-	ee (1 major) Business M				
	-	ee (1 major) Managemer		`		
	-	ee (1 major) China Busir		•		
	-	ee (1 major) China Langu oo (1 major) China Busir	- ,	•		
	-	ee (1 major) China Busir ee (1 major) China Langı				
	-			JZ1)		
	Master's degree (1 major) Economathematics (2021) aster's with 1 major China Business and Econo- JMU Würzburg • generated 19-Apr-2025 • exam. reg. data re- page 376 / 540					
nics (2021				ECTS) China Business and Eco	-	

Module	e title				Abbreviation
Real-Ti	me Pro	cess Analytics			12-M-RTP-182-m01
Module coordinator				Module offered by	
Dean of the Faculty of Business Management and Econo mics				· · · · ·	nent and Economics
ECTS	Metho	od of grading	Only after succ. con	pl. of module(s)	
5		rical grade		• •	
Duratio	on	Module level	Other prerequisites		
1 seme	ster	graduate			
Conten	ts				
		aches advanced approact occess execution based o			arn to model and measure pro-
Intend	ed lear	ning outcomes			
• B • C • E	Busines Comple Event-d	alysis in a process ware s Rules for BPM x Event Processing riven BPM using CEP and	Business Rules		
		, number of weekly conta	ct hours, language –	- if other than Germa	in)
V (2) + Module	• •	t in: English			
		sessment (type, scope, la ion on whether module ca			tion offered — if not every seme-
b) term Langua	paper ige of a ment o	mination (approx. 60 min (approx. 15 pages) ssessment: German and, ffered: In the semester in bonus	or English	offered	
Allocat	ion of j	olaces			
Additio	nal inf	ormation			
Worklo	ad				
150 h					
Teachi	ng cycl	e			
Teachi	ng cycle	e: no courses offered			
Referre	d to in	LPOI (examination regu	lations for teaching-	degree programmes)	
Module	appea	ars in			
Master	's degr	ee (1 major) Management	t (2018)		
	-	ee (1 major) China Busine			
	-	ee (1 major) China Langu		019)	
		ee (1 major) Information S		1024)	
	-	ee (1 major) China Busine ee (1 major) China Langu			
musici	Jucgi	ce (i major) crima cangu	ase and Leonomy (20	/~+)	

				Abbreviation	
Advanced Se	minar: Entrepreneurship	and Management		12-M-SAS-182-m01	
Module coor	dinator		Module offered by	<u> </u>	
holder of the	Chair of Entrepreneursh	ip and Strategy		nent and Economics	
	od of grading	Only after succ. cor			
10 num	erical grade		E i i i i		
Duration	Module level	Other prerequisites	5		
1 semester	graduate				
Contents					
	velop seminar papers on the key insights from the		lomain of entreprene	eurship, strategy, an	d innovation
Intended lea	rning outcomes				
 Enable Enable Enable Learning out On successfu Differe Adopt to Engage Articula 	students to position the students to critically rev students to develop a se students to create a res comes al completion of this mod ntiate their research from theoretical perspectives in comprehensive acad ate abstract and complex e, number of weekly com	view a substantial bod ound theoretical frame earch paper fully meet dule students will be a n previous work to understand comple emic reasoning & phenomena and rela	ework ting academic stand ble to: ex phenomena tionships in written	ards and oral form	
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Method of as ster, informa term paper (a Language of Assessment	tion on whether module approx. 20 pages) and pr assessment: German an offered: Once a year, wir	can be chosen to earn resentation (15 to 30 m d/or English	ı a bonus)		every seme-
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Master's degree (1 major) China Language and Economy (2019) Master's degree (1 major) Information Systems (2019) Master's degree (1 major) China Business and Economics (2021) Master's degree (1 major) China Language and Economy (2021) Master's degree (1 major) Economathematics (2021) Master's degree (1 major) Information Systems (2022) Master's degree (1 major) Management (2022) Master's degree (1 major) Economathematics (2022) exchange program Business Management and Economics (2022)

Modul					Abbreviation	
Advan	ced Sem	inar: Corporate Financ	ce		12-M-SBL-182-m01	
Modul	e coordii	nator		Module offered by	<u> </u>	
		· · · · · · · · · · · · · · · · · · ·	gement and Corporate		ant and Economics	
Financ		Tail of Business Maria	igement and corporate	Faculty of Manager	Tent and Economics	
ECTS	<u> </u>	l of grading	Only after succ. con	nl of module(s)		
10	1	cal grade				
Duratio		Module level	Other prerequisites			
1 seme		graduate				
		graduate				
Conter						
lyze a s their th	selected	topic and to write a se	s in investment and fir eminar thesis. Moreove ely literature based or	r, they are required	to present, discuss a	and defend
Intend	ed learn	ing outcomes				
			ge in recent application n seminar thesis, and t			ire able to
Course	es (type,	number of weekly con	tact hours, language –	- if other than Germa	n)	
S (2)						
Metho			language — if other the can be chosen to earn		tion offered — if not	every seme-
-			entation (approx. 20 m	·	1	
		sessment: German an				
Allocat	tion of pl	aces				
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Auunn		Iniation				
Worklo	Dad					
300 h						
	ng cycle					
Teachi	ng cycle:	each semester				
Referre	ed to in L	POI (examination reg	gulations for teaching-o	degree programmes)		
Modul	e appear	s in				
		e (1 major) Manageme	ent (2018)			
waster	-					
	r's degre	e (1 major) Internation	al Economic Policy (20	18)		
Master	-		al Economic Policy (20 ness and Economics (2			
Master Master Master	r's degre r's degre	e (1 major) China Busi e (1 major) China Lang	ness and Economics (2 guage and Economy (20	2019) 019)		
Master Master Master Master	r's degre r's degre r's degre	e (1 major) China Busi e (1 major) China Lang e (1 major) China Busi	ness and Economics (2 guage and Economy (20 ness and Economics (2	2019) 019) 2021)		
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exchange program Business Management and Economics (2022)

Module					Abbreviation	
Industi	rial Ma	nagement 1			12-M-SBM-182-m01	
Module	e coord	inator		Module offered by	<u> </u>	
holder	of the (Chair of Business Manag	gement and Industrial		nent and Economics	
Manag			, 	, 3		
ECTS	1	od of grading	Only after succ. con	npl. of module(s)		
5	I	rical grade				
Duratio		Module level	Other prerequisites			
1 seme		graduate				
Conten	-					
(purcha	asing, r	dresses central issues o naterials management, _l leveloped that are releva	procurement logistics			
Intende	ed lear	ning outcomes				
term, c re struc based	ompeti ctured, on key	n the principles of perfor tively sensitive potentia to goal-oriented analyze instruments. Students a neir strategic importance	l for success. After con and to respond to pe re able to accurately o	mpletion of the mod rformance-oriented classify the tasks of t	ule students are able issues of strategic p he procurement and	e to prepa- rocurement I to describe
Course	s (type	, number of weekly cont	act hours, language –	- if other than Germa	n)	
V (2) +						
		night also be offered as		· · · · · · · · · · · · · · · · · · ·		
		sessment (type, scope, la ion on whether module o			tion offered — if not	every seme-
b) pres c) term d) entir e) portf Langua	sentatio paper rely or p folio (a	mination (approx. 40 to 6 on (approx. 20 minutes) a (30 to 40 pages) or bartly computerised writh pprox. 20 pages) ssessment: German and bonus	and term paper (15 to ten examination (appl		1:1 OT	
Allocat	tion of j	olaces				
by lot a numbe	among a er of pla	Should the number of a all applicants irrespectiv ces will be allocated in ts they become available	ve of their subjects. (2 he same procedure. () Places on all course	es of the module wit	h a restricted
Additio	onal inf	ormation	_			
			_			
Worklo	ad					
150 h						
Teachi	ng cycl	e				
Teachi	ng cycle	e: after announcement				
Referre	ed to in	LPOI (examination reg	ulations for teaching-o	legree programmes)		
Module	e appea	ars in				
	-	ee (1 major) Managemer ee (1 major) Internationa		18)		
Master's w mics (2021		r China Business and Econo-		enerated 19-Apr-2025 • exam CTS) China Business and Eco	-	page 382 / 540

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

Duration Module level Other prerequisites is semester graduate Contents In the seminar "Supply Chain Competition", students participate in an online multi-round simulation and apply methods of operations and supply chain management. In the seminar "Supply Chain Competition", students participate in an online multi-round simulation and apply methods of operations and supply chain management. In the seminar students	Module	e title				Abbreviation	
inder of the Chair of Logistics and Quantitative Methods Faculty of Management and Economics CTTS Method of grading Only after succ. compl. of module(s) in numerical grade	Semina	ar: Supp	ly Chain Competition			12-M-SCC-161-m01	
inder of the Chair of Logistics and Quantitative Methods Faculty of Management and Economics CTTS Method of grading Only after succ. compl. of module(s) in numerical grade	Module	e coordi	nator		Module offered by		
ECTS Method of grading Only after succ. compl. of module(s) Duration Module level Other prerequisites Semester graduate Contents Contents Contents Contents In the seminar "Supply Chain Competition", students participate in an online multi-round simulation and apply nethods of operations and supply chain management. Intended learning outcomes Method of assessment (spee source and coordinated decision in a company. Courses (type, number of weekly contact hours, language if other than German, examination offered if not every semeter, information on whether module can be chosen to earn a bonus) erm paper (approx. ts to zo pages) and presentation (approx. to minutes), weighted z:1 .anguage of assessment: German and/or English Stessessment Offered: Once a year, winter semester Nuccessfully completed modules, places will be allocated according to the total number of ECTS credits achieven n mandatory courses of the focus togistik and Supply Chain Management or another specialisation the applicant has selected which includes courses offered by the Chain (a) Among applicant				wantitative Methode	,	ant and Economics	
inumerical grade			<u> </u>	-			
Module level Other prerequisites is semester graduate	5						
is semester graduate		r		Other prorequisitor	•		
Contents Image: Content is and supply chain Competition", students participate in an online multi-round simulation and apply methods of operations and supply chain management. Intended learning outcomes Image: Content is content is the content is the content is the content is the content is content i					•		
n the seminar "Supply Chain Competition", students participate in an online multi-round simulation and apply nethods of operations and supply chain management. ntended learning outcomes After completing this seminar students . selected and applied quantitative models for procurement, production, sales and supply chain management, i. faced the practical problems when using real data to feed models, ii. and understand the challenges to reach a coordinated decision in a company. Courses (type, number of weekly contact hours, language — if other than German) 5 (2) Wethod 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) erm paper (approx. 15 to 20 pages) and presentation (approx. 10 minutes), weighted 2:1 . anguage of assessment: German and/or English Assessment offered: Once a year, winter semester Allocation of places L2 places. Should the number of applications exceed the number of available places, places will be allocated soflows: (1) Students who already have successfully completed courses offered by the Chair of Logistics and Quantitative Methods will be given preferential consideration. (2) Among applicants with the same number of successfully completed modules, places will be allocated according to the total number of ECTS credits achieve n mandatory courses of the focus Logistik und Supply Chain Management (Logistics and Supply Chain Management (Dagistics and Supply Chain Management)			gladuate				
methods of operations and supply chain management.			"Supply Chain Compe		inate in an online m	ulti-round simulation	n and annly
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ii. and understand the challenges to reach a coordinated decision in a company.	i. selec	ted and	applied quantitative	nodels for procuremer	nt, production, sales	and supply chain m	anagement,
Courses (type, number of weekly contact hours, language — if other than German) 5 (2) Wethod of assessment (type, scope, language — if other than German, examination offered — if not every semeter, information on whether module can be chosen to earn a bonus) erm paper (approx. 15 to 20 pages) and presentation (approx. 10 minutes), weighted 2:1 anguage of assessment. German and/or English Assessment offered: Once a year, winter semester Allocation of places 12 places. Should the number of applications exceed the number of available places, places will be allocated as follows: (1) Students who already have successfully completed courses offered by the Chair of Logistics and Quantitative Methods will be given preferential consideration. (2) Among applicants with the same number of ECTS credits achieve n mandatory courses of the focus Logistik und Supply Chain Management (Logistics and Supply Chain Management) or Value Chain. Management or another specialisation the applicant has selected which includes courses offered by the Chair. (3) Among applicants with the same number of ECTS credits, places will be allocated by lot Additional information - - - - Workload - - - - - Workload - - - - - - - Workload - - -							
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	Master's w mics (2021		China Business and Econo-				page 384 / 540

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

Module	e title				Abbreviation
Strateg	gic Deci	sions and Competition			12-M-SDC-182-m01
Module	e coordi	nator		Module offered by	
holder	of the C	hair of Industrial Econor	nics		nent and Economics
ECTS	Metho	od of grading	Only after succ. com	, ,	
5	numer	ical grade			
Duratio	on	Module level	Other prerequisites		
1 seme	ester	graduate			
Conten	its				
1. Strat	tegic sit	uations and decision ma	king		
2. Anal	lyzing st	rategic situations with g	ame theory		
1. Nond	coopera	tive simultaneous move	games		
	n equilik				
3. Mod	els of ol	ligopoly markets			
3. Dyna	amic Ga	mes			
1. Two((-multi)	stage games and subgan	ne perfect equilibriur	n	
		mitment in dynamic situa	ations		
-		dvertising			
4. wag	e baiga	ining and unions			
4. Repe	eated Ga	ames			
		of coordination in long in	teractions		
		etween competing firms			
3. IIme	e consis	tent monetary policy			
5. Stati	ic game	s of incomplete Informat	ion		
1. Baye	esian Na	ash equilibrium			
2. Auct	ions				
6. Dyna	amic ga	mes of incomplete inforn	nation		
1. Mora	al hazar	d and nonlinear pricing			
		esian equilibrium			
	alling g				
		signalling westment and capital str	ucturo		
		ning outcomes	ucture		
		-	c the students shou	ld be familiar with e	conomic models that can be
					ations. Especially, by making use
					n a wide variety of strategic situa-
					nomic mechanisms which emer-
					ations arising in industrial eco-
					cquire skills which enable them al models. By means of comple-
					ns to an appropriate economic
model.	Based	on an analysis of this mo			trategies and derive the corre-
spondi	ing man	agerial implications.			

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

V (2) + Ü (2)

Module taught in: English

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

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

b) term paper (15 to 20 pages)

Language of assessment: English creditable for bonus

Allocation of places

Additional information

Workload

150 h

Teaching cycle

Teaching cycle: winter semester

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

Module appears in

Module appears in
Master's degree (1 major) Management (2018)
Master's degree (1 major) International Economic Policy (2018)
Master's degree (1 major) China Business and Economics (2019)
Master's degree (1 major) China Language and Economy (2019)
Master's degree (1 major) Information Systems (2019)
Master's degree (1 major) China Business and Economics (2021)
Master's degree (1 major) China Language and Economy (2021)
Master's degree (1 major) Economathematics (2021)
Master's degree (1 major) Information Systems (2022)
Master's degree (1 major) International Economic Policy (2022)
Master's degree (1 major) Management (2022)
Master's degree (1 major) Economathematics (2022)
exchange program Business Management and Economics (2022)
Master's degree (1 major) Management International (2024)
Master's degree (1 major) Management (2024)
Master's degree (1 major) International Economic Policy (2024)
Master's degree (1 major) Economathematics (2024)
Master's degree (1 major) International Economic Policy (2025)
Master's degree (1 major) Management (2025)
Master's degree (1 major) Management International (2025)
Master's degree (1 major) China Business and Economics (2025)
Master's degree (1 major) China Language and Economy (2025)
Master's degree (1 major) Economathematics (2025)

Semina	e title			Abbreviation	
	ar: E-Business Strategies			12-M-SEBS-161-mo	1
AA a daala	e coordinator		An dula afferred has		
			Module offered by		
	of the Chair of Information Sys		1 7 -	nent and Economics	5
ECTS	Method of grading	Only after succ. co	mpl. of module(s)		
10	numerical grade				
Duratio	· · · · · · · · · · · · · · · · · · ·	Other prerequisite	S		
1 seme	0				
Conten					
tured te	course, students will acquire in erm paper and to present the r htforms (electronic markets, We	esults of their work w	ith the help of relevar	nt topics in the field	
Intende	ed learning outcomes				
- Acade	emic literature review				
1. 1	attan afalar bi bi bi b	- i t i C -			
- Integr	ation of developed results in s	cientific papers			
- Creati	ng presentations and talks				
Course	s (type, number of weekly con	tact hours, language -	– if other than Germa	n)	
S (2)					
	d of assessment (type, scope, formation on whether module			tion offered — if not	t every seme-
	aper (approx. 20 to 25 pages) a ge of assessment: German an		prox. 20 minutes), we	ghted 2:1	
Assess	ment offered: Once a year, wir	iter semester			
Allocat	ion of places				
mocul	ion of places				
20 plac by lot a numbe	ion of places es. (1) Should the number of a mong all applicants irrespecti r of places will be allocated in by lot as they become available	ve of their subjects. (the same procedure.	2) Places on all cours	es of the module wit	th a restricted
20 plac by lot a numbe cated b	es. (1) Should the number of a mong all applicants irrespecti r of places will be allocated in	ve of their subjects. (the same procedure.	2) Places on all cours	es of the module wit	th a restricted
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20 plac by lot a numbe cated b Additio Worklo 300 h Teachin Teachin Referre Module	es. (1) Should the number of a mong all applicants irrespecti r of places will be allocated in by lot as they become available onal information ad ad ad ad ad ad ad ad ad ad ad ad ad	ve of their subjects. (2 the same procedure. 2. gulations for teaching ematics (2016)	2) Places on all cours (3) A waiting list will - -degree programmes)	es of the module with be maintained and p	th a restricted
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Master's degree (1 major) China Language and Economy (2021) Master's degree (1 major) Economathematics (2021) Master's degree (1 major) Information Systems (2022) Master's degree (1 major) Management (2022) Master's degree (1 major) Economathematics (2022) exchange program Business Management and Economics (2022)

Selecte Module					Abbreviation	
Module	ed Topic	cs of European Integrati	on		12-M-SEI-161-m01	
Mouule	a coordi	inator		Module offered by		
holdor		Chair of Monetary Econo	mics and Internatio	· · · ·	nent and Economics	
nal Fina				Faculty of Managen	Terre and Economics	
ECTS		od of grading	Only after succ. con	npl. of module(s)		
5		rical grade				
Duratio	n l	Module level	Other prerequisites			
1 seme		graduate				
Conten	ts	0	1			
		ovides students with a	 more in-denth unders	tanding of specific n	roblems of macroec	onomics and
		mic policy.	nore in-depth unders	tanding of specific p		ononnes anu
		ning outcomes				
		nar, students can				
		acquired knowledge ar	d if necessary apply a	additional technique	s of scientific work;	
(ii) crea	ate, pre	sent and defend a scien	tific paper;	1	,	
		he working papers of ot				
		eter for the processing o				
Courses	s (type,	number of weekly cont	act hours, language –	- if other than Germa	n)	
S (2)						
		essment (type, scope, l			tion offered — if not	every seme-
ster, inf	formati	on on whether module o	an be chosen to earn	a bonus)		
		prox. 15 pages) and pre		minutes), weighted	2:1	
		ssessment: German and				
		ffered: Once a year, sum	imer semester			
Allocat						
		Should the number of ap	unlications avecand the			
DV 101 3						
		all applicants irrespectiv	e of their subjects. (2) Places on all cours	es of the module wit	h a restricted
number	r of pla		e of their subjects. (2 he same procedure. () Places on all cours	es of the module wit	h a restricted
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number cated b Additio 150 h Teachir Teachir Referre Module Master Master Master	r of pla by lot as onal info ad ag cycle ed to in 's degre 's degre 's degre	all applicants irrespectiv ces will be allocated in t is they become available ormation e e: after announcement LPO I (examination regr rs in ee (1 major) Economathe ee (1 major) Business Ma ee (1 major) China Busin	e of their subjects. (2 he same procedure. () Places on all course (3) A waiting list will l degree programmes) 2016)	es of the module wit	h a restricted
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number cated b Additio 150 h Teachir Teachir Referre Master' Master' Master' Master' Master'	r of pla by lot as onal info ad ad ag cycle ad to in 's degre 's degre 's degre 's degre 's degre 's degre	all applicants irrespectiv ces will be allocated in t is they become available ormation e e e e e after announcement LPO I (examination regu rs in e (1 major) Economathe e (1 major) Business Ma e (1 major) Business Ma e (1 major) China Busin e (1 major) China Busin e (1 major) China Langu e (1 major) Managemer	e of their subjects. (2 he same procedure. () Places on all course (3) A waiting list will l degree programmes) 2016) 2016)	es of the module wit	h a restricted
number cated b Additio 150 h Teachin Teachin Referre Master' Master' Master' Master' Master' Master' Master'	r of pla by lot as onal info ad ad ag cycle ad to in 's degre 's degre 's degre 's degre 's degre 's degre 's degre	all applicants irrespectiv ces will be allocated in t a they become available ormation e e e e e a fter announcement LPO I (examination regunst rs in e (1 major) Economathe e (1 major) Business Ma e (1 major) Business Ma e (1 major) China Busin e (1 major) China Busin e (1 major) China Langu	e of their subjects. (2 he same procedure. () Places on all course (3) A waiting list will l degree programmes) 2016) 15) 016) 18)	es of the module wit	h a restricted
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Master's degree (1 major) China Language and Economy (2019) Master's degree (1 major) China Business and Economics (2021) Master's degree (1 major) China Language and Economy (2021) Master's degree (1 major) Economathematics (2021)

Module	e title				Abbreviation	
Advanc	ed Ser	ninar: Financial Account	ing and Auditing		12-M-SER-161-m01	
Module	- coord	instor		Modulo offered by	<u> </u>	
				Module offered by		
holder ting	of the (Chair of Business Mana	gement and Accoun-	Faculty of Managen	nent and Economics	
ECTS	1	od of grading	Only after succ. con	npl. of module(s)		
10	nume	rical grade				
Duratio	n	Module level	Other prerequisites	i		
1 seme	ster	graduate				
Conten	ts					
		rovides students with m vusing scientific priman				ting and au-
		ning outcomes				
		on of the module, partic	sinants havo			
		ed the learned issues ar		lditional techniques	of scientific work:	
(ii) crea	ated an	d defended a qualifying	level relevant scienti	fic work;		
		d a scientific examination				_
(iv) the nicative	-	to present and develop cts.	solution-oriented the	ir own performance a	adequately consider	ing commu-
		, number of weekly cont	act hours, language –	– if other than Germa	n)	
S (2) +	S (2)					
		sessment (type, scope,	 anguage — if other th	an German, examina	tion offered — if not	every seme-
		ion on whether module				,
term pa	aper (aj	pprox. 20 to 25 pages) a	nd presentation (app	rox. 20 minutes), wei	ighted 2:1	
-	-	ssessment: German and	-			
		ffered: Once a year, win	ter semester			
Allocat						
		Should the number of a				
	-	all applicants irrespectiv ces will be allocated in	•	-		
		s they become available	•	(3) A waiting list will i	be manitamed and p	naces re-allo
		ormation				
Worklo	ad					
300 h						
Teachi	ng cycl	e				
Teachir	ng cycle	e: each semester				
Referre	d to in	LPOI (examination reg	ulations for teaching-	degree programmes)		
Module	e appea	ars in				
Master	's degr	ee (1 major) Economath	ematics (2016)			
	-	ee (1 major) Business M				
	-	ee (1 major) China Busir	-	-		
	-	ee (1 major) Internation		-		
	-	ee (1 major) China Lang		016)		
	-	ee (1 major) Manageme		`		
	-	ee (1 major) China Busir		-		
	_	ee (1 major) China Lang r China Business and Econo-	- ,	019) enerated 19-Apr-2025 • exam	. reg. data re-	page 392 / 540
mics (2021)				ECTS) China Business and Eco	-	F=32 592 / 540

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

Module	e title				Abbreviation	
Advanc	ed Sen	ninar: Industrial Manag	gement		12-M-SI-161-m01	
Module	e coord	inator		Module offered by		
holder Manage		Chair of Business Mana	gement and Industrial	Faculty of Managen	nent and Economics	
ECTS	Metho	od of grading	Only after succ. con	pl. of module(s)		
10		rical grade		•		
Duratio	n	Module level	Other prerequisites			
1 seme	ster	graduate				
Conten	ts					
		r, students will write se and findings of these p			l of industrial manag	gement. The
Intende	ed lear	ning outcomes				
ned by cessary with int ten con Throug	taking , to filt troduct tribution h the le	have acquired in-depth care of the seminar to er, to evaluate, tu critic ion of own scientifically on to the topic of Indus ecture, students learn to ne frame and to defend	deepen their knowledg ally analyze and to ask / based further develop trial Management, whi o present selected cont	e for making scientif each other. On this oments, the participa ch complies with the cent of their housewo	ic work, to research basis, and, where a ants will learn to pre principles of scient ork in a suitable form	literature ne- ppropriate, pare a writ- ific work.
Course	s (type	, number of weekly con	tact hours, language –	· if other than Germa	n)	
S (2)		, , , , , , , , , , , , , , , , , , , ,			,	
Method		sessment (type, scope, on on whether module			tion offered — if not	every seme-
b) term	paper	(approx. 20 to 25 page (approx. 15 to 20 pages ssessment: German an	s) and presentation (ap			
Allocat	ion of p	olaces				
by lot a number	mong a r of pla	Should the number of a all applicants irrespecti ces will be allocated in s they become available	ve of their subjects. (2) the same procedure. () Places on all course	es of the module wit	h a restricted
Additio	nal inf	ormation				
Worklo	ad					
300 h		-				
Teachir	ıg cycl	<u>م</u>				
		e: each semester				
Reierre	αιοιη	LPOI (examination reg		legree programmes)		
Module						
	-	ee (1 major) Economath				
	-	ee (1 major) Business M				
	-	ee (1 major) China Busi				
	-	ee (1 major) Internation	•	-		
	-	ee (1 major) China Lang	- ,	010 <i>)</i>		
	-	ee (1 major) Manageme ee (1 major) Internation		18)		
		r China Business and Econo-		enerated 19-Apr-2025 • exam	. reg. data re-	page 394 / 540
mics (2021)				CTS) China Business and Eco		

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

Semina	e title				Abbreviation	
Jennia	ar: Inte	rnational Economics			12-M-SIÖ-161-m01	
		•				
Module				Module offered by		
Dean of mics	f the Fa	iculty of Business Mana	gement and Econo-	Faculty of Managen	nent and Economics	
ECTS		od of grading	Only after succ. cor	mpl. of module(s)		
10	nume	rical grade				
Duratio	on	Module level	Other prerequisites	5		
1 seme	ster	graduate				
Conten	ts					
de, and	t topics d Cities	in international econon ; Outsourcing, Offshorin ization and the Environr	g and Multinational F	irms; Competition of	Locations, Jurisdicti	ions and Sy-
Literatu Peer-re		articles and/or monogr	aphs.			
		ning outcomes				
learn ai	nd app and re	rrent cutting-edge resea ly research methods. Th search both in written a peers.	e seminar style of the	e course teaches ther	n to present their ov	vn seminar
Course	s (type	, number of weekly cont	act hours, language -	– if other than Germa	n)	
S (2)						
		sessment (type, scope, l on on whether module o			tion offered — if not	every seme-
		oprox. 20 pages) and pressessment: German and		o minutes) with posi	tion paper (1 page),	weighted 3:1
Allocat	ion of _l	olaces				
		Should the number of a	pplications exceed th /e of their subjects. (2			
by lot a numbe	r of pla	ces will be allocated in the spectro s they become available	•		be maintained and p	
by lot a numbe cated b	r of pla by lot as	ces will be allocated in	•		be maintained and p	
by lot a numbe cated b	r of pla by lot as	ces will be allocated in t they become available	•		be maintained and p	
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by lot a numbe cated b Additio Worklo	r of pla by lot as onal inf	ces will be allocated in t they become available	•		be maintained and p	
by lot a numbe cated b Additio Worklo 300 h	r of pla by lot as onal inf ad	ces will be allocated in the sthey become available ormation	•		be maintained and p	
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by lot a numbe cated b Additio Worklo 300 h Teachir Teachir Referre	r of pla oy lot as nal inf ad ng cycl ng cycl ed to in	ces will be allocated in t s they become available ormation e e: each semester LPOI (examination reg	• 	(3) A waiting list will		
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by lot a numbe cated b Additio Worklo 300 h Teachir Teachir Referre Module Master Master	r of pla by lot as onal inf had ng cycle ed to in 's degr 's degr	ces will be allocated in t s they become available ormation e e: each semester LPOI (examination reg ars in ee (1 major) Economathe ee (1 major) Business M	ulations for teaching- ematics (2016) anagement (2015)	(3) A waiting list will degree programmes)		
by lot a numbe cated b Additio Worklo 300 h Teachin Teachin Referre Module Master Master Master	r of pla by lot as onal inf ad ng cycl ed to in 's degr 's degr 's degr	ces will be allocated in t s they become available ormation e e: each semester LPOI (examination reg urs in ee (1 major) Economathe	ulations for teaching- ematics (2016) anagement (2015) iess and Economics (2015)	(3) A waiting list will degree programmes) 2016)		
by lot a numbe cated b Additio Worklo 300 h Teachin Teachin Referre Module Master Master Master	r of pla by lot as onal inf onal info info info info info info info info	ces will be allocated in t s they become available ormation e e: each semester LPOI (examination reg urs in ee (1 major) Economathe ee (1 major) Business M ee (1 major) China Busir	ulations for teaching- ematics (2016) anagement (2015) iess and Economics (2016) al Economic Policy (2016)	 (3) A waiting list will degree programmes) 2016) 2015) 		
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Master's degree (1 major) International Economic Policy (2018) Master's degree (1 major) China Business and Economics (2019) Master's degree (1 major) China Language and Economy (2019) Master's degree (1 major) China Business and Economics (2021) Master's degree (1 major) China Language and Economy (2021) Master's degree (1 major) Economathematics (2021)

der of the Chair of Industrial Economics Factor Image: Solution of State Sta	ndustrial economics. Students, with the help of stion. Then they are expected to conduct research emester the students will present their findings dents will be able to ne literature;
der of the Chair of Industrial Economics Factor IS Method of grading Only after succ. compl. numerical grade ration Module level Other prerequisites emester graduate ntents s course covers selected advanced topics from the field of ir ir advisor, will choose a topic and formulate a research quest d write a paper on this research question. At the end of the s lly to an audience. ended learning outcomes er completing the course "Seminar: Industrieökonomik", stup perform a survey of the scientific literature on a given topic; critically assess the economic models and their findings in the describe the economic mechanisms underlying important economic meconomic mechanisms underlying important econ	culty of Management and Economics of module(s) ndustrial economics. Students, with the help of stion. Then they are expected to conduct research emester the students will present their findings dents will be able to ne literature;
der of the Chair of Industrial Economics Factor IS Method of grading Only after succ. compl. numerical grade ration Module level Other prerequisites emester graduate ntents s course covers selected advanced topics from the field of ir ir advisor, will choose a topic and formulate a research quest d write a paper on this research question. At the end of the s lly to an audience. ended learning outcomes er completing the course "Seminar: Industrieökonomik", stup perform a survey of the scientific literature on a given topic; critically assess the economic models and their findings in the describe the economic mechanisms underlying important economic meconomic mechanisms underlying important econ	culty of Management and Economics of module(s) ndustrial economics. Students, with the help of stion. Then they are expected to conduct research emester the students will present their findings dents will be able to ne literature;
Method of grading Only after succ. compl. numerical grade ration Module level Other prerequisites emester graduate ntents s course covers selected advanced topics from the field of ir ir advisor, will choose a topic and formulate a research quest dwrite a paper on this research question. At the end of the s lly to an audience. ended learning outcomes er completing the course "Seminar: Industrieökonomik", stu perform a survey of the scientific literature on a given topic; tritically assess the economic models and their findings in the describe the economic mechanisms underlying important economic meconomic meconomic mechanisms underlying important econom	of module(s) ndustrial economics. Students, with the help of stion. Then they are expected to conduct research emester the students will present their findings idents will be able to ne literature;
numerical grade ration Module level Other prerequisites emester graduate ntents s course covers selected advanced topics from the field of ir ir advisor, will choose a topic and formulate a research quest dwrite a paper on this research question. At the end of the s lly to an audience. ended learning outcomes er completing the course "Seminar: Industrieökonomik", stuperform a survey of the scientific literature on a given topic; critically assess the economic models and their findings in the describe the economic mechanisms underlying important economic meconomic meconomic meconomic mechanisms underlying important econom	ndustrial economics. Students, with the help of stion. Then they are expected to conduct research emester the students will present their findings dents will be able to ne literature;
Module level Other prerequisites emester graduate ntents s course covers selected advanced topics from the field of ir ir advisor, will choose a topic and formulate a research quest d write a paper on this research question. At the end of the s lly to an audience. ended learning outcomes er completing the course "Seminar: Industrieökonomik", stu perform a survey of the scientific literature on a given topic; critically assess the economic models and their findings in the describe the economic mechanisms underlying important economic	stion. Then they are expected to conduct research emester the students will present their findings dents will be able to ne literature;
emester graduate ntents s course covers selected advanced topics from the field of ir ir advisor, will choose a topic and formulate a research quest dwrite a paper on this research question. At the end of the s lly to an audience. ended learning outcomes er completing the course "Seminar: Industrieökonomik", stuperform a survey of the scientific literature on a given topic; critically assess the economic models and their findings in the describe the economic mechanisms underlying important economic	stion. Then they are expected to conduct research emester the students will present their findings dents will be able to ne literature;
ntents s course covers selected advanced topics from the field of ir ir advisor, will choose a topic and formulate a research quest d write a paper on this research question. At the end of the s lly to an audience. ended learning outcomes er completing the course "Seminar: Industrieökonomik", stu perform a survey of the scientific literature on a given topic; critically assess the economic models and their findings in the describe the economic mechanisms underlying important ec	stion. Then they are expected to conduct research emester the students will present their findings dents will be able to ne literature;
s course covers selected advanced topics from the field of ir ir advisor, will choose a topic and formulate a research quest d write a paper on this research question. At the end of the s lly to an audience. ended learning outcomes er completing the course "Seminar: Industrieökonomik", stu perform a survey of the scientific literature on a given topic; critically assess the economic models and their findings in the describe the economic mechanisms underlying important ec	stion. Then they are expected to conduct research emester the students will present their findings dents will be able to ne literature;
ir advisor, will choose a topic and formulate a research quest d write a paper on this research question. At the end of the s lly to an audience. ended learning outcomes er completing the course "Seminar: Industrieökonomik", stu perform a survey of the scientific literature on a given topic; critically assess the economic models and their findings in the describe the economic mechanisms underlying important ec	stion. Then they are expected to conduct research emester the students will present their findings dents will be able to ne literature;
er completing the course "Seminar: Industrieökonomik", stu perform a survey of the scientific literature on a given topic; critically assess the economic models and their findings in the describe the economic mechanisms underlying important ec	ne literature;
perform a survey of the scientific literature on a given topic; critically assess the economic models and their findings in the describe the economic mechanisms underlying important ec	ne literature;
suggest future research directions; present their findings to an audience.	
urses (type, number of weekly contact hours, language — if o	other than German)
2)	
thod of assessment (type, scope, language — if other than G r, information on whether module can be chosen to earn a b	onus)
m paper (approx. 20 pages) and presentation (approx. 20 minguage of assessment: German and/or English	inutes), weighted 2:1
ocation of places	
places. (1) Should the number of applications exceed the nu lot among all applicants irrespective of their subjects. (2) Pla nber of places will be allocated in the same procedure. (3) A ed by lot as they become available.	aces on all courses of the module with a restricted
ditional information	
rkload	
o h	
aching cycle	
iching cycle: each semester	
erred to in LPO I (examination regulations for teaching-deg	ree programmes)
dule appears in	
ster's degree (1 major) Economathematics (2016)	
ster's degree (1 major) Business Management (2015)	
ster's degree (1 major) China Business and Economics (2016	6)
ster's degree (1 major) International Economic Policy (2015)	
ster's degree (1 major) China Language and Economy (2016)	
ster's degree (1 major) Management (2018)	
ster's degree (1 major) International Economic Policy (2018)	
ster's degree (1 major) China Business and Economics (2019	
	ated 19-Apr-2025 • exam. reg. data re- China Business and Economics - 2021

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

Module title					Abbreviation			
Strateg	gic Mar	keting			12-M-SM-161-m01			
Module	e coord	inator		Module offered by	<u> </u>			
		Chair of Business Admi	nistration and Marke-	Faculty of Managen	ant and Economics			
ting	orthev	chair of Dusiness Auffi				•		
ECTS	Meth	od of grading	Only after succ. con	npl. of module(s)				
5	nume	rical grade						
Duratio	on	Module level	Other prerequisites	;				
1 seme	ster	graduate						
Conten	Its							
Descrip	ntion∙							
		aises awareness in stud	lents of the relevance a	and necessity of stra	tegic management i	n a competiti-		
		ical competitive proces				in a competiti		
	,							
Conten								
		marketing strategies as						
		roots of the concept of						
focus c	of the m	odule is on thinking in	competitive advantage	es, which is directly i	elated to responsib	le leadership.		
Outline	e of syll	ahus						
		e dynamics requires str	ategy and leadership					
		strategies, stakeholder		epreneurship				
		and tasks of corporate						
		e forces, strategies and						
		tegies and marketing n						
		nologies, new busines		oilities				
7. Natu	ire and	principles of responsib	ole management					
Readin	<i>a</i> .							
		938): The Functions of t	the Executive Harvard	University Press Car	nhridge Massachus	setts		
		R.; Eschenbach, S.; Kur						
		ed., Schäffer-Poesche		- <u>-</u>				
		2010): Strategic Manag		Approach, Cambridg	e University Press.			
		lippa, M. (2006): Strate		: Analyse, Entwicklur	g und Implementie	rung von Un-		
		rategien, 5th ed., Pears						
		H. H. (2011): Strategisch	ne Unternehmensführu	ng I. Strategisches	Denken, 8th ed., Er	rich Schmidt		
	, Berlin.	H. (2012): Strategische	Management in Unter	rnahman, Ziala Bra	zacca Varfahran	th ad		
Gabler	-		s management in onte		zesse venamen,	/11 eu.,		
		choles, K.; Whittington	. R. (2009): Fundamen	tals of Strategy. 1st e	ed., Financial Times	and Prentice		
Hall Ha		, , , , , , , , , , , , , , , , , , ,	,	, , , , , , , , , , , , , , , , , , ,	···· , ································			
Kotler,	P.; Ber	ger, R.; Bickhoff, N. (20	10): The Quintessence	of Strategic Manage	ment, Springer, Hei	delberg.		
		onaway RN (2014): The	Principles of Responsil	ble Management: Glo	bal Sustainability,	Responsibili-		
		Cengage Stamford.						
		urmannn, C.; Kirchgeor	g, M. (2012): Marketing	g Grundlagen markt	orientierter Unterne	enmenstüh-		
		, Gabler, Wiesbaden. 95): Ökonomische Orga	nisation der Industria	Notzworkarrangeme	nts zwischan Markt	und Unter		
•		oler, Wiesbaden.	misation der muustfle:	. weizweikandligellie		unu Unter-		
		is, G.; Lechner, C. (201	1): Strategisches Mana	gement Wie strates	gische Initiativen zu	m Wandel		
		I., Schäffer-Poeschel St	_		,			
		99): Wettbewerb und S		(Original: Porter, M.:	On Competition, Bo	oston, 1998.)		
		14): Wettbewerbsvortei			upten, 8th ed., Cam	pus Frank-		
furt / N	lew Yor	k. (Original: Porter, M.:	Competitive Advantag	e, New York, 1985)				
		r China Business and Econo-		enerated 19-Apr-2025 • exam	-	page 400 / 540		
nics (2021	.)		cord Master (120 E	ECTS) China Business and Eco	nomics - 2021			

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

Intended learning outcomes

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

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

V (2) + Ü (2)

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

written examination (approx. 60 minutes)

Language of assessment: German and/or English

Allocation of places

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Additional information

--

Workload

150 h

Teaching cycle

Teaching cycle: after announcement

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

Module appears in

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

Modul				Abbreviation	
Strate	gic Management of Global Su	pply Chains		12-M-SMGS-182-m	01
Modul	e coordinator		Module offered by	<u> </u>	
	of the Chair of Logistics and ()uantitative Methods			
ECTS	Method of grading	Only after succ. con	· · ·		
5	numerical grade				
Duratio	· · · · · · · · · · · · · · · · · · ·	Other prerequisites			
1 seme	13				
Conter					
	course "Strategic Managemen les of building an efficient glo				
Intend	ed learning outcomes				
(i) can results	ompleting this course student apply the basic methods and a and derstand the effects of global	concepts of supply cha			l evaluate the
Course	es (type, number of weekly con	ntact hours, language –	- if other than Germa	ın)	
V (2) + Module	Ü (2) e taught in: English				
	d of assessment (type, scope,	language — if other th	an German, examina	tion offered — if not	every seme-
	formation on whether module				every seme-
	examination (approx. 60 min				
	age of assessment: German a Ible for bonus	nd/or English			
Allocat	tion of places				
Additio	onal information				
Worklo	bad				
150 h					
	ng cycle				
	ng cycle: no courses offered				
	· · ·	gulations for togetime			
Referre	ed to in LPO I (examination re	guiations for teaching-	uegree programmes)		
	e appears in				
	r's degree (1 major) Managem				
	r's degree (1 major) Internation	•			
	r's degree (1 major) China Bus				
Master	r's degree (1 major) China Lan	,	019)		
	r's degree (1 major) Informatio	n Systems (2019)	,		
Master					
Master Master	r's degree (1 major) China Bus				
Master Master Master	r's degree (1 major) China Bus r's degree (1 major) China Lan	guage and Economy (20			
Master Master Master Master	r's degree (1 major) China Bus r's degree (1 major) China Lan r's degree (1 major) Economat	guage and Economy (20 hematics (2021)			
Master Master Master Master Master	r's degree (1 major) China Bus r's degree (1 major) China Lan	guage and Economy (20 hematics (2021) n Systems (2022)	021)		
Master Master Master Master Master Master	r's degree (1 major) China Bus r's degree (1 major) China Lan r's degree (1 major) Economat r's degree (1 major) Informatio	guage and Economy (20 hematics (2021) n Systems (2022) nal Economic Policy (20	021)		page 402 / 540



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

Module	title				Abbreviation	
Advanc	ed Sem	inar: Econometrics			12-M-SOE-182-m01	
Module	coordi	nator		Module offered by	I	
		hair of Econometrics				
			Only offer avec an	Faculty of Management and Economics		
ECTSMethod of gradingOnly after succ10numerical grade		Only after succ. cor	npl. of module(s)			
	r					
	DurationModule levelOther prerequiresemestergraduate			5		
		graduate				
Conten	ts					
quired t	to inde	pendently familiarise		spective topics and t	conometrics. Students will be re- o present the results of their work	
Intende	ed learn	ing outcomes				
			endently academic publ writing by conventiona		evance for a given theme. They s.	
Courses	s (type,	number of weekly co	ntact hours, language -	– if other than Germa	an)	
S (2)						
	l of ass	essment (type, scope	, language — if other th	an German, examina	ation offered — if not every seme-	
			e can be chosen to earn			
term pa	aper (ap	prox. 15 pages) and r	presentation (approx. 2	5 minutes), weighted	2:1	
		ssessment: German a				
Allocati	ion of p	laces				
10 place	es. (1) S	Should the number of	applications exceed th	e number of availabl	e places, places will be allocated	
					es of the module with a restricted	
				(3) A waiting list will	be maintained and places re-allo-	
	· ·	they become availab	lle.			
Additio	nal info	ormation				
Worklo	ad					
300 h						
Teachir	ng cycle	9				
Teachir	ng cycle	: each semester				
			egulations for teaching-	degree programmes)	
Madula		va in				
Module						
	-	e (1 major) Managem	nal Economic Policy (20	10)		
	-		siness and Economics (20			
	-		iguage and Economy (20			
	-	-	siness and Economics (a	-		
	-	-	guage and Economy (2)			
	-	e (1 major) Economat	, ,	/		
	-	-	nal Economic Policy (20	022)		
	-	e (1 major) Managem		÷		
	-	e (1 major) Economat				
			ement and Economics ((2022)		

Module	e title				Abbreviation	
Econon	nics of	Tax Planning			12-M-SP-161-m01	
Module	o coord	inator		Module offered by	<u> </u>	
		Chair of Business Manag	rement and Business		nent and Economics	
Taxatio		LIIAII OI DUSIIIESS Mallag	sement and business	Faculty of Managen		
			Only after succ. con	npl. of module(s)		
5	nume	rical grade				
Duratio	n	Module level	Other prerequisites			
1 seme	ster	graduate				
Conten	ts					
dels for ees. Th	r invest erefore	eals with tax effects on f ment decisions, financi , the interaction of corp in English is available of	ng decisions, firm valu orate and personal inc	uation, dividend poli	cy and remuneration of	
		ning outcomes				
(i) coml nance; (ii) ana luation	bine th lyze the of inve	ables students to eir knowledge of tax law e effect of taxes on fund estment, financial assets discuss research and po	amental economic de 5, forms of remunerati	cisions, e.g. investm on for employees inc	ent and financing decis	sions, eva-
		, number of weekly cont			n)	
V (2) +						
ster, inf a) writte b) term c) oral e	formati en exai paper examin ge of a	eessment (type, scope, l on on whether module of mination (approx. 60 mi (approx. 15 pages) or ation of one candidate of ssessment: German and bonus	can be chosen to earn nutes) or each (approx. 20 minu	a bonus)	tion offered — if not ev	ery seme-
Allocat			-			
Additio	nal inf	ormation				
Worklo	ad					
150 h						
Teachir		9				
		e: winter semester	ulations for to a lite			
Kererre	a to in	LPO I (examination reg	ulations for teaching-	legree programmes)		
Module			matics (ask()			
		ee (1 major) Economathe ee (1 major) Business In		216)		l
	-	ee (1 major) Business M	•	510)		
	-	ee (1 major) China Busin		2016)		
	-	ee (1 major) Internationa				
		ee (1 major) China Langu				
	-	ee (1 major) Managemer	- ,	- /		
Master's wi	ith 1 majo	r China Business and Econo-	JMU Würzburg • g	enerated 19-Apr-2025 • exam	-	age 405 / 540
mics (2021))		cord Master (120 E	CTS) China Business and Eco	nomics - 2021	

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

Module					Abbreviation
Industr	ial Maı	nagement 3			12-M-SPM-182-m01
Module	e coord	inator		Module offered by	
holder Manage		Chair of Business Manage	ement and Industrial	Faculty of Managen	nent and Economics
ECTS	Metho	od of grading	Only after succ. com	pl. of module(s)	
5	nume	rical grade			
Duratio	n	Module level	Other prerequisites		
1 seme	ster	graduate			
Conten	ts				
ning an Studen cal moo princip	d cont ts will I dels wi les of v	rol concepts. become familiar with the Il be used for analysing b	essentials of strateg oth economic and ec	ic production manag ological issues. In a	gement and, in particular, plan- rement. Theoretical and analyti- ddition, the module will discuss ing the development of integra-
Intende	ed leari	ning outcomes			
After co strategy the mai	ompleti y struct in strat	on of the module studen ured and goal-oriented in	n a global context usi in production mana	ng appropriate meth gement and evaluate	swer questions of operations nods. Furthermore, they know e and apply planning and control
Course	s (type	, number of weekly conta	ct hours, language —	if other than Germa	n)
V (2) + Course		night also be offered as e	Learning, seminary,	workshop, etc.	
		essment (type, scope, la on on whether module ca			tion offered — if not every seme-
b) prese c) term d) entir e) portf	entatio paper ely or p olio (ap ge of a	nination (approx. 40 to 6 n (approx. 20 minutes) a (30 to 40 pages) or partly computerised writte pprox. 20 pages) ssessment: German and, bonus	nd term paper (15 to en examination (appr	, , , , ,	1:1 or
Allocat	ion of p	olaces			
20 plac by lot a numbe	es. (1) mong a r of pla	Should the number of ap all applicants irrespective	e of their subjects. (2)) Places on all course	e places, places will be allocated es of the module with a restricted be maintained and places re-allo-
Additio	nal inf	ormation			
Worklo	ad				
150 h					
Teachir	ng cycl	e			
		e: after announcement			
		LPOI (examination regu	lations for teaching-o	legree programmes)	
Module	e appea	irs in			
		ee (1 major) Management	t (2018)		

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

	e title				Abbreviation	
Advanc	ced Semi	nar: Topics in Personn	el Economics and Org	ganizational Theory	12-M-SPO-182-mo	1
Module	e coordin	ator		Module offered by	I	
holder	of the Ch	air for Human Resourc	ce Management and		anagement and Economics	
Organis			e management and			-
ECTS		l of grading	Only after succ. con	npl. of module(s)		
10	· · · · · · · · · · · · · · · · · · ·	cal grade		• • • •		
Duratio	on 🚺	Module level	Other prerequisites	i		
1 seme		graduate				
Conten	its	-				
		rite a seminar paper or	n deliver a talk on an	d discuss current iss	ues in the field of h	uman re-
		ement and organisatio				
		ng outcomes	-			
		arn to handle, write in	own words prosont :	and discuss current	rocoarch litoraturo ir	n tha araa hu
		nanagement and orgar	•			i ine area nu-
		number of weekly cont		- if other than Germa	un)	
S (2)						
• •	e taught i	in: English				
		ssment (type, scope, l	 anguage — if other th	an German examina	ition offered — if no	t everv seme-
		n on whether module of				covery seme-
					g discussion (appro	ox. 50 minu-
				lesellianon muuum		
	eighted 1		esentation with sub-p		S discussion (appro	-
tes), we	eighted 1				S allocation (appro	-
tes), we Langua Allocat	eighted 1 age of ass tion of pla	:1 sessment: German and aces	d/or English			-
tes), we Langua Allocat 20 plac by lot a numbe	eighted 1 age of ass ion of pl ces. (1) S among al er of place	aces hould the number of a l applicants irrespectives will be allocated in the second	d/or English pplications exceed th /e of their subjects. (2 the same procedure. (e number of availabl) Places on all cours	e places, places wil es of the module wi	ll be allocated
tes), we Langua Allocat 20 plac by lot a numbe cated b	eighted 1 age of ass ion of pla ces. (1) S among al er of place by lot as t	1:1 Sessment: German and aces hould the number of a l applicants irrespectives will be allocated in they become available	d/or English pplications exceed th /e of their subjects. (2 the same procedure. (e number of availabl) Places on all cours	e places, places wil es of the module wi	ll be allocated
tes), we Langua Allocat 20 plac by lot a numbe cated b	eighted 1 age of ass ion of pl ces. (1) S among al er of place	1:1 Sessment: German and aces hould the number of a l applicants irrespectives will be allocated in they become available	d/or English pplications exceed th /e of their subjects. (2 the same procedure. (e number of availabl) Places on all cours	e places, places wil es of the module wi	ll be allocated
tes), we Langua Allocat 20 plac by lot a numbe cated b Additio	eighted 1 age of ass ion of pla ces. (1) Si among al er of place by lot as t onal infor	1:1 Sessment: German and aces hould the number of a l applicants irrespectives will be allocated in they become available	d/or English pplications exceed th /e of their subjects. (2 the same procedure. (e number of availabl) Places on all cours	e places, places wil es of the module wi	ll be allocated
tes), we Langua Allocat 20 plac by lot a numbe cated b Additio Worklo	eighted 1 age of ass ion of pla ces. (1) Si among al er of place by lot as t onal infor	1:1 Sessment: German and aces hould the number of a l applicants irrespectives will be allocated in they become available	d/or English pplications exceed th /e of their subjects. (2 the same procedure. (e number of availabl) Places on all cours	e places, places wil es of the module wi	ll be allocated th a restricted
tes), we Langua Allocat 20 plac by lot a numbe cated b Additio Worklo 300 h	eighted 1 age of ass ion of pl a ces. (1) Sl among al er of place by lot as t onal infor oad	1:1 Sessment: German and aces hould the number of a l applicants irrespectives will be allocated in they become available	d/or English pplications exceed th /e of their subjects. (2 the same procedure. (e number of availabl) Places on all cours	e places, places wil es of the module wi	ll be allocated
tes), we Langua Allocat 20 plac by lot a numbe cated b Additio Worklo 300 h Teachin	eighted 1 age of ass ion of pla ces. (1) S among al er of place by lot as t onal infor bad	aces hould the number of a l applicants irrespectives will be allocated in they become available they become available	d/or English pplications exceed th /e of their subjects. (2 the same procedure. (e number of availabl) Places on all cours	e places, places wil es of the module wi	ll be allocated
tes), we Langua Allocat 20 plac by lot a numbe cated b Additio Worklo 300 h Teachin Teachin	eighted 1 age of ass ion of pla ces. (1) Sl among al er of place by lot as t onal infor oad ng cycle	each semester	d/or English pplications exceed th /e of their subjects. (2 the same procedure. (e number of availabl) Places on all cours (3) A waiting list will	e places, places wil es of the module wi be maintained and p	ll be allocated th a restricted
tes), we Langua Allocat 20 plac by lot a numbe cated b Additio Worklo 300 h Teachin	eighted 1 age of ass ion of pla ces. (1) Sl among al er of place by lot as t onal infor oad ng cycle	aces hould the number of a l applicants irrespectives will be allocated in they become available they become available	d/or English pplications exceed th /e of their subjects. (2 the same procedure. (e number of availabl) Places on all cours (3) A waiting list will	e places, places wil es of the module wi be maintained and p	ll be allocated
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tes), we Langua Allocat 20 plac by lot a numbe cated b Additio Worklo 300 h Teachin Teachin Referre	eighted 1 age of ass ion of pla ces. (1) S among al r of place by lot as t onal infor bad ng cycle ed to in L e appears	i:1 sessment: German and aces hould the number of a l applicants irrespectives will be allocated in they become available rmation each semester PO I (examination reg	d/or English pplications exceed th ve of their subjects. (2 the same procedure. (e number of availabl) Places on all cours (3) A waiting list will	e places, places wil es of the module wi be maintained and p	ll be allocated
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tes), we Langua Allocat 20 plac by lot a numbe cated b Additio Worklo 300 h Teachin Teachin Referre Module Master Master	eighted 1 age of ass ion of pla ces. (1) Si among al er of place by lot as t onal infor oad ng cycle: ed to in L e appears 's degree	i:1 sessment: German and aces hould the number of a l applicants irrespectives will be allocated in the they become available rmation each semester PO I (examination reg s in e (1 major) Management e (1 major) Internationa	d/or English pplications exceed th /e of their subjects. (2 the same procedure. (ulations for teaching- nt (2018) al Economic Policy (20	e number of availabl) Places on all cours (3) A waiting list will degree programmes)	e places, places wil es of the module wi be maintained and p	ll be allocated
tes), we Langua Allocat 20 plac by lot a numbe cated b Additio Worklo 300 h Teachin Teachin Referre Master Master Master	eighted 1 age of ass ion of pla ces. (1) S among al er of place by lot as t onal infor oad ng cycle: ed to in L e appears d's degree d's degree	each semester POI (examination reg s in (1 major) Managemere (1 major) China Busir	d/or English pplications exceed th ve of their subjects. (2 the same procedure. (. ulations for teaching- nt (2018) al Economic Policy (2c) ness and Economics (2	e number of availabl) Places on all cours (3) A waiting list will degree programmes) 018) 2019)	e places, places wil es of the module wi be maintained and p	ll be allocated
tes), we Langua Allocat 20 plac by lot a numbe cated b Additio Worklo 300 h Teachin Teachin Referre Module Master Master Master Master	eighted 1 age of ass ion of pla ces. (1) Sl among al r of place by lot as t onal infor bad ng cycle ed to in Ll e appears d's degree d's degree	each semester PO I (examination reg (1 major) Managemere (1 major) China Busir (1 major) China Langu	d/or English pplications exceed th ve of their subjects. (2 the same procedure. (. ulations for teaching- nt (2018) al Economic Policy (20 uage and Economy (20)	e number of availabl) Places on all cours (3) A waiting list will degree programmes) 018) 2019)	e places, places wil es of the module wi be maintained and p	ll be allocated
tes), we Langua Allocat 20 plac by lot a numbe cated b Additio Worklo 300 h Teachin Teachin Referre Module Master Master Master Master	eighted 1 age of ass ion of pla ces. (1) Sl among al er of place by lot as t onal infor oad ng cycle: ed to in Ll e appears 's degree 's degree 's degree	each semester PO I (examination reg in major) Managemere (1 major) Managemere (1 major) China Busire	d/or English pplications exceed th /e of their subjects. (2 the same procedure. (. ulations for teaching- nt (2018) al Economic Policy (20 bess and Economics (e number of availabl) Places on all course (3) A waiting list will degree programmes) 018) 2019) 2021)	e places, places wil es of the module wi be maintained and p	ll be allocated
tes), we Langua Allocat 20 plac by lot a numbe cated b Additio Worklo 300 h Teachin Teachin Referre Module Master Master Master Master Master	eighted 1 age of ass ion of pla ces. (1) Si among al er of place by lot as t onal infor oad ng cycle: ed to in Ll e appears 's degree 's degree 's degree 's degree	each semester PO I (examination reg (1 major) Managemere (1 major) China Busire	d/or English pplications exceed th ve of their subjects. (2 the same procedure. (. ulations for teaching- nt (2018) al Economic Policy (20 bess and Economics (2 uage and Economics (2 uage and Economy (20 bess and Econo	e number of availabl) Places on all course (3) A waiting list will degree programmes) 018) 2019) 2021)	e places, places wil es of the module wi be maintained and p	ll be allocated
tes), we Langua Allocat 20 plac by lot a numbe cated b Additio Worklo 300 h Teachin Teachin Referre Master Master Master Master Master Master Master Master	eighted 1 age of ass ion of pla ces. (1) Si among al r of place by lot as t onal infor oad ng cycle: ed to in L e appears 's degree 's degree 's degree 's degree 's degree	each semester POI (examination reg (1 major) China Busir (1 major) China Langu (1 major) China Busir (1 major) China Busir (1 major) China Busir (1 major) China Langu (1 major) Economath	d/or English pplications exceed th ve of their subjects. (2 the same procedure. (. ulations for teaching- nt (2018) al Economic Policy (20 hess and Economics (2 hess and Economics (2 hess and Economy (20 hess and Econo	e number of availabl) Places on all cours (3) A waiting list will degree programmes) 018) 2019) 2021) 021)	e places, places wil es of the module wi be maintained and p	ll be allocated
tes), we Langua Allocat 20 plac by lot a numbe cated b Additio Worklo 300 h Teachin Teachin Referre Module Master Master Master Master Master Master Master Master Master	eighted 1 age of ass ion of pla ces. (1) Sl among al r of place by lot as t onal infor bad ng cycle r ad r ad r ad r ad r ad r ad r ad r ad	each semester PO I (examination reg (1 major) Anagemere (1 major) China Busire (1 major) China Langu	d/or English pplications exceed th ve of their subjects. (2 the same procedure. (e number of availabl) Places on all cours (3) A waiting list will degree programmes) 018) 2019) 2021) 021)	e places, places wil es of the module wi be maintained and p	ll be allocated
tes), we Langua Allocat 20 plac by lot a numbe cated b Additio Worklo 300 h Teachin Teachin Teachin Referre Master Master Master Master Master Master Master Master Master Master Master	eighted 1 age of ass ion of pla ces. (1) Si among al er of place by lot as t onal infor oad ng cycle: ed to in Ll e appears d's degree d's degree	each semester POI (examination reg (1 major) China Busir (1 major) China Langu (1 major) China Busir (1 major) China Busir (1 major) China Busir (1 major) China Langu (1 major) Economath	d/or English pplications exceed th ve of their subjects. (2 the same procedure. (. ulations for teaching- nt (2018) al Economic Policy (20 uage and Economy	e number of availabl) Places on all cours (3) A waiting list will degree programmes) 018) 2019) 2021) 021)	e places, places wil es of the module wi be maintained and p	ll be allocated
tes), we Langua Allocat 20 plac by lot a numbe cated b Additio Worklo 300 h Teachin Teachin Teachin Referre Master Master Master Master Master Master Master Master Master Master Master Master Master Master	eighted 1 age of ass ion of pla ces. (1) Si among al er of place by lot as t onal infor oad ng cycle: d to in Ll e appears 's degree 's degree 's degree 's degree 's degree 's degree 's degree 's degree 's degree 's degree	each semester PO I (examination reg (1 major) Managemere (1 major) China Busire (1 major) C	d/or English pplications exceed th ve of their subjects. (2 the same procedure. (. ulations for teaching- nt (2018) al Economic Policy (20 ness and Economy	e number of availabl) Places on all cours (3) A waiting list will degree programmes) 018) 2019) 2021) 021)	e places, places wil es of the module wi be maintained and p	ll be allocated



exchange program Business Management and Economics (2022)

Module				-	Abbreviation	
Advanc	ced Sen	ninar: Selected Problen	ıs in Analytical Tax Re	search	12-M-SSL-161-m01	
Modulo	e coord	inator		Module offered by	<u> </u>	
		Chair of Business Mana	gement and Business		nent and Economics	
Taxatio						
ECTS				pl. of module(s)		
10	1	rical grade				
Duratio	on	Module level	Other prerequisites			
1 seme	ester	graduate				
Conten	nts					
arch pa Althou	apers in gh the s	r, current problems of t German and/or Englis seminar will be held in o t prefers this to Germar	h language. German, individual ser			
Intend	ed learı	ning outcomes				
		nar, students are able				
• t	o analy	ze a complex issue in t		methods,		
		fy problems and to sug				
		late and to defend thei			```	
	es (type	number of weekly con	tact hours, language –	- if other than Germa	in)	
S (2)						
		essment (type, scope, on on whether module			tion offered — if not	every seme-
		oprox. 20 to 25 pages) a ssessment: German an		rox. 20 minutes), we	ighted 2:1	
Allocat	tion of p	olaces				
by lot a numbe	among a er of pla	Should the number of a all applicants irrespecti ces will be allocated in they become available	ve of their subjects. (2) the same procedure. () Places on all cours	es of the module wit	h a restricted
Additic	onal inf	ormation				
Worklo	ad					
300 h						
Teachi	ng cycl	9				
		e: each semester				
			ulations for toaching	dograa programmac)		
Neielle		LPOI (examination reg		iegree programmes)		
		ve in				
	e appea		emetice (ess()			
Mcat-	s aegre	ee (1 major) Economath	ematics (2016)			
	-	an (1 major) Rusinoss M	anagement (2015)			
Master	's degr		lanagement (2015) ness and Economics (2	2016)		
Master Master	's degro	ee (1 major) China Busi	ness and Economics (2			
Master Master Master	's degro 's degro 's degro	ee (1 major) China Busi ee (1 major) Internation	ness and Economics (2 al Economic Policy (20	15)		
Master Master Master Master	f's degro f's degro f's degro f's degro	ee (1 major) China Busi	ness and Economics (2 al Economic Policy (20 uage and Economy (20	15)		
Master Master Master Master Master	f's degro f's degro f's degro f's degro f's degro	ee (1 major) China Busi ee (1 major) Internation ee (1 major) China Lang	ness and Economics (2 al Economic Policy (20 uage and Economy (20 nt (2018)	15) 016)		
Master Master Master Master Master Master	f's degro f's degro f's degro f's degro f's degro f's degro	ee (1 major) China Busi ee (1 major) Internation ee (1 major) China Lang ee (1 major) Manageme	ness and Economics (2 al Economic Policy (20 uage and Economy (20 nt (2018) ness and Economics (2	15) 016) 2019)		
Master Master Master Master Master Master Master	degra degra degra degra degra degra degra degra degra	ee (1 major) China Busi ee (1 major) Internation ee (1 major) China Lang ee (1 major) Manageme ee (1 major) China Busi	ness and Economics (2 al Economic Policy (20 uage and Economy (20 nt (2018) ness and Economics (2 uage and Economy (20	15) 016) 2019)	reg data re	page 411 / 540

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

Module	title				Abbreviation	
Tax Acc	counting	g			12-M-STB-161-m01	
Module	coordi	nator		Module offered by	<u> </u>	
		hair of Business Mana	rement and Business	· · · · ·	ant and Economics	,
Taxatio		inali of Dusiliess Malla	gement and Dusiness	I aculty of Mallagen		•
ECTS		d of grading	Only after succ. con	nnl. of module(s)		
5		ical grade				
Duratio	L	Module level	Other prerequisites			
1 seme		graduate				
		graduate	1			
Conten						
steuerg	<i>esetz</i> , I	troduces the various m EStG). It discusses the r s of income calculation	nain reporting and val			
Intende	ed learn	ing outcomes				
		in-depth knowledge of	tax accounting of con	nanies and are able	to solve moderate t	to complex
		x accounting in particu				
		number of weekly cont	· · ·			
V (2) +					,	
					tion offered if	
		essment (type, scope, on on whether module			tion offered — if not	every seme-
a) writt	en exan	nination (approx. 60 m	nutes) or			
		(approx. 15 pages) or	,			
		ation of one candidate		ites)		
		ssessment: German an	d/or English			
credita	ble for l	oonus	_			
Allocat	ion of p	laces				
Additio	nal info	ormation	_			
			_			
Worklo	ad					
150 h						
Teachi	ıg cycle	9				
Teachir	ng cycle	: summer semester				
		LPOI (examination reg		legree programmec)		
Referre						
 Module	20000	rc in				
			emetica (a a x ()			
		ee (1 major) Economath ee (1 major) Business In		216)		
	-	ee (1 major) Business in ee (1 major) Business M		(010)		
	-	ee (1 major) Business M		2016)		
	-	e (1 major) Internation				
	-	ee (1 major) China Lang	•	-		
	-	ee (1 major) Manageme				
	-	ee (1 major) China Busir		2019)		
	-	ee (1 major) China Lang		-		
	-	e (1 major) Information				
	-	ee (1 major) China Busir		2021)		
Master's wi	th 1 maior	China Business and Econo-	IMU Würzhurg ● g	enerated 19-Apr-2025 • exam	. reg. data re-	page 413 / 540
nics (2021)				CTS) China Business and Eco	-	

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

Module title Abbreviation						
Advand	Advanced Seminar: Monetary policy 12-M-SV1-161-m01					
Modul	e coord	inator		Module offered by		
		Chair of Monetary Econor Markets	nics and Internatio-	Faculty of Managem	nent and Economics	
ECTS	ECTS Method of grading Only after succ. compl. of module(s)					
10						
Duratio	on	Module level	Other prerequisites			
1 seme	ester	graduate				
Conten	nts					
Gainin licy.	g a mor	e in-depth understandin	g of specific problem	s of macroeconomic	s and, in particular, ı	nonetary po-
Format	t of the	module: seminar				
	uisites: fields.	Basic knowledge of mac	croeconomics as taug	ht in Bachelor progra	ams in Economics, B	usiness or
Usabili	ity: Mas	ster International Econom	nic Policy			
Requir minar	ements	for getting credit points	according to the Euro	opean Credit Transfer	System (ECTS): Pas	sing the se-
ECTS a	nd grac	ling: 10 ECTS, Grading or	n a scale from 1-5 bas	ed on a seminar pres	sentation and a semi	nar paper
Freque	ncy of t	he module: Each term				
Worklo	ad: 300	o hours				
Duratio	on: 1 Se	mester				
		ning outcomes				
		able to independently inv ition, they are able to pre				
Course	es (type	, number of weekly conta	act hours, language –	- if other than Germa	n)	
S (2)						
		sessment (type, scope, la ion on whether module c			tion offered — if not	every seme-
		oprox. 20 to 25 pages) ar ssessment: German and		rox. 20 minutes), wei	ghted 2:1	
	tion of p		<u> </u>			
10 plac by lot a numbe	ces. (1) among a er of pla	Should the number of ap all applicants irrespectiv ces will be allocated in t s they become available.	e of their subjects. (2 he same procedure. () Places on all course	es of the module wit	h a restricted
Additio	onal inf	ormation				
Worklo	ad					
300 h						
Teachi	ng cycl	e				
Teachi	ng cycle	e: after announcement				
Master's w mics (2021		r China Business and Econo-		enerated 19-Apr-2025 • exam (CTS) China Business and Eco	-	page 415 / 540

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

Module appears in

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

Module	title			Abbreviation		
Advanc	ed Seminar: Public Finance			12-M-SV5-161-m01		
	e coordinator		Module offered by			
	of the Chair of Public Finance					
ECTS	Method of grading	Only after succ. compl. of module(s)				
10	numerical grade					
Duratio		Other prerequisites				
1 seme	ster graduate					
Conten	ts					
	g a more in-depth understandir onomic journal articles in Germ			es on public financ	e using scien-	
	ed learning outcomes	0.1.0				
	e seminar, students can	_				
(i) cons (ii) crea (iii) dea	solidate acquired knowledge an ate, present and defend a scier al with the working papers of or pare beter for the processing o	itific paper; ther participants;	additional technique	s of scientific work;	;	
	s (type, number of weekly cont		if other than Germa	n)		
S (2)			n other than defina	11)		
	1 - 6			1:		
	d of assessment (type, scope, l formation on whether module			tion offered — if no	t every seme-	
Langua	aper (approx. 20 to 25 pages) a ge of assessment: German and ment offered: Once a year, sun	d/or English	ox. 20 minutes), wei	ghted 2:1		
	ion of places					
by lot a numbe	es. (1) Should the number of a mong all applicants irrespective r of places will be allocated in any lot as they become available	ve of their subjects. (2) the same procedure. () Places on all cours	es of the module wi	ith a restricted	
Additio	nal information					
 Worklo	ad					
300 h	du					
-	ng cycle					
	ng cycle: each semester					
		ulations for tooshing				
Reieffe	d to in LPO I (examination reg	utations for teaching-(regree programmes)			
	•					
	e appears in					
	's degree (1 major) Economath					
	's degree (1 major) Business M					
	's degree (1 major) China Busir					
	's degree (1 major) Internationa	-	-			
	's degree (1 major) China Langu 's degree (1 major) Managemeu		10)			
	's degree (1 major) Managemei 's degree (1 major) Internationa		18)			
	's degree (1 major) Internationa 's degree (1 major) China Busir					
	's degree (1 major) China Bush 's degree (1 major) China Langi		-			
Master's wi	th 1 major China Business and Econo-	IM∐ Würzhurσ● σ	enerated 19-Apr-2025 • exam	. reg. data re-	page 417 / 540	
nics (2021)			CTS) China Business and Eco	-		

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

Module	e title				Abbreviation
Practic	al Semi	inar: Economic Journalisı	n		12-M-SWJ-182-m01
Module	e coord	inator		Module offered by	
holder	of the F	Professorship of Economi	c Journalism	Faculty of Managem	nent and Economics
ECTS	Metho	od of grading	Only after succ. com	pl. of module(s)	
10	nume	rical grade			
Duratio	on	Module level	Other prerequisites		
1 seme	ster	graduate			
Conten	ts				
their pl ledge o as well	acemen of econo as to s	nts at company or other i omics journalism. Studen	nstitution at which th ts will be required to	ney will have an oppo prepare a practical	urnalism. They must complete ortunity to gain an in-depth know- report on the placement module a certificate issued by the place-
Intende	ed learr	ning outcomes			
		rengthens practical comp mics journalism.	petences and encour	ages work experienc	es. So it prepares for the career
Course	s (type	, number of weekly conta	ct hours, language —	- if other than Germa	n)
V (2) +	Ü (2)				
ster, in portfoli	formati io on ol	on on whether module ca oservation visit, including ssessment: German and,	an be chosen to earn g work samples (appr	a bonus)	tion offered — if not every seme-
Allocat	ion of p	olaces			
 Additio	nal info	ormation			
Worklo	ad				
300 h					
Teachi	ng cycl	e			
		e: each semester			
Referre	d to in	LPOI (examination regu	lations for teaching-o	legree programmes)	
Module	e appea	irs in			
Master	's degre	ee (1 major) Management	: (2018)		
	-	ee (1 major) China Busine		•	
	-	ee (1 major) China Langua		•	
	-	ee (1 major) China Busine			
	-	ee (1 major) China Langua	• , .)21)	
	-	ee (1 major) Economathe ee (1 major) Management			
		ee (1 major) Economathe			
	5 40510				

Advanc	e title				Abbreviation	
1	Advanced Seminar: Labour Economics 12-M-SWOSP-182-m01					n01
					12 11 31 031 102 1	
Module	e coordinat	or		Module offered by		
holder	holder of the Chair of Labour Economics Faculty of Management and Economics					
ECTS Method of grading Only after succ. compl. of module(s)						
10	numerical	-				
Duratio		dule level	Other prerequisites			
1 seme	ster gra	duate				
Conten	ts					
people allow s The rec	This seminar targets any students interested in acquiring the skills to conduct an empirical study to understand people's social behavior and social preferences. We will read and discuss scientific methodological papers that allow students to acquire the necessary empirical tools to conduct an empirical thesis. The recurring topic will be related to the origins of social cohesion and social preferences, the role of the family and the school in shaping children's social behavior and preferences.					
	ed learning		·			
This se ses on	minar is de the acquisi	signed to acquire	the skills to write a mas ools - mostly related to and preferences.			
Course	s (type, nur	nber of weekly cor	ntact hours, language –	- if other than Germa	n)	
S (2)						
			language — if other th can be chosen to earn		ition offered — if not	every seme-
		20 pages) and pressisment: German ar	sentation (approx. 20 m nd/or English	iinutes), weighted 2:	1	
Allocat	ion of place	25				
10 places. (1) Should the number of applications exceed the number of available places, places will be allocated by lot among all applicants irrespective of their subjects. (2) Places on all courses of the module with a restricted number of places will be allocated in the same procedure. (3) A waiting list will be maintained and places re-allo- cated by lot as they become available.						
cated b		y become availabl	e.	<i>,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,</i>	· · · · · · · · ·	
	onal informa	•	e			
	onal informa	•	e			
		•	e			
Additio 		•	e			
Additio Worklo 300 h	ad	•	e			
Additio Worklo 300 h Teachin	ad ng cycle	ation	e			
Additio Worklo 300 h Teachin Teachin	n g cycle ng cycle: aff	ation				
Additio Worklo 300 h Teachin Teachin	n g cycle ng cycle: aff	ation	e.			
Additio Worklo 300 h Teachin Teachin Referre	n g cycle ng cycle: aft ed to in LPO	ation ter announcement I (examination re				
Additio 300 h Teachin Teachin Referre Module	ng cycle ng cycle: aff ed to in LPO e appears ir	ation ter announcement I (examination re	gulations for teaching-			
Additio Worklo 300 h Teachin Teachin Referre Module	ng cycle ng cycle: aff ed to in LPO e appears ir 's degree (1	ation ter announcement I (examination re n major) Manageme	gulations for teaching-o	degree programmes)		
Additio Worklo 300 h Teachin Teachin Referre Module Master Master	ng cycle ng cycle: aft ed to in LPO e appears in 's degree (1 's degree (1	ation ter announcement I (examination re major) Manageme major) Internatior	gulations for teaching- ent (2018) nal Economic Policy (20	degree programmes) 18)		
Additio Worklo 300 h Teachin Teachin Referre Master Master Master Master	ng cycle ng cycle: aff ed to in LPO e appears in 's degree (1 's degree (1 's degree (1	ation ter announcement I (examination re major) Manageme major) Internatior major) China Busi	gulations for teaching- ent (2018) nal Economic Policy (20 iness and Economics (20	degree programmes) 18) 2019)		
Additio Worklo 300 h Teachin Teachin Referre Module Master Master Master Master	ng cycle ng cycle: aff ed to in LPO e appears in 's degree (1 's degree (1 's degree (1 's degree (1	ter announcement I (examination re major) Manageme major) Internatior major) China Busi major) China Lang	gulations for teaching- ent (2018) nal Economic Policy (20	degree programmes) 18) 2019)		
Additio Worklo 300 h Teachin Teachin Referre Master Master Master Master Master	ng cycle ng cycle: aft d to in LPO e appears in 's degree (1 's degree (1 's degree (1 's degree (1 's degree (1	ation ation ter announcement I (examination re major) Manageme major) Internatior major) Internatior major) China Bus major) China Bus major) China Bus	gulations for teaching- ent (2018) nal Economic Policy (20 iness and Economics (2 guage and Economy (20	18) 2019) 2021)		
Additio Worklo 300 h Teachin Teachin Referre Master Master Master Master Master Master Master Master	ad ng cycle ng cycle: aff ed to in LPO e appears in 's degree (1 's degree (1 's degree (1 's degree (1 's degree (1 's degree (1	ation ation ation ation ation ter announcement I (examination re major) Manageme major) Internation major) Internation major) China Busi major) China Lang major) China Lang major) China Lang major) Economat	gulations for teaching- ent (2018) nal Economic Policy (20 iness and Economics (2 guage and Economy (20 iness and Economy (20 juage and Economy (20 hematics (2021)	18) 2019) 2021)		
Additio	ad ng cycle ng cycle: aff ed to in LPO e appears in 's degree (1 's degree (1 's degree (1 's degree (1 's degree (1 's degree (1 's degree (1	ation ation ation ation ation ter announcement I (examination re major) Manageme major) Internatior major) Internatior major) China Busi major) China Busi major) China Busi major) China Busi major) China Lang major) Economatl major) Internatior	gulations for teaching- ent (2018) nal Economic Policy (20 iness and Economics (2 guage and Economy (20 iness and Economy (20 iness and Economy (20 hematics (2021) nal Economic Policy (20	18) 2019) 2021)		
Additio Worklo 300 h Teachin Teachin Teachin Referre Master Master Master Master Master Master Master Master Master Master Master Master Master Master Master	ad ng cycle ng cycle: aff d to in LPO e appears in 's degree (1 's degree (1	ation ation ation ation ation ter announcement I (examination re major) Manageme major) Internation major) Internation major) China Busi major) China Lang major) China Lang major) China Lang major) Economat	gulations for teaching- ent (2018) nal Economic Policy (20 iness and Economics (20 guage and Economy (20 iness and Economy (20 guage and Economy (20 hematics (2021) nal Economic Policy (20 ent (2022)	18) 2019) 2021)		



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

module	e title				Abbreviation	
Selecte	ed Topics in Analytic	cal Tax Rese	arch		12-M-TBS-161-m01	
	e coordinator			Module offered by		
		ness Manag	ement and Business	Faculty of Managen	nent and Economics	
Taxatio			r			
ECTS	Method of grading	5	Only after succ. con	pl. of module(s)		
5	numerical grade					
Duratio	on Module leve	el	Other prerequisites			
1 seme	ster graduate					
Conten	ts					
• c • a • c	ourses taken at oth dditional courses o ourses offered by n	er German o ffered on a s ew Chairs th	sferring credits from r non-German univers hort-term basis at are yet to be includ Il ensure that the cou	ded in the FSB (subje		15)
	· · · ·					
	ed learning outcome		<u> </u>			
		•	s of modules, a desc	· ·		
Course	s (type, number of v	veekly conta	ct hours, language —	if other than Germa	n)	
V (2) +	Ü (2)					
			nguage — if other tha an be chosen to earn		tion offered — if not	every seme-
credita	ge of assessment: (ble for bonus ion of places	German and	/or English			
Additio	onal information					
Worklo	ad					
150 h						
-	ng cycle					
		offorod				
	ng cycle: no courses			۱		
LOTAVES	a to in LPU I (exam	ination regu	lations for teaching-o	legree programmes)		
Referre						
	e appears in					
 Module	e appears in 's degree (1 major) E	Economathe	matics (2016)			
 Module Master Master	's degree (1 major) E 's degree (1 major) E	Business Ma	nagement (2015)			
 Module Master Master Master	's degree (1 major) E 's degree (1 major) E 's degree (1 major) (Business Ma China Busine	nagement (2015) ess and Economics (2			
 Module Master Master Master	's degree (1 major) E 's degree (1 major) E 's degree (1 major) ('s degree (1 major)	Business Ma China Busine nternationa	nagement (2015) ess and Economics (2 Economic Policy (20	15)		
 Module Master Master Master Master	's degree (1 major) E 's degree (1 major) E 's degree (1 major) ('s degree (1 major) ('s degree (1 major) (Business Ma China Busine nternational China Langu	nagement (2015) ess and Economics (2 Economic Policy (20 age and Economy (20	15)		
 Module Master Master Master Master Master	's degree (1 major) E 's degree (1 major) E 's degree (1 major) ('s degree (1 major) ('s degree (1 major) ('s degree (1 major) (Business Ma China Busine nternational China Langu Managemen	nagement (2015) ess and Economics (2 Economic Policy (20 age and Economy (20 t (2018)	15) 016)		
 Module Master Master Master Master Master Master	's degree (1 major) E 's degree (1 major) E 's degree (1 major) ('s degree (1 major) ('s degree (1 major) ('s degree (1 major) (Business Ma China Busine nternationa China Langu Managemen China Busine	nagement (2015) ess and Economics (2 Economic Policy (20 age and Economy (20 t (2018) ess and Economics (2	15) 016) 0019)		
 Master Master Master Master Master Master Master	's degree (1 major) E 's degree (1 major) E 's degree (1 major) ('s degree (1 major) ('s degree (1 major) ('s degree (1 major) ('s degree (1 major) (Business Ma China Busine nternationa China Langu Managemen China Busine China Langu	nagement (2015) ess and Economics (2 Economic Policy (20 age and Economy (20 t (2018) ess and Economics (2 age and Economy (20	15) 016) 019) 019)		
 Master Master Master Master Master Master Master Master	's degree (1 major) E 's degree (1 major) E 's degree (1 major) ('s degree (1 major) (Business Ma China Busine nternational China Langu Managemen China Busine China Langu China Busine	nagement (2015) ess and Economics (2 Economic Policy (20 age and Economy (20 t (2018) ess and Economics (2	15) 916) 9019) 9021)		



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

	Module title Abbreviation						
Topics	in Data	Science			12-M-TDS-182-m01		
Module	e coord	inator		Module offered by	<u> </u>		
holder	of the (Chair of Business Anal	ytics	Faculty of Managen	nent and Economics		
ECTS	Metho	od of grading	Only after succ. con	npl. of module(s)			
5	nume	rical grade					
Duratio		Module level	Other prerequisites				
1 seme		graduate					
Conten	-						
field th on to th and pro The con the abo	Data science is concerned with extracting knowledge and valuable insights from data assets. It is an emerging field that is currently in high demand in both academia and industry. This course provides a practical introduction to the full spectrum of data science techniques spanning data acquisition and processing, data visualization and presentation, creation and evaluation of machine learning models. The course focuses on the practical aspects of data science, with emphasis on the implementation and use of the above techniques. Students will complete programming homework assignments that emphasize practical						
		g of the methods desc hing outcomes	fibed in the course.				
Topics • [• g • t • v	coveree Data acc graph ai ext ana vorking	d include: quisition and processi nd network models lysis with geospatial data	ng dels (supervised and u	nsupervised)			
			ntact hours, language –		n)		
V (2) + Module		t in: English					
			, language — if other th e can be chosen to earn		tion offered — if not	every seme-	
b) term Langua Assess	n paper age of a			offered			
Allocat	tion of p	olaces					
Additio	onal inf	ormation					
Worklo	ad						
150 h							
Teachi	ng cycl	e					
Teachi	ng cycle	e: summer semester					
Referre	ed to in	LPOI (examination re	gulations for teaching-	degree programmes)			
Module	e appea	rs in					
Master	's degr		ent (2018) 1al Economic Policy (20 iness and Economics (2				
Master's w mics (2021		China Business and Econo-		enerated 19-Apr-2025 • exam CCTS) China Business and Eco		page 424 / 540	

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

Module title Abbreviation					Abbreviation
Topics	Topics in Entrepreneurship 12-M-TENT-182-m01				
Module	e coord	inator		Module offered by	
holder	holder of the Chair of Entrepreneurship and Strategy Faculty of Management and Economics				
ECTS Method of grading Only after succ. compl. of module(s)					
5	nume	rical grade	-		
Duratio	n	Module level	Other prerequisites		
1 seme	ster	graduate			
Conten	ts				
• fr • o • C	rom do f short)ffers o	erves the crediting of ach mestic or foreign universi -term additional offers f new chairs before they a ty is provided by the chai	ities are included in the su	ıbject-specific regula	ations.
Intende	ed lear	ning outcomes			
Due to	the cre	diting of different module	es, no competence de	escription can be ma	ide.
		, number of weekly conta	•	•	
V (2) +		,			,
ster, ini a) writte b) term c) oral o approx Langua Assess credita Allocat	formati en exar paper examin . 30 mi ge of a ment o ble for ion of j	ion on whether module ca mination (approx. 60 to 1 (15 to 20 pages) or lation (one candidate eac nutes) issessment: German and/ ffered: In the semester in bonus places	an be chosen to earn 20 minutes) or h: approx. 10 to 15 m /or English	a bonus) inutes; groups of 2:	tion offered — if not every seme- approx. 20 minutes; groups of 3:
Additio	nal inf	ormation			
Worklo	ad				
150 h					
Teachi	ng cycl	e			
Teachir	ng cycle	e: no courses offered			
Referre	d to in	LPO I (examination regu	lations for teaching-o	legree programmes)	
Module	e appea	ars in			
Master Master Master Master Master	's degr 's degr 's degr 's degr 's degr	ee (1 major) Management ee (1 major) China Busine ee (1 major) China Langua ee (1 major) China Busine ee (1 major) China Langua ee (1 major) Management ee (1 major) Management	ess and Economics (2 age and Economy (20 ess and Economics (2 age and Economy (20 t (2022)	019) 021)	

Module	Module title Abbreviation					
Topics	Topics in Human Capital Development12-M-THC-182-mo1					
Modula	e coord	inator		Module offered by	<u> </u>	
		iculty of Business Man	agement and Econo		nent and Economics	
mics	n the Fa	iculty of Busiliess Main	agement and Econo-	Faculty of Managen	lient and Economics	
ECTS		od of grading	Only after succ. con	npl. of module(s)		
5	5 numerical grade					
Duratio	on	Module level	Other prerequisites	;		
1 seme	ester	graduate				
Conten	nts					
This m	odule s	erves the purpose of tr	ansferring credits from			
		taken at other German		sities		
		al courses offered on a		/		
		offered by new Chairs the respective Chairs				ns)
		ning outcomes				
			de of modulos, o doso	rintian of acquired a	kills connot he siver	
		accrediting multiple kir				l .
		, number of weekly con	itact hours, language –	- if other than Germa	in)	
V (2) + Module		t in: English				
		sessment (type, scope,	 language — if other th	an German examina	tion offered — if not	every seme-
		on on whether module				every serie
a) writt	ten exai	mination (approx. 60 m	ninutes) or			
		(approx. 15 pages)				
		ssessment: English				
	ment o ble for	ffered: In the semester	in which the course is	offered		
	tion of p					
Additio	onal inf	ormation				
Worklo	ad					
150 h						
	ng cycl	<u>م</u>				
		e: after announcement				
		LPOI (examination reg	gulations for toaching	dogroo programmoc)		
Referre				degree programmes)		
Modula	e appea	are in				
		ee (1 major) Manageme	ont (2018)			
	-	ee (1 major) Internatior		12)		
	-	ee (1 major) China Busi	-			
	-	ee (1 major) China Lang		•		
		ee (1 major) China Busi				
	-	ee (1 major) China Lang				
	-	ee (1 major) Economath		521)		
		ee (1 major) Internatior		122)		
	-	ee (1 major) Manageme	•			
•	-					
Master's w mics (2021		r China Business and Econo-		enerated 19-Apr-2025 • exam CCTS) China Business and Eco	-	page 427 / 540



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

Module	Module title Abbreviation					
Topics	in HRM	and Organization			12-M-THRM-182-m01	
Module	coord	inator		Module offered by		
Dean of mics	f the Fa	culty of Business Manag	ement and Econo-	Faculty of Managen	nent and Economics	
ECTS	ECTS Method of grading Only after succ. compl. of module(s)					
5	nume	rical grade				
Duratio	n	Module level	Other prerequisites			
1 seme	ster	graduate				
Conten	ts					
• ci • a • ci	ourses dditior ourses	erves the purpose of tran taken at other German o hal courses offered on a s offered by new Chairs th the respective Chairs wi	r non-German univer: hort-term basis at are yet to be inclue	ded in the FSB (subje		
Intende	ed learı	ning outcomes				
As a res	sult of a	accrediting multiple kind	s of modules, a desc	ription of acquired s	kills cannot be given.	
Course	s (type	, number of weekly conta	ct hours, language –	- if other than Germa	ın)	
V (2) +	Ü (2)					
		s essment (type, scope, la on on whether module ca			tion offered — if not every seme-	
b) term Langua	paper ge of a ment o	nination (approx. 60 min (approx. 15 pages) ssessment: German and, ffered: In the semester in bonus	/or English	offered		
Allocati						
Additio	nal inf	ormation				
Worklo	ad					
150 h						
Teachir	ng cycl	9				
		e: after announcement				
		LPOI (examination regu	lations for teaching-o	degree programmes)		
		· · ·		<u> </u>		
Module	appea	ars in				
Master' Master' Master' Master' Master' Master'	s degro s degro s degro s degro s degro s degro	ee (1 major) Management ee (1 major) China Busine ee (1 major) China Langua ee (1 major) China Busine ee (1 major) China Langua ee (1 major) Management ee (1 major) Management	ess and Economics (2 age and Economy (20 ess and Economics (2 age and Economy (20 t (2022)	019) 2021)		

Modul	Module title Abbreviation					
Theory	of Industrial Organization			12-M-Tl1-182-m01		
Modul	e coordinator		Module offered by			
holder	of the Chair of Industrial Econor	nics	Faculty of Managem	nent and Economics		
ECTS						
5	5 numerical grade					
Durati	Duration Module level Other prerequisites					
1 seme	1 semester graduate					
Conter	nts					
1. Mon 1. Mon 2. Olig 2. Olig 3. Dyn 4. Mar 4. Mar 5. Stra 6. Vert 7. Beh 6. Vert	r of industrial organisation: hopoly pricing Nonlinear pricing and mechanism Dynamic pricing: experience goo opoly pricing Static price and quantity compet Comparative statics Equilibrium market structure amic competition in oligopoly ma Subgame perfect equilibrium and Repeated games and collusion ket Structure Entry Mergers tegic behaviour by incumbent fin Entry deterrence and predation Signalling and reputation ical Relations and Restrictions Double marginalization Vertical contracts avioral Industrial Organization Reference Dependent Preference Time inconsistent behavior	ds, durable goods ition in homogeneou arkets d models of dynamic ms	competition	goods markets		
Studer tition i condit advand in mar ly relev and we	Intended learning outcomes Students which complete this class will acquire a working knowledge of advanced theoretical models of compe- tition in oligopoly markets as well as sophisticated pricing techniques in monopoly markets. They will learn the conditions under which the predictions of these models are valid. They will become familiar with applications of advanced game theoretic tools, such as dynamic models of competition, for studying interactions between firms in markets. By means of comprehensive exercises, they will apply the methods they learn in class to practical- ly relevant problems. They will be in a position to read academic papers on related topics, assess the strengths and weaknesses of an approach, summarize and comment on these papers and suggest possible extensions.					
Course	es (type, number of weekly conta	ct hours, language –	- if other than Germa	n)		
V (2) + Modul	Ü (2) e taught in: English					
				tion offered — if not every seme-		
b) tern Langua	ster, information on whether module can be chosen to earn a bonus) a) written examination (approx. 60 to 120 minutes) or b) term paper (15 to 20 pages) Language of assessment: English creditable for bonus					
Alloca	tion of places					

Additional information
Workload
150 h
Teaching cycle
Teaching cycle: winter semester
Referred to in LPO I (examination regulations for teaching-degree programmes)
Module appears in
Master's degree (1 major) Management (2018)
Master's degree (1 major) International Economic Policy (2018)
Master's degree (1 major) China Business and Economics (2019)
Master's degree (1 major) China Language and Economy (2019)
Master's degree (1 major) Information Systems (2019)
Master's degree (1 major) China Business and Economics (2021)
Master's degree (1 major) China Language and Economy (2021)
Master's degree (1 major) Economathematics (2021)
Master's degree (1 major) Information Systems (2022)
Master's degree (1 major) International Economic Policy (2022)
Master's degree (1 major) Management (2022)
Master's degree (1 major) Economathematics (2022)
exchange program Business Management and Economics (2022)
Master's degree (1 major) Management (2024)
Master's degree (1 major) International Economic Policy (2024)
Master's degree (1 major) Economathematics (2024)
Master's degree (1 major) International Economic Policy (2025)
Master's degree (1 major) Management (2025)
Master's degree (1 major) China Business and Economics (2025)
Master's degree (1 major) Economathematics (2025)

Module title					Abbreviation	
Applied Industrial Organization 12-M-TI2-182-mo1						
Module coordinator				Module offered by		
holder	lder of the Chair of Industrial Econor					
ECTS	<u> </u>	od of grading	Only after succ. con	Only after succ. compl. of module(s)		
5 numerical grade						
DurationModule level1 semestergraduate		Other prerequisites				
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 (2) Module taught in: English						
Method of assessment (type, scope, language — if other than German, examination offered — if not every seme- ster, information on whether module can be chosen to earn a bonus)						
a) written examination (approx. 60 to 120 minutes) or b) term paper (15 to 20 pages) Language of assessment: English Assessment offered: In the semester in which the course is offered creditable for bonus						
Allocation of places						
Additional information						
Workload						
150 h						
Teaching cycle						
Teaching cycle: no courses offered						
Referred to in LPO I (examination regulations for teaching-degree programmes)						
Module appears in						
Master's w mics (2021		China Business and Econo-		enerated 19-Apr-2025 • exam CTS) China Business and Ecc	-	page 432 / 540

Master's degree (1 major) Management (2018)
Master's degree (1 major) International Economic Policy (2018)
Master's degree (1 major) China Business and Economics (2019)
Master's degree (1 major) China Language and Economy (2019)
Master's degree (1 major) China Business and Economics (2021)
Master's degree (1 major) China Language and Economy (2021)
Master's degree (1 major) Economathematics (2021)
Master's degree (1 major) International Economic Policy (2022)
Master's degree (1 major) Management (2022)
Master's degree (1 major) Economathematics (2022)
exchange program Business Management and Economics (2022)
Master's degree (1 major) Management (2024)
Master's degree (1 major) Economathematics (2024)
Master's degree (1 major) Management (2025)
Master's degree (1 major) China Business and Economics (2025)
Master's degree (1 major) Economathematics (2025)

Module title				Abbreviation		
Topics	Topics in Information Systems 1				12-M-TIF1-182-m01	
Module	e coordi	nator		Module offered by	<u> </u>	
		culty of Business Man	agement and Econo-	· · ·	nent and Economics	
mics						
ECTS	Metho	d of grading	Only after succ. con	npl. of module(s)		
5		ical grade				
Duratio	1	Module level	Other prerequisites	;		
1 seme	ester	graduate				
Conten	nts					
			ansferring credits from			
courses taken at other German or non-German universities						
		al courses offered on a	a short-term basis that are yet to be inclu	dad in the ESP (cubi	act chacific provision	nc)
			will ensure that the cou			115)
		ing outcomes				
	_		nds of modules, a desc	ription of acquired s	kills cannot he giver	1.
		<u> </u>	itact hours, language –	· ·	¥	
V(2) +		number of weekly cor				
		escment (type scope	language — if other th	an German, ovamina	tion offered if not	AVARY COMO
			can be chosen to earn		ition onered — if not	every seme-
-		nination (approx. 60 m				
			each: 10 to 15 minutes;	groups of 2: approx.	20 minutes; groups	of 3: approx.
	utes) or		<u> </u>			5 11
		15 to 20 pages)				
		ssessment: German ar		cc 1		
	sment of Ible for b		in which the course is	offered		
	tion of p					
Allocal		laces				
		ormation				
Additio		ormation				
Worklo	Dad					
150 h						
	ng cycle					
Teachi	ng cycle	: no courses offered				
Referre	ed to in l	LPOI (examination re	gulations for teaching-	degree programmes)		
Module appears in						
Master's degree (1 major) Management (2018)						
Master's degree (1 major) International Economic Policy (2018)						
Master's degree (1 major) China Business and Economics (2019)						
Master's degree (1 major) China Language and Economy (2019)						
Master's degree (1 major) Information Systems (2019)						
Master's degree (1 major) China Business and Economics (2021) Master's degree (1 major) China Language and Economy (2021)						
	-			021)		
Master	r's degre	e (1 major) Economatl	1ematics (2021)			
Master's w	ith 1 major	China Business and Econo-	JMU Würzburg ● g	enerated 19-Apr-2025 • exam	ı. reg. data re-	page 434 / 540
mics (2021	ι)		cord Master (120 E	CTS) China Business and Eco	nomics - 2021	

Master's degree (1 major) Information Systems (2022) Master's degree (1 major) International Economic Policy (2022) Master's degree (1 major) Management (2022) Master's degree (1 major) Economathematics (2022) Master's degree (1 major) International Economic Policy (2024) Master's degree (1 major) International Economic Policy (2025)

Information Systems 2						
oordinator		Topics in Information Systems 2 12-M-TIF2-182-m01				
		Module offered by				
Dean of the Faculty of Business Management and Econo- mics			nent and Economics			
Nethod of grading	Only after succ. con	npl. of module(s)				
umerical grade						
Module level	Other prerequisites					
er graduate						
rrses taken at other German litional courses offered on a rrses offered by new Chairs	or non-German univer short-term basis that are yet to be inclu	ded in the FSB (subje				
learning outcomes						
lt of accrediting multiple kir	ids of modules, a desc	ription of acquired sl	kills cannot be given.			
type, number of weekly con	tact hours, language –	- if other than Germa	n)			
(2)						
			tion offered — if not every seme-			
es) or aper (15 to 20 pages) e of assessment: German an	d/or English					
n of places						
•						
al information						
cvcle						
	gulations for teaching-	degree programmes)				
	<u></u>					
Module appears in						
Master's degree (1 major) Management (2018)						
Master's degree (1 major) International Economic Policy (2018) Master's degree (1 major) China Business and Economics (2019) Master's degree (1 major) China Language and Economy (2019) Master's degree (1 major) Information Systems (2019) Master's degree (1 major) China Business and Economics (2021) Master's degree (1 major) China Language and Economy (2021) Master's degree (1 major) Economathematics (2021)						
	rses taken at other German itional courses offered on a rses offered by new Chairs rs of the respective Chairs learning outcomes t of accrediting multiple kin type, number of weekly con 2) f assessment (type, scope, mation on whether module examination (approx. 60 m amination (one candidate e es) or of assessment: German an ent offered: In the semester for bonus of places l information cycle cycle: no courses offered to in LPO I (examination reg ppears in degree (1 major) Manageme degree (1 major) China Busi degree (1 major) China Lang degree (1 major) China Busi degree (1 major) China Lang degree (1 major) China Busi degree (1 major) China Busi degree (1 major) China Busi	itional courses offered on a short-term basis rses offered by new Chairs that are yet to be inclue rs of the respective Chairs will ensure that the cou- learning outcomes t of accrediting multiple kinds of modules, a desc type, number of weekly contact hours, language – 2) f assessment (type, scope, language — if other the mation on whether module can be chosen to earn examination (approx. 60 minutes) or amination (one candidate each: 10 to 15 minutes; es) or uper (15 to 20 pages) of assessment: German and/or English ent offered: In the semester in which the course is for bonus nof places t of places t information t information t Information degree (1 major) Management (2018) degree (1 major) China Business and Economics (2 degree (1 major) China Business and Ec	rses taken at other German or non-German universities itional courses offered on a short-term basis rses offered by new Chairs that are yet to be included in the FSB (subjers rs of the respective Chairs will ensure that the courses are eligible for learning outcomes t of accrediting multiple kinds of modules, a description of acquired sitype, number of weekly contact hours, language — if other than German 2) f assessment (type, scope, language — if other than German, examina mation on whether module can be chosen to earn a bonus) examination (approx. 60 minutes) or amination (one candidate each: 10 to 15 minutes; groups of 2: approx. is) or pper (15 to 20 pages) of assessment: German and/or English ent offered: In the semester in which the course is offered for bonus o f places l information l information l information l examination regulations for teaching-degree programmes) ppears in degree (1 major) Management (2018) degree (1 major) China Business and Economy (2019) degree (1 major) China Business and Economy (2019) degree (1 major) China Business and Economy (2021) degree (1 major) China Business and Economy (2021)			

Master's degree (1 major) Information Systems (2022) Master's degree (1 major) International Economic Policy (2022) Master's degree (1 major) Management (2022) Master's degree (1 major) Economathematics (2022) Master's degree (1 major) International Economic Policy (2024) Master's degree (1 major) International Economic Policy (2025)

Module title					Abbreviation
Topics in Migration					12-M-TIM-182-m01
Module	coord	inator		Module offered by	
Dean of	f the Fa	culty of Business Manag	ement and Econo-	Faculty of Managem	nent and Economics
mics					
ECTS		od of grading	Only after succ. con	npl. of module(s)	
5		rical grade			
Duratio		Module level	Other prerequisites		
1 semes		graduate			
Conten					
singly e ving an will cov 1) Migra 2) Effec 3) Effec 4) Integ 5) Refug 6) Impa At the e econom the abil The cou reading	 Migration has become a key issue in the political and public debate all over the world. Thus, economists increasingly engaged in studying determinants and consequences of migration as it has a substantial impact on receiving and sending countries. This course offers an intro- duction to the key concepts of migration economics and will cover the following topics: Migration Decision and Forms of Migration Effects on Migration on Employment and Wages Effects of Migration on Attitudes and Political Economy Integration and Integration Policies Refugee Migration Impacts of Emigration At the end of the course students are familiar with the basic theoretical and empirical con- cepts in the area of economics of migration. A special focus will be on the understanding of the identification of causal effects and the ability to connect links between the different are- as of analysis. 				
	-	he semester). ning outcomes			
Solid kı	nowled			inforced. At the end	of the semester, students will ha-
Courses	s (type	, number of weekly conta	ct hours, language –	- if other than Germa	n)
V (2) + Í Module		t in: English			
		sessment (type, scope, la on on whether module ca			tion offered — if not every seme-
b) term Langua Assessi	a) written examination (approx. 60 minutes) or b) term paper (approx. 15 pages) Language of assessment: English Assessment offered: In the semester in which the course is offered creditable for bonus				
Allocation of places					
Additio	nal inf	ormation			
Worklo	ad				

150 h

Teaching cycle

Teaching cycle: after announcement

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

Module a	ppears in
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Master's degree (1 major) Management (2018)

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

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

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

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

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

Master's degree (1 major) Social Science Sustainability Studies (2021)

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

Master's degree (1 major) International Economic Policy (2022)

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

Master's degree (1 major) Economathematics (2022)

exchange program Business Management and Economics (2022)

Module title				Abbreviation	
Topics	in Labo	our Economics	12-M-TLE-182-m01		
Module	coord	inator		Module offered by	
Dean of mics	f the Fa	culty of Business Manag	ement and Econo-	Faculty of Managem	nent and Economics
ECTS	Metho	od of grading	Only after succ. con	npl. of module(s)	
5	nume	rical grade			
Duratio	n	Module level	Other prerequisites		
1 seme	ster	graduate			
Conten	ts				
• ci • a • ci	ourses ddition ourses	erves the purpose of tran taken at other German o al courses offered on a s offered by new Chairs th the respective Chairs wi	r non-German univer: hort-term basis at are yet to be inclue	sities ded in the FSB (subje	
Intende	ed learr	ning outcomes			
Due to	the cre	diting of different module	es, no competence d	escription can be ma	ide.
Course	s (type,	number of weekly conta	ct hours, language –	- if other than Germa	n)
V (2) +	Ü (2)				
ster, inf a) writte b) term Langua	 Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus) a) written examination (approx. 60 minutes) or b) term paper (approx. 15 pages) Language of assessment: German and/or English Assessment offered: In the semester in which the course is offered 				
Allocati					
Additio	nal info	ormation			
Worklo	ad				
150 h					
Teachir	ng cycl	9			
Teachir	ng cycle	e: after announcement			
Referre	d to in	LPO I (examination regu	lations for teaching-o	degree programmes)	
Module appears in					
Master's degree (1 major) Management (2018) Master's degree (1 major) International Economic Policy (2018) Master's degree (1 major) China Business and Economics (2019) Master's degree (1 major) China Language and Economy (2019) Master's degree (1 major) China Business and Economics (2021) Master's degree (1 major) China Language and Economy (2021) Master's degree (1 major) International Economic Policy (2022) Master's degree (1 major) Management (2022)					

Module	e title				Abbreviation
Topics	in Inte	rnational Marketing		12-M-TMA-182-m01	
Module	e coord	inator		Module offered by	
		culty of Business Manag	gement and Econo-	•	nent and Economics
mics					
ECTS	1	od of grading	Only after succ. con	npl. of module(s)	
5		rical grade			
Duratio		Module level	Other prerequisites		
1 seme		graduate			
Conten	-				
• c • a • c	ourses dditior ourses	erves the purpose of tran taken at other German of nal courses offered on a s offered by new Chairs th the respective Chairs w	or non-German univer short-term basis nat are yet to be inclu	sities ded in the FSB (subj	
		ning outcomes			
		accrediting multiple kind	s of modules, a desc	ription of acquired s	kills cannot be given.
		, number of weekly conta		•	
V (2) +					
ster, information on whether module can be chosen to earn a bonus) a) written examination (approx. 60 minutes) or b) term paper (approx. 15 pages) Language of assessment: German and/or English Assessment offered: In the semester in which the course is offered creditable for bonus					
Allocat	ion of p	olaces			
Additio	onal inf	ormation			
Worklo	ad				
150 h					
Teachi					
		e: after announcement			
	a to in	LPO I (examination regu	liations for teaching-	aegree programmes)	
 Module appears in					
Master Master Master Master Master	's degru 's degru 's degru 's degru 's degru	Irs in ee (1 major) Managemen ee (1 major) China Busin ee (1 major) China Langu ee (1 major) China Busin ee (1 major) China Langu ee (1 major) Managemen	ess and Economics (2 age and Economy (20 ess and Economics (2 age and Economy (20	019) 2021)	

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

Module title				Abbreviation	
		nd the World Trading Sys	stem		12-M-TP-182-m01
Module	e coordi	inator		Module offered by	
holder	of the C	Chair of International Eco	nomics	Faculty of Managem	ient and Economics
ECTS		od of grading	Only after succ. com	pl. of module(s)	
5	<u>г</u>	rical grade			
	Duration Module level		Other prerequisites		
1 seme	ster	graduate			
Conten	ts				
trade p tas) an stries, i Outline	odule st olicy cc d argun industri	ontroversies. The main pa	art of the lecture deals olicy interventions (the policy). Political ecor	s with trade policy in e terms of trade, stra nomy issues are also	rading system as well as current astruments (e.g. tariffs and quo- ategic trade policy, infant indu- o addressed.
2 Trade 3 The c 4 Dome 5 Interr	e policy ompeti estic dis national	instruments and their eff tion effect of trade openi stortions I market power and trade nomy and the world tradi	fects under perfect co ing e policy		
The ma Helpma setts. The foll licy ma Bhagwa Irwin, D contair Irwin, D Basic re Krugma 11th Ed Caves, Edition This lite	The following monographs cover the evolution of the world trading system and the evolution of ideas in trade po- licy making: Bhagwati, J. (2002). Free Trade Today, Princeton University Press Bhagwati, J. (2005). In Defense of Globalization. Oxford University Press Irwin, D. (2020). Free Trade Under Fire, Princeton University Press, 5th Edition (as well as former editions partially containing further material) Irwin, D. (1996). Against the Tide. An Intellectual History of Free Trade, Princeton University Press Basic refreshers are Krugman, P.R., M. Obstfeld und M. Melitz (2018), International Economics. Theory and Policy. Addison-Wesley, 11th Edition Caves, R., R.W. Jones und J.A. Frankel (2007), World Trade and Payments. An Introduction. Addison-Wesley, 10th Edition				
Intende	ed learr	ning outcomes			
licy ins in inter the wor	Students acquire the ability to critically understand the effects and issues associated with the use of trade po- licy instruments. They are enabled to understand and evaluate the causes and consequences of interventions in international trade on the aggregate economy, producers and consumers, the foreign trading partners and the world trading system both analytically as well as in an intuitive manner. Students also acquire the scientific knowledge to grasp the factors determining the structure and dynamics of the world trading order				
Course	s (type,	, number of weekly conta	ct hours, language —	if other than Germa	n)
V (2) +	Ü (2)				
		essment (type, scope, la on on whether module ca			tion offered — if not every seme-
		nination (approx. 60 to 1 (15 to 20 pages)	20 minutes) or		

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Language of assessment: German and/or English creditable for bonus

Allocation of places

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Additional information

Workload

150 h

Teaching cycle

Teaching cycle: summer semester

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

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Module appears in	1
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Master's degree (1 major) Management (2018) Master's degree (1 major) International Economic Policy (2018)

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

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

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

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

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

Master's degree (1 major) International Economic Policy (2022)

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

Master's degree (1 major) Economathematics (2022)

exchange program Business Management and Economics (2022)

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

Master's degree (1 major) International Economic Policy (2024)

Master's degree (1 major) Economathematics (2024)

Module				-	Abbreviation	
Financi	al State	ement Analysis and Bus	iness Valuation		12-M-UA-161-m01	
Module	e coordi	inator		Module offered by	<u> </u>	
		Chair of Business Manag	rement and Accoun-		nent and Economics	
ting	or the c			in actually of Manager		
ECTS	Metho	d of grading	Only after succ. con	npl. of module(s)		
5	1 · · · ·	rical grade				
Duratio	on [Module level	Other prerequisites			
1 seme		graduate				
Conten	I	<u> </u>				
statem extract nancia	ents. Th value-r l data to	nvesting involves valua his module provides a b elevant information from value corporations. Th in a corporation.	asic understanding of n financial statements	financial statement , carry out financial	analysis, particular statement analysis,	ly on how to and use fi-
Intende	ed learn	ing outcomes				
vant in ques to tion pro	formation o evaluation ocess. S	understand publicly trad on in financial statemen ite financial statements Students can apply valu number of weekly cont	nts, and use this inform and understand the f ation technics to real-	nation for valuation. undamental role of f world cases and reco	They know the releving in the seleving the seleving the seleving term in the seleving term in the seleving term in the seleving term in the seleving term is a selection of the	vant techni- 1 in the valua
V (2) +		number of weekly colle				
			openage if the set		tion offered the	01/05-0
		essment (type, scope, l on on whether module (ition offered — if not	every seme-
		nation (approx. 60 to 12				
Langua		ssessment: German and				
Allocat	ion of p	laces				
	onal info	ormation				
 Worklo	ad					
150 h						
-	ng cycle	2				
		e: winter semester				
		LPO I (examination reg	ulations for teaching	legree programmoc)		
				acgree programmes)		
	e appea					
	-	ee (1 major) Business In	•	016)		
	-	ee (1 major) Business M		0016)		
Master's degree (1 major) China Business and Economics (2016) Master's degree (1 major) International Economic Policy (2015)						
Master's degree (1 major) International Economic Policy (2015) Master's degree (1 major) China Language and Economy (2016)						
Master's degree (1 major) China Language and Economy (2010) Master's degree (1 major) Management (2018)						
Master's degree (1 major) Management (2018) Master's degree (1 major) International Economic Policy (2018)						
	-	ee (1 major) China Busir				
	-	ee (1 major) China Langi		•		
Master's w	ith 1 major	China Business and Econo-	JMU Würzburg ● g	enerated 19-Apr-2025 • exam	ı. reg. data re-	page 444 / 540
nics (2021)		cord Master (120 E	CTS) China Business and Eco	nomics - 2021	

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

Module title			Abbreviation			
Advand	ced VA	Г			12-M-UF-161-m01	
Module	o coord	instor		Module offered by	<u> </u>	
holder Taxatic		Chair of Business Mana	gement and Business	Faculty of Managen	nent and Economics	
ECTS	Meth	od of grading	Only after succ. con	npl. of module(s)		
5		rical grade		-		
Duratio	on	Module level	Other prerequisites			
1 seme	ster	graduate				
Conten	its					
		rovides students with n national constellations				
point o	of view.	The relevant rulings of	the German Federal Fis	cal Court as well as	the ECJ are also disc	ussed.
Intend	ed lear	ning outcomes				
and int analyze sing fro und the munity	ernation e and s om inte e Europ r triangi	uire deeper knowledge onal levels. The student olve complex facts of a rnational constellations oen VAT directive. The s ulation simplification) a ey are able to read critic	s ate able to case from a German V s. They are anable to de tudents are able to ide is well as to proactively	AT point of view as w etermine the VAT-tre ntify and make use c v shape the facts of a	vell as to regonize pr atment using Germa of simplification rule:	oblems ari- n VAT law s (intra-Com-
Course	s (type	, number of weekly con	tact hours, language –	- if other than Germa	n)	
V (2) +	Ü (2)					
ster, in	format	sessment (type, scope, ion on whether module	can be chosen to earn		tion offered — if not	every seme-
b) term c) oral	n paper examir age of a	mination (approx. 60 m (approx. 15 pages) or nation of one candidate issessment: German an bonus	each (approx. 20 minu	ites)		
Allocat	ion of	places				
Additio	onal inf	ormation				
Worklo						
	au					
150 h						
Teachi						
		e: no courses offered				
Referred to in LPO I (examination regulations for teaching-degree programmes)						
Module appears in						
Master's degree (1 major) Business Information Systems (2016)						
Master's degree (1 major) Business Management (2015)						
Master's degree (1 major) China Business and Economics (2016)						
Master's degree (1 major) China Language and Economy (2016)						
	-	ee (1 major) Manageme		,		
	-	ee (1 major) China Busi		-		
	-	ee (1 major) China Lang		•		
Master's w mics (2021		r China Business and Econo-		enerated 19-Apr-2025 • exam CTS) China Business and Eco	-	page 446 / 540

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

Module title				Abbreviation	
Corporate Entrepreneurship					12-M-UGF1-182-m01
Module coordinator				Module offered by	
holde	r of the	Chair of Entrepreneurship	and Strategy	Faculty of Managen	nent and Economics
ECTS		od of grading	Only after succ. con	pl. of module(s)	
5		rical grade			
Durat		Module level	Other prerequisites		
1 sem		graduate	-		
Conte				· · ·	1.1.1.1.1.1.1.1.1
know	ledge us		working (or research	ing) in the field of co	eurship. It provides you with prporate innovation and entrepre-
(1) Int	roductic	on to corporate entrepren	eurship		
(2) Ar	teceder	its and forms of corporate	e entrepreneurship		
(3) Co	rporate	strategy and corporate er	ntrepreneurship		
(4) Or	ganizati	onal structure and corpor	ate entrepreneurship)	
(5) Hu	man res	source management and o	corporate entreprene	urship	
(6) Bu	ilding s	upportive organizational	cultures		
(7) En	treprene	eurial control systems			
(8) En	treprene	eurial leadership			
(9) Th	e corpoi	rate entrepreneur as a cha	ampion and diplomat	t	
(10) T	he pay-c	off from corporate entrepr	eneurship		
(11) C	orporate	venture capital			
(12) C	orporate	e entrepreneurship in non	profit and governme	nt organizations	
(13) U	niversiti	es and academic spin-off	fs		
(14) W	/rap-up	and Q&A			
Inten	ded lear	ning outcomes			
 Educational aims Clarify the role of corporate entrepreneurship Explain theoretical concepts and mechanisms behind corporate entrepreneurship Enable students to critically appraise alternative approaches to corporate entrepreneurship Enable students to evaluate the boundaries and risks of corporate entrepreneurship 					
Learning outcomes					
On su	ccessfu	l completion of this modu	lle students will be a	ble to:	
	Assess	and evaluate concepts rel the role of corporate entr dgements about the orga	epreneurship for crea	ating and sustaining	competitive advantage of corporate entrepreneurship

Systematically choose between different routes of action

Master's with 1 major China Business and Econo-	JMU Würzburg • generated 19-Apr-2025 • exam. reg. data re-	page 448 / 540
mics (2021)	cord Master (120 ECTS) China Business and Economics - 2021	

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

V (2) + Ü (2)

Module taught in: English

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

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

b) term paper (15 to 20 pages) or

c) oral examination of one candicate each (approx. 10 to 15 minutes) or oral examination in groups (groups of 2 approx. 20 minutes, groups of 3 approx. 30 minutes)

Language of assessment: English

Allocation of places

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Additional information

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Workload

150 h

Teaching cycle

Teaching cycle: winter semester

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

Module appears in

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

Module	Module title Abbreviation						
Corpor	ate Stra	ategy			12-M-UGF2-182-mo	1	
Module	e coord	inator		Module offered by			
			in and Stratagy	Faculty of Management and Economics			
ECTS		Chair of Entrepreneursh	Only after succ. con				
	i	od of grading rical grade					
5	·						
Duration		Module level graduate	Other prerequisites				
Conten		giaduate					
This th porate	eory-leo strateg	y—essential for anyone	ted module provides y aspiring to take on lea	adership roles in the	ir future career, may	it be in the	
	private or public sector. The module goes beyond basic knowledge about strategic management provided by ba- chelor-level modules.						
(2) Cor (3) Vert (4) Mer (5) Dyn (6) Coc (7) Cor (8) Inte (9) Inte (10) Str (11) Co (12) Co (13) Co (14) Wr	porate tical int gers & amic st perativ porate rnation rategic rporate rporate rporate rporate	diversification egration and outsourci acquisitions rategies e strategies spin-offs and spin-outs alization strategies (I) alization strategies (II) change strategies and new teo	hnologies brate social responsibil				
	ional ai						
• (• E • E	Clarify th Explain Enable s	ne role of corporate stra theoretical concepts ar students to critically ap	ategy nd mechanisms behind praise alternative appr e boundaries and risks	oaches to corporate			
Learniı	ng outco	omes					
On suc	cessful	completion of this mo	dule students will be a	ble to:			
• (• N	 Assess the role of corporate strategy for creating and sustaining competitive advantage Create and evaluate concepts related to corporate strategy Make judgements about the organizational and managerial implications of corporate strategy Systematically choose between different routes of action 						
Course	s (type	, number of weekly con	tact hours, language –	- if other than Germa	n)		
V (2) + Module		t in: English					
			language — if other the	an German, examina	tion offered — if not	every seme-	
			can be chosen to earn				
	a) written examination (approx. 60 to 120 minutes) or						
	b) term paper (15 to 20 pages) or c) oral examination of one candidate each (approx. 10 to 15 minutes) or oral examination in groups (groups of 2						
		nutes, groups of 3 appl		initiates) of oral exa	initiation in groups (5100p3 01 2	
		ssessment: English					
	ith 1 major	China Business and Econo-		enerated 19-Apr-2025 • exam CTS) China Business and Eco		page 450 / 540	

Allocation of places

Additional information

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Workload

150 h

Teaching cycle

Teaching cycle: winter semester

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

Module appears in

Master's degree (1 major) Management (2018)	
Master's degree (1 major) International Economic Policy (2018)	
Master's degree (1 major) China Business and Economics (2019)	
Master's degree (1 major) China Language and Economy (2019)	
Master's degree (1 major) Information Systems (2019)	
Master's degree (1 major) China Business and Economics (2021)	
Master's degree (1 major) China Language and Economy (2021)	
Master's degree (1 major) Economathematics (2021)	
Master's degree (1 major) Information Systems (2022)	
Master's degree (1 major) International Economic Policy (2022)	
Master's degree (1 major) Management (2022)	
Master's degree (1 major) Economathematics (2022)	
exchange program Business Management and Economics (2022)	
Master's degree (1 major) Management International (2024)	
Master's degree (1 major) Management (2024)	
Master's degree (1 major) Information Systems (2024)	
Master's degree (1 major) International Economic Policy (2024)	
Master's degree (1 major) Economathematics (2024)	
Master's degree (1 major) Information Systems (2025)	
Master's degree (1 major) International Economic Policy (2025)	
Master's degree (1 major) Management (2025)	
Master's degree (1 major) Management International (2025)	
Master's degree (1 major) China Business and Economics (2025)	
Master's degree (1 major) Economathematics (2025)	

Module title					Abbreviation		
_		reneurship			12-M-UGF3-182-mo	1	
Module	e coord	nator		Module offered by			
		Chair of Entrepreneurship	U ,		nent and Economics		
		Only after succ. con	ly after succ. compl. of module(s)				
5	L	rical grade					
Duration		Module level graduate	Other prerequisites				
Conten		Sidduite					
(2) Digi for crea fundinន្ (10) Diន្ Wrap-u	This module provides an introduction into digital entrepreneurship and digital transformation. (1) Introduction (2) Digital business models (3) Identifying and exploiting opportunities for digital entrepreneurship (4) Strategies for creating competitive advantage in digital entrepreneurship (5) Digital marketing for entrepreneurs (6) Crowd- funding for entrepreneurs (7) Design thinking (8) Lean startup (9) Platform ecosystems and online communities (10) Digital strategy and digital transformation (11) The agile organization (12) Crowdsourcing (13) Cyberfraud (14) Wrap-up and Q&A						
		ning outcomes					
cepts a apprais luate th Learnin gital en te and about t	Educational aims: Clarify the role of digital entrepreneurship and digital transformation. Explain theoretical con- cepts and mechanisms behind digital entrepreneurship and digital transformation. Enable students to critically appraise alternative approaches to digital entrepreneurship and digital transformation. Enable students to eva- luate the boundaries and risks of digital entrepreneurship and digital transformation Learning outcomes: On successful completion of this module students will be able to (1) Assess the role of di- gital entrepreneurship and digital transformation for creating and sustaining competitive advantage, (2) Crea- te and evaluate concepts related to digital entrepreneurship and digital transformation, (3) Make judgements about the organizational and managerial implications of digital entrepreneurship and digital transformation, (4) Systematically choose between different routes of action.						
Course	s (type,	number of weekly conta	act hours, language –	- if other than Germa	n)		
V (2) + Module		t in: English					
		essment (type, scope, la on on whether module c			tion offered — if not	every seme-	
b) term c) oral approx Langua	i paper examin 30 mii	ssessment: English		iinutes; groups of 2:	approx. 20 minutes;	; groups of 3:	
Additio	onal info	ormation					
 Worklo	ad						
150 h							
	ng cycle	2	-				
Teaching cycle: summer semester							
Referred to in LPO I (examination regulations for teaching-degree programmes)							
Module	e appea	rs in					
Master	's degre	ee (1 major) Human-Com ee (1 major) Managemen		18)			
	ith 1 major	China Business and Econo-	JMU Würzburg ● g	enerated 19-Apr-2025 • exam CTS) China Business and Eco	-	page 452 / 540	

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

Module title			Abbreviation				
Manag	erial Pr	actice Lectures			12-M-VGP-202-m01		
Module	e coordi	nator		Module offered by			
holder	of the F	Professorship of Econor	nic Journalism	Faculty of Management and Economics			
ECTS		od of grading	Only after succ. cor	npl. of module(s)			
5	L	rical grade					
Duratio		Module level	Other prerequisites	i			
1 seme	I	graduate	<u> </u>				
Conten	In this lecture, we invite board members of publicly listed companies, SMEs and Startups to discuss contempo-						
		s of corporate manager		ompanies, SMEs and	l Startups to discuss	s contempo-	
various	indust	sustainable insights in ries, and discuss press Idents are required to c	ing managerial issues	with C-level executiv	es. In individual and	d group as-	
		ne different companies the end of each lecture		ss the following ques	tions that will foster	a detailed	
		current challenges faci					
		gies do you employ to r		-			
		dership concepts and	approaches changed i	n your company?			
After pa lenges	articipa in man h discu	ling outcomes ting in this module, stu agement. The students ssions reports and grou	obtain a realistic insig	ght into a cross-section	on of the German ec	onomy.	
Course	s (type,	number of weekly con	tact hours, language –	– if other than Germa	n)		
S (2)							
		essment (type, scope, on on whether module			tion offered — if not	every seme-	
portfoli	o (appi	ox. 15 pages) ssessment: German an					
Allocat							
	<u></u>						
Additio	nal info	ormation					
Worklo	ad						
150 h							
-	Teaching cycle						
Teaching cycle: each semester							
	Referred to in LPO I (examination regulations for teaching-degree programmes)						
Module	Module appears in						
		ee (1 major) Business Ir	formation Systems (2	016)			
	-	ee (1 major) Business N	,				
Master's wi mics (2021)		China Business and Econo-		enerated 19-Apr-2025 • exam ECTS) China Business and Eco	-	page 454 / 540	

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

Module cholder ofand InterrECTSM5nDuration1 semesteContentsThe conte				12-M-VWP-211-m01 nent and Economics		
holder of and Intern ECTS N 5 n Duration 1 semeste Contents The conte	the Senior Professorshi mational Economic Relat Method of grading numerical grade Module level	ions	Faculty of Manager	nent and Economics		
holder of and Intern ECTS N 5 n Duration 1 semeste Contents The conte	the Senior Professorshi mational Economic Relat Method of grading numerical grade Module level	ions	Faculty of Manager	nent and Economics		
and Intern ECTS M 5 n Duration 1 semester Contents The conter	mational Economic Relat Method of grading numerical grade Module level	ions				
5 n Duration 1 semeste Contents The conte	numerical grade Module level	Only after succ. cor				
Duration 1 semeste Contents The conte	Module level		mpl. of module(s)			
1 semeste Contents The conte	i i					
Contents The conte	or graduato	Other prerequisites	5			
The conte	1 semester graduate					
	6					
c 1. cc				of the lectures of economists		
from diffe	erent national and intern	ational fields of activity, w	which are organized f	or the event.		
				the scientifically founded and at the University of Würzburg.		
the sume	time internationally on			the oniversity of Walzburg.		
				mists, gain an insight into prac-		
	vities, discuss these with ined during their studies		and combine them	with theoretical economic know-		
	l learning outcomes	•				
		lactoria studente efita fe	culturat aconomica a	nd business administration		
In additio have acqu respective learn eco	uired during their studie ve lecture, a debating wo	e seminar will have the op s. For this purpose, in ado rkshop is offered to the pa	lition to a discussion articipants of the sen	he knowledge of economics they with the speakers following the ninar, in which the students are to and competencies will be tested		
Courses ((type, number of weekly	contact hours, language -	– if other than Germa	an)		
S (2)						
		pe, language — if other th lule can be chosen to earr		ation offered — if not every seme-		
a) oral ex	amination (one candida	te each: approx. 10 to 15 n	ninutes, groups of 2:	approx. 20 minutes, groups of 3:		
	30 minutes) or					
	aper (approx. 10 pages) n examination (approx. 6	and presentation (approx	. 15 minutes); (weigh	ited 2:1) or		
	e of assessment: Germai					
	on of places					
Additiona	al information					
Workload	d					
150 h						
Teaching	g cycle					
Teaching	cycle: each semester					
	to in LPO I (examination	n regulations for teaching-	degree programmes))		

Module appears in

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

Module	title				Abbreviation		
Philoso	ophy of	Science and Ethics in B	usiness Management	and Economics	12-M-WEW-182-m01		
Module	coord	inator		Module offered by			
		culty of Business Mana	romant and Econo	-	nent and Economics		
mics	i tile i d	iculty of busiliess maila					
ECTS	Metho	od of grading	Only after succ. con	npl. of module(s)			
10	nume	rical grade					
Duration Module level Other prerequisites							
1 seme	ster	graduate					
Conten	ts		_				
		vill take the form of a ser w an important publicat			k on a problem in economic poli-		
		ning outcomes					
		able to present the statu	s of a current project i	in a talk as well as to	discuss and defend it		
		, number of weekly cont					
S (2)							
	l of ass	essment (type scope	 anguage — if other th	an German examina	tion offered — if not every seme-		
		on on whether module of			alon oncica in not every senie		
Langua	ge of a ment o	oprox. 20 to 25 pages) a ssessment: German and ffered: In the semester i bonus	l/or English				
Allocat	ion of p	olaces					
by lot a numbe	mong a r of pla	all applicants irrespectiv	ve of their subjects. (2 he same procedure. () Places on all cours	e places, places will be allocated es of the module with a restricted be maintained and places re-allo		
Additio	nal inf	ormation					
Worklo	ad						
300 h							
Teachir	ng cycl	e					
Teachir	ng cycle	e: no courses offered					
Referre	d to in	LPOI (examination reg	ulations for teaching-	degree programmes)			
Module	e appea	irs in					
		ee (1 major) Managemer	nt (2018)				
	-	ee (1 major) Internationa					
	Master's degree (1 major) China Business and Economics (2019)						
	-	ee (1 major) China Langu	- ,	019)			
	-	ee (1 major) Information		,			
	-	ee (1 major) China Busin	-				
	-	ee (1 major) China Langu)21)			
Master	s degr	ee (1 major) Economathe	ematics (2021)				

Module	e title				Abbreviation	
Europe	an Com	petition Policy			12-M-WPE-192-m01	
Module	e coord	inator		Module offered by		
holder	of the (Chair of Industrial Econor	nics	Faculty of Managem	ient and Economics	
ECTS		od of grading	Only after succ. com	Dnly after succ. compl. of module(s)		
5	nume	rical grade				
Duration Module level Other prerequisites						
1 seme	ster	graduate				
Conten	ts					
1. Lega 2. Mark • C • S • H 3. Horiz 4. Horiz • E • C 5. Verti • E • C 5. Verti	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					
Intende	ed leari	ning outcomes				
on polices, as w fronted drainin and ba	cy, incl vell as with p g the re sed on	uding the legal framewor understand the approach ractical problems, they c elevant economic theorie	k, the trace models and of European compete an refer to these case s that identify variable ns for appropriate case	nd methods for the s tition policy in high p es, and the same log les to be measured a ses. They will sufficie	uced in the lecture of competiti- study of competition policy issu- profile cases. When they are con- ic to practical examples apply by and methodologies for assessing, ently understand the subject in itically.	
Course	s (type	, number of weekly conta	ct hours, language —	if other than Germa	n)	
V (2) Module	e taugh	t in: English				
		sessment (type, scope, la on on whether module ca			tion offered — if not every seme-	
a) written examination (approx. 60 to 120 minutes) or b) term paper (15 to 20 pages) Language of assessment: English creditable for bonus						
Allocat	ion of p	olaces				
WM6: There a	re no r	estrictions with regard to	available places for	students of the Mast	er's degree programmes Mana-	

gement, International Economic Policy, Information Systems, Wirtschaftsmathematik (Mathematics for Economics) and Chinese and Economics as well as China Business and Economics. A total of 20 places will be allocated to students of other subjects; should the number of applications exceed the number of available places, these places will be allocated by lot.

Additional information
Workload
150 h
Teaching cycle
Teaching cycle: summer semester
Referred to in LPO I (examination regulations for teaching-degree programmes)
Module appears in
Master's degree (1 major) Information Systems (2019)
Master's degree (1 major) Political and Social Sciences (2020)
Master's degree (1 major) China Business and Economics (2021)
Master's degree (1 major) China Language and Economy (2021)
Master's degree (1 major) Social Science Sustainability Studies (2021)
Master's degree (1 major) Economathematics (2021)
Master's degree (1 major) Information Systems (2022)
Master's degree (1 major) International Economic Policy (2022)
Master's degree (1 major) Management (2022)
Master's degree (1 major) Economathematics (2022)
Master's degree (1 major) Management (2024)
Master's degree (1 major) International Economic Policy (2024)
Master's degree (1 major) Economathematics (2024)
Master's degree (1 major) International Economic Policy (2025)
Master's degree (1 major) Management (2025)
Master's degree (1 major) Applied Human Geography (2025)
Master's degree (1 major) China Business and Economics (2025)
Master's degree (1 major) Economathematics (2025)

Module title					Abbreviation	
Advand	Advanced Auditing 12-M-WPF-161-m01					
Module	e coord	inator		Module offered by		
Dean o mics	Dean of the Faculty of Business Management and Economics			Faculty of Managen	nent and Economics	
ECTS Method of grading Only after succ. compl. of module(s)						
5	nume	rical grade				
Duratio	on	Module level	Other prerequisites			
1 seme	1 semester graduate					
Conten	Its					
discus: apply e	ses cur existing	overs advanced account rent developments in IFR knowledge to advanced nt developments in the f	S accounting and sys accounting problems	stematically classifie s and to develop pos	s the related issues.	. The aim is to
Intend	ed lear	ning outcomes				
	andard	a deep understanding o s). They also have the in-				
Course	s (type	, number of weekly conta	ict hours, language –	- if other than Germa	n)	
V (2) +	Ü (2)		-			
ster, in written Langua	formati examii	sessment (type, scope, la ion on whether module contain nation (approx. 60 to 120 ssessment: German and bonus	an be chosen to earn minutes)		tion offered — if not	every seme-
Allocat						
Additio	onal inf	ormation				
Worklo	ad					
150 h						
Teachi	ng cycl	e				
		e: no courses offered				
	<u> </u>	LPOI (examination regu	lations for teaching-	degree programmes)		
				<u> </u>		
Module	e annea	ars in				
		ee (1 major) Economathe	matics (2016)			
	-	ee (1 major) Business Ma				
	Master's degree (1 major) Educations management (2015) Master's degree (1 major) China Business and Economics (2016)					
Master's degree (1 major) International Economic Policy (2015)						
Master's degree (1 major) China Language and Economy (2016)						
Master	Master's degree (1 major) Management (2018)					
	Master's degree (1 major) China Business and Economics (2019)					
	-	ee (1 major) China Langu		•		
	Master's degree (1 major) China Business and Economics (2021)					
	Master's degree (1 major) China Language and Economy (2021)					
Master	's degr	ee (1 major) Economathe	matics (2021)			
Master's w mics (2021		r China Business and Econo-		enerated 19-Apr-2025 • exam CTS) China Business and Eco		page 461 / 540



exchange program Business Management and Economics (2022)

Modul					Abbreviation	
Projec	t Modul:	: Journalism in Econom	ic Policy		12-M-WPJ-182-m01	
Modul	le coordi	nator		Module offered by	<u> </u>	
holder of the Professorship of Economi			nic Iournalism	Faculty of Management and Economics		;
ECTS		d of grading	Only after succ. co	· · · · · · · · · · · · · · · · · · ·		
10		ical grade				
Durati	ion	Module level	Other prerequisites	5		
1 seme		graduate				
Conte	nts					
ny mee these kes for ons wi topic t	dia users topics be r good ee ill first be themselv	nalism is often regarde s can relate to: The foct e presented in a way th conomic reporting? Wh e answered using exam res. The seminar is the nalism and Business Co	us is on market develo nat is clear, easy to un at research options an pples from various me matically oriented tow	opments and (econor derstand, and yet as nd forms of presentat dia. Subsequently, th ards current research	nic) political conditi precise as possible tion are available? S ne students will worl n projects/projects c	ons. How ca ? What ma- uch questi- k on the main of the Chair o
Intend	led learn	ing outcomes				
preser pics in in resp acquir	ntation o n reportir conse to re subjec	an overview of selected f economic journalism ng. After completing the previously generated r as well as specific mo	. The students learn so e seminar, students an research questions an ethodological compete	cientific methods to b re able to independen d thus evaluate journ encies in this semina	oreak down complex ntly examine journal nalistic work. Therefo r.	c economic to listic product
	es (type,	number of weekly con	tact hours, language -	– if other than Germa	an)	
S (2)						
		essment (type, scope, on on whether module			ition offered — if not	t every seme-
ties, co Langua Assess	omment age of as	ox. 3 items with a dura ary, text analyses of di ssessment: German an fered: In the semester ponus	fferent types of media d/or English		t): e.g. record of res	earch activi-
	tion of p					
Additi	onal info	rmation				
Auun	Unatinit	mation				
 West-t-						
Workle	oad					
300 h						
	ing cycle					
Teachi	ing cycle	: after announcement				
Referr	ed to in	LPOI (examination reg	gulations for teaching-	degree programmes)		
Modul	le appea	rs in				
	r's degre	ee (1 major) Manageme ee (1 major) Internation ee (1 major) China Busi	al Economic Policy (20			
Maste	-	ee (1 major) China Lang ee (1 major) Media Com		019)		
Maste Maste	r's degre	ee (1 major) China Lang ee (1 major) Media Com ^{China Business and Econo-}	munication (2019)	019) generated 19-Apr-2025 • exam	n ran data ra	page 463 / 540

Master's degree (1 major) China Business and Economics (2021) Master's degree (1 major) China Language and Economy (2021) Master's degree (1 major) Economathematics (2021) Master's degree (1 major) International Economic Policy (2022) Master's degree (1 major) Management (2022) Master's degree (1 major) Economathematics (2022) Master's degree (1 major) Media Entertainment (2022) Master's degree (1 major) Psychology of digital media (2022) exchange program Business Management and Economics (2022)

Module					Abbreviation	
Econor	nic and	Business Ethics			12-M-WUE-161-m01	
Module	<u> </u>	inator		Module offered by		
				· · · ·		
holder Taxatio		Chair of Business Mana	igement and Business	Faculty of Managen	nent and Economics	
ECTS	Meth	od of grading	Only after succ. con	npl. of module(s)		
10	nume	rical grade				
Duratio	on	Module level	Other prerequisites			
1 seme	ster	graduate				
Conten	Its	-				
		r, students will gain an prruption, ethcial theor			siness and economy	, e. g. leader-
		ning outcomes				
	-	n scientific methods th	o student should be ab	la ta writa a comina	r paper dealing with	a colocted
		m in business and/or e				
		ndable way und he/she				
		, number of weekly con			•	
S (2)		· · · ·				
	d of ass	sessment (type, scope,	language — if other the	an German, examina	tion offered — if not	every seme-
		ion on whether module				, ,
		pprox. 20 to 25 pages) ssessment: German an		ox. 20 minutes), wei	ighted 2:1	
Allocat	-					
		Should the number of a	annlications exceed the	number of available	e places places will	be allocated
		all applicants irrespect				
		ces will be allocated in				
cated b	by lot a	s they become availabl	e.			
Additio	onal inf	ormation				
Worklo	ad					
300 h						
Teachi	ng cycl	e				
Teachi	ng cycl	e: each semester				
		LPOI (examination reg	gulations for teaching-	degree programmes)		
			<u> </u>			
Module	e annea	ars in				
		ee (1 major) Economath	nematics (2016)			
	-	ee (1 major) Business N				
	-	ee (1 major) China Busi		2016)		
	-	ee (1 major) Internation		-		
		ee (1 major) China Lang				
	-	ee (1 major) Manageme	- ,			
	-	ee (1 major) Internation		18)		
		ee (1 major) China Busi				
	-	ee (1 major) China Lang		•		
	-	ee (1 major) China Busi	,	-		
Master	's degr	ee (1 major) China Lang	guage and Economy (20	021)		
Master's w	ith 1 maio	r China Business and Econo-	IMU Würzburg ● g	enerated 19-Apr-2025 • exam	. reg. data re-	page 465 / 540
mics (2021				CTS) China Business and Eco	-	

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

Module	Module title Abbreviation					
Human	Resou	rce Management			12-P&O-F-212-m01	
Module	coord	inator		Module offered by		
holder o Organis		Chair for Human Resource	e Management and	Faculty of Managem	nent and Economics	
ECTS	Metho	od of grading	Only after succ. con	npl. of module(s)		
5		rical grade		• • • • •		
Duratio	n	Module level	Other prerequisites			
1 seme		undergraduate				
Conten	ts					
subject ma of tl	. More he relat d team	specifically, on the basis ionship between employ level are presented and	of the principal-age ver and employee car	nt model answers are be solved. Mainly fi	l institutional concepts of the e given on how the basic dilem- inancial incentives on the indivi- duce information asymmetries	
Intende	ed learr	ning outcomes				
		Ild be able to understand ings in personnel manag		basic theories, econ	ometric techniques as well as	
Course	s (type,	number of weekly conta	ct hours, language –	- if other than Germa	n)	
V (2) +	Ü (2)					
		essment (type, scope, la on on whether module ca			tion offered — if not every seme-	
written	examir	nation (approx. 60 minut	es)			
Allocat	ion of p	olaces				
Additio	nal info	ormation				
Worklo	ad					
150 h						
Teachir	ng cycl	9				
Teachir	ng cycle	e: summer semester				
Referre	d to in	LPOI (examination regu	lations for teaching-o	degree programmes)		
Module	appea	rs in				
Master'	s degre	ee (1 major) China Busine	ess and Economics (2	2021)		
Bachelo	or's deg	gree (1 major) Business Ir	nformation Systems ((2021)		
		gree (1 major) Economath				
		gree (1 major) Business M	-			
		gree (1 major, 1 minor) Bu	-	and Economics (Mir	10r, 2021)	
		gree (1 major) Economath				
	-	ee (1 major) Media Entert)		
	-	ee (1 major) Psychology o	-			
		gree (1 major) Business Ir	•	2023)		
	Bachelor's degree (1 major) Economathematics (2023) Bachelor's degree (1 major) Business Management and Economics (2023)					
		gree (1 major, 1 minor) Bu	-	-	10r, 2023)	

Module	e title				Abbreviation
Semina	ar: Hun	an Resource Managemen	nt & Organizational	Theory	12-P&O-FS-212-m01
Module	e coord	inator		Module offered by	
holder	ofthe	Chair for Human Resource	Management and	,	ment and Economics
Organis ECTS		od of grading	Only after succ. con	nl of module(s)	
5		rical grade			
Duratio	I	r	Other prerequisites		
1 seme		undergraduate			
Conten	ts				
		write a seminar paper on, gement and organisation		d discuss current iss	sues in the field of human re-
		ning outcomes			
	-	learn to handle, formulate	e in own words, pres	ent. and discuss cu	rrent research literature.
		, number of weekly contac	•		
S (2)	- (-)	,,,			
Method		sessment (type, scope, lan ion on whether module ca			ation offered — if not every seme-
term pa	aper (a	pprox. 15 pages) and pres	entation (approx. 20	minutes), (weighte	d 1:1)
	age of a	ssessment: German and/			
Langua Allocat	ion of	ssessment: German and/ places	or English		a places, places will be allocated
Langua Allocat 15 plac by lot a numbe	es. (1) es. (1) mong r of pla	ssessment: German and/ places Should the number of app all applicants irrespective	or English plications exceed the of their subjects. (2	e number of availabl) Places on all cours	e places, places will be allocated ses of the module with a restricted be maintained and places re-allo
Langua Allocat 15 place by lot a numbe cated b	ion of es. (1) among er of pla by lot a	ssessment: German and/ places Should the number of app all applicants irrespective ices will be allocated in th	or English plications exceed the of their subjects. (2	e number of availabl) Places on all cours	ses of the module with a restricted
Langua Allocat 15 place by lot a numbe cated b	ion of es. (1) among er of pla by lot a	ssessment: German and/ places Should the number of app all applicants irrespective ces will be allocated in th s they become available.	or English plications exceed the of their subjects. (2	e number of availabl) Places on all cours	ses of the module with a restricted
Langua Allocat 15 place by lot a numbe cated b	ion of es. (1) among or of pla by lot a onal inf	ssessment: German and/ places Should the number of app all applicants irrespective ces will be allocated in th s they become available.	or English plications exceed the of their subjects. (2	e number of availabl) Places on all cours	ses of the module with a restricted
Langua Allocat 15 plac by lot a numbe cated b Additio	ion of es. (1) among or of pla by lot a onal inf	ssessment: German and/ places Should the number of app all applicants irrespective ces will be allocated in th s they become available.	or English plications exceed the of their subjects. (2	e number of availabl) Places on all cours	ses of the module with a restricted
Langua Allocat 15 plac by lot a numbe cated b Additio Worklo	ion of es. (1) among r of pla by lot a onal inf bad	ssessment: German and/ places Should the number of app all applicants irrespective ices will be allocated in th s they become available. formation	or English plications exceed the of their subjects. (2	e number of availabl) Places on all cours	ses of the module with a restricted
Langua Allocat 15 plac by lot a numbe cated b Additio Worklo 150 h Teachin	ion of pes. (1) among r of pla by lot a by lot a	ssessment: German and/ places Should the number of app all applicants irrespective ices will be allocated in th s they become available. formation	or English plications exceed the of their subjects. (2	e number of availabl) Places on all cours	ses of the module with a restricted
Langua Allocat 15 plac by lot a numbe cated b Additio Worklo 150 h Teachin Teachin	ion of es. (1) among r of pla by lot a onal inf pad ng cycl	ssessment: German and/ places Should the number of app all applicants irrespective ices will be allocated in th s they become available. ormation	or English plications exceed the of their subjects. (2 ie same procedure. (e number of availabl) Places on all cours 3) A waiting list will	ses of the module with a restricted be maintained and places re-allo
Langua Allocat 15 plac by lot a numbe cated b Additio Worklo 150 h Teachin Teachin	ion of es. (1) among r of pla by lot a onal inf pad ng cycl	ssessment: German and/ places Should the number of app all applicants irrespective ices will be allocated in th s they become available. ormation e e: each semester	or English plications exceed the of their subjects. (2 ie same procedure. (e number of availabl) Places on all cours 3) A waiting list will	ses of the module with a restricted be maintained and places re-allo
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Langua Allocat 15 plac by lot a numbe cated b Additio Worklo 150 h Teachin Teachin Referre Module Master Bachelo	ion of pessent (1) among or of plao or	ssessment: German and/ places Should the number of app all applicants irrespective ices will be allocated in th s they become available. ormation e e: each semester LPO I (examination regul ars in ee (1 major) China Busine gree (1 major) Business In	or English plications exceed the of their subjects. (2 le same procedure. (lations for teaching- ss and Economics (2 oformation Systems)	e number of availabl) Places on all cours (3) A waiting list will degree programmes 2021)	ses of the module with a restricted be maintained and places re-allo
Langua Allocat 15 place by lot a numbe cated b Additio Worklo 150 h Teachin Teachin Referre Master Bachelo Bachelo	ion of pess. (1) among yer of pla by lot a by lo	ssessment: German and/ places Should the number of app all applicants irrespective ices will be allocated in th s they become available. ormation ee e e: each semester LPO I (examination regul ars in ee (1 major) China Busine gree (1 major) Business In gree (1 major) Economath	or English plications exceed the of their subjects. (2 le same procedure. (lations for teaching- ss and Economics (2 iformation Systems ematics (2021)	e number of availabl) Places on all cours 3) A waiting list will degree programmes 2021) (2021)	ses of the module with a restricted be maintained and places re-allo
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Langua Allocat 15 plac by lot a numbe cated b Additio Worklo 150 h Teachin Teachin Referre Bachelo Bachelo Bachelo Bachelo	ion of pesses (1) among or of plaoy lot a oy lot	ssessment: German and/ places Should the number of app all applicants irrespective ices will be allocated in th s they become available. ormation e e: each semester LPO I (examination regul ars in ee (1 major) China Busine gree (1 major) Business In gree (1 major) Business M gree (1 major, 1 minor) Bu gree (1 major, 1 minor) Bu gree (1 major) Economath	or English plications exceed the of their subjects. (2 le same procedure. (lations for teaching- ss and Economics (2 iformation Systems) ematics (2021) lanagement and Eco siness Management ematics (2022)	e number of availabl) Places on all cours 3) A waiting list will degree programmes 2021) (2021) (2021) nomics (2021) and Economics (Mi	ses of the module with a restricted be maintained and places re-allo
Langua Allocat 15 plac by lot a numbe cated b Additio Worklo 150 h Teachin Teachin Teachin Referre Master Bachelo Bachelo Bachelo Bachelo	ion of pesses (1) among or of pla by lot a by lo	ssessment: German and/ places Should the number of app all applicants irrespective ices will be allocated in th s they become available. ormation e e e: each semester LPO I (examination regul ars in ee (1 major) China Busine gree (1 major) Business In gree (1 major) Business In gree (1 major) Business M gree (1 major, 1 minor) Bu gree (1 major) Economath gree (1 major) Economath gree (1 major) Economath grem Business Manageme	or English plications exceed the of their subjects. (2 le same procedure. (lations for teaching- ss and Economics (2 iformation Systems ematics (2021) lanagement and Eco siness Management ematics (2022) ent and Economics (e number of availabl) Places on all cours 3) A waiting list will degree programmes 2021) (2021) nomics (2021) and Economics (Mi 2022)	ses of the module with a restricted be maintained and places re-allo
Langua Allocat 15 place by lot a numbe cated b Additio Worklo 150 h Teachin Teachin Referre Module Bachele Bachele Bachele Bachele Bachele Bachele	ion of pesses (1) among r of pla oy lot a oy lot	ssessment: German and/ places Should the number of app all applicants irrespective ices will be allocated in th s they become available. ormation e (1 major) gree (1 major) China Busine gree (1 major) Business In gree (1 major) Business M gree (1 major) Business M gree (1 major) Economath gree (1 major) Business M gree (1 major) Economath gree (1 major) Economath gree (1 major) Economath gree (1 major) Business M gree (1 major) Business M gree (1 major) Business In gree (1 major) Business In	or English plications exceed the of their subjects. (2 le same procedure. (lations for teaching- ss and Economics (2 iformation Systems ematics (2021) lanagement and Eco siness Management ematics (2022) ent and Economics (iformation Systems	e number of availabl) Places on all cours 3) A waiting list will degree programmes 2021) (2021) nomics (2021) and Economics (Mi 2022)	be maintained and places re-allo
Langua Allocat 15 place by lot a numbe cated b Additio Worklo 150 h Teachin Teachin Teachin Bachelo Bachelo Bachelo Bachelo Bachelo Bachelo Bachelo Bachelo Bachelo	ion of pla es. (1) among r of pla oy lot a onal inf onal inf orad ng cycl ed to in e appea or's de or's de	ssessment: German and/ places Should the number of app all applicants irrespective ices will be allocated in th s they become available. ormation e e e: each semester LPO I (examination regul ars in ee (1 major) China Busine gree (1 major) Business In gree (1 major) Business In gree (1 major) Business M gree (1 major, 1 minor) Bu gree (1 major) Economath gree (1 major) Economath gree (1 major) Economath grem Business Manageme	or English plications exceed the of their subjects. (2 le same procedure. (lations for teaching- ss and Economics (2 information Systems ematics (2021) lanagement and Eco siness Management ematics (2022) ent and Economics (iformation Systems ematics (2023)	e number of availabl) Places on all cours (3) A waiting list will degree programmes (2021) (2021) (2021) nomics (2021) and Economics (Mi 2022) (2023)	ses of the module with a restricted be maintained and places re-allo

Module title			Abbreviation			
Practice of Data Analysis 12-PD-152-m01						
Module coordinator N				Module offered by		
holder	of the Ch	nair of Econometrics		Faculty of Management and Economics		
ECTS		l of grading	Only after succ. compl. of module(s)			
5		cal grade				
Duratio	on /	Nodule level	Other prerequisites			
1 seme	-	undergraduate				
Conter	nts					
Daily w	vork in al	l areas of business - c	companies, science, ins	stitutions and politic	s - is based on the a	cquisition,
			ata. These must be col			
			es and business mode			
			s and includes a theor empirical work and the			
			rs & field trips are offer			ie placticat
•		ng outcomes				
			thods to collect numer	ical data.		
			itact hours, language –		n)	
V (2) +					,	
		ssment (type, scope,	language — if other th	an German, examina	tion offered — if not	everv seme-
			can be chosen to earn			,
a) writt	ten exam	ination (approx. 60 m	ninutes) or			
			l presentation (approx.	20 minutes), weight	ted 2:1	
Langua	age of as	sessment: German ar	id/or English			
Allocat	tion of pl	aces				
Additio	onal info	rmation				
Worklo	oad					
150 h						
Teachi	ing cycle					
Teachi	ng cycle:	summer semester				
Referre	ed to in L	POI (examination re	gulations for teaching-	degree programmes)		
Modul	e appear	s in				
Bachel	lor's degi	ree (1 major) Business	Management and Eco	nomics (2015)		
	-	ree (1 major) Economa				
	-		s Information Systems			
			ness and Economics (2			
	Bachelor's degree (1 major) Business Information Systems (2016)					
	Bachelor's degree (1 major) Economathematics (2017)					
	-		ness and Economics (2	•		
	-	•	Information Systems			
			Management and Eco			
	-		s Information Systems			
	-		ness and Economics (2			
	ioi s degi	ee (1 major) Business	Information Systems	(2021)		
Master's w mics (2021		hina Business and Econo-		enerated 19-Apr-2025 • exam CTS) China Business and Ecc	-	page 469 / 540

Bachelor's degree (1 major) Economathematics (2021) Bachelor's degree (1 major) Business Management and Economics (2021) Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2021) Bachelor's degree (1 major) Economathematics (2022) exchange program Business Management and Economics (2022) Bachelor's degree (1 major) Business Information Systems (2023) Bachelor's degree (1 major) Economathematics (2023) Bachelor's degree (1 major) Business Management and Economics (2023) Bachelor's degree (1 major) Business Management and Economics (2023) Bachelor's degree (1 major) Business Management and Economics (2023)

Module title			Abbreviation			
Primer in Data Science 12-PDS-211-m01						
Module	e coord	inator		Module offered by		
holder	of the (Chair of Business Analy	rtics	Faculty of Managen	nent and Economics	
ECTS	Metho	od of grading	Only after succ. compl. of module(s)			
5	nume	rical grade				
Duratio		Module level	Other prerequisites			
1 seme		undergraduate				
Conten						
field th on to th and pro The con the abo	Data science is concerned with extracting knowledge and valuable insights from data assets. It is an emerging field that is currently in high demand in both academia and industry. This course provides a practical introduction to the full spectrum of data science techniques spanning data acquisition and processing, data visualization and presentation, creation and evaluation of machine learning models. The course focuses on the practical aspects of data science, with emphasis on the implementation and use of the above techniques. Students will complete programming homework assignments that emphasize practical understanding of the methods described in the course.					
Intend	ed learı	ning outcomes				
• [• g • t • v	 Topics covered include: Data acquisition and processing graph and network models text analysis working with geospatial data Usage of machine learning models (supervised and unsupervised) 					
Course	s (type	, number of weekly cor	tact hours, language –	- if other than Germa	ın)	
V (2) +						
		t in: German and/or En				
			language — if other th can be chosen to earn		tion offered — if not	every seme-
b) oral c) exer Langua	examin cises (a	nination (approx. 60 n ation (approx. 20 to 30 pprox. 6 pages) ssessment: German ar bonus	o minutes) or			
Allocat	ion of p	olaces				
Additio	onal inf	ormation				
Worklo	ad					
150 h						
Teachi	Teaching cycle					
Teachi	Teaching cycle: summer semester					
Referre	Referred to in LPO I (examination regulations for teaching-degree programmes)					
Module	e appea	irs in				
Bachel	or's de	gree (1 major) Economa	Management and Eco athematics (2015) Information Systems	_		
Master's w mics (2021		China Business and Econo-		enerated 19-Apr-2025 • exam CTS) China Business and Ecc		page 471 / 540

UNIVERSITÄT WÜRZBURG

Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2015) Bachelor's degree (1 major) Business Information Systems (2016) Bachelor's degree (1 major) Economathematics (2017) Bachelor's degree (1 major) Business Information Systems (2019) Bachelor's degree (1 major) Business Management and Economics (2019) Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2019) Bachelor's degree (1 major) Business Information Systems (2020) Master's degree (1 major) China Business and Economics (2021) Bachelor's degree (1 major) Business Information Systems (2021) Bachelor's degree (1 major) Economathematics (2021) Bachelor's degree (1 major) Business Management and Economics (2021) Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2021) Bachelor's degree (1 major) Economathematics (2022) exchange program Business Management and Economics (2022) Bachelor's degree (1 major) Business Information Systems (2023) Bachelor's degree (1 major) Economathematics (2023) Bachelor's degree (1 major) Business Management and Economics (2023) Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2023)

Module title				Abbreviation	
Planning and	Decision Making in Bu	siness Information Sys	tems	12-PEBI-211-m01	
Module coord	linator		Module offered by		
holder of the Chair of Business Analytics		tics		nent and Economics	
	od of grading	Only after succ. con			
	erical grade				
Duration	Module level	Other prerequisites			
1 semester	undergraduate				
Contents					
stems perspe damental cor	methods form a central active, these methods m acepts and methods fro acov chains. The methods	ust be integrated into I m the areas of decision	T systems and proce theory and analysis	esses. The lecture pr , mathematical opti	esents fun- mization and
Intended lear	ning outcomes				
FundanSensitivDiscreto	ive and empirical decis nentals of linear progran vity analysis e Optimization e Markov chains				
Courses (type	e, number of weekly con	tact hours, language –	- if other than Germa	ın)	
V (2) + Ü (2)					
	nt in: German and/or En	glish			
ster, informat a) Written exa b) oral exami c) exercises (sessment (type, scope, ion on whether module amination (approx. 60 n nation (20 to 30 minute approx. 6 pages) assessment: German ar	can be chosen to earn ninutes) or s) or		ition offered — If not	every seme-
creditable for					
Allocation of	places				
Additional in	formation				
Workload					
	-				
150 h					
Teaching cyc					
Teaching cycl	e: winter semester				
Referred to in LPO I (examination regulations for teaching-degree programmes)					
Module appe	ars in				
Bachelor's de Master's deg Bachelor's de Bachelor's de Bachelor's de	egree (1 major) Economa egree (1 major) Economa ree (1 major) China Busi egree (1 major) Business egree (1 major) Economa egree (1 major) Business egree (1 major, 1 minor)	athematics (2017) ness and Economics (2 5 Information Systems (2021) 5 Management and Eco	(2021) nomics (2021)	nor 2021)	
	or China Business and Econo-	=	enerated 19-Apr-2025 • exam		page 473 / 540
nics (2021)			CTS) China Business and Eco	-	F-30 4/ 5/ 540



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

Module title				Abbreviation		
Programming for Management Students 12-PFM-192-m01						
Module coordinator Mo				Module offered by		
holder	of the C	Chair of Business Analy	tics	Faculty of Managem	ient and Economics	
ECTS		od of grading	Only after succ. compl. of module(s)			
5	nume	rical grade				
Duratio		Module level	Other prerequisites			
1 seme	ster	undergraduate				
Conten	ts					
 In the context of digitization, dealing with program code is regularly of great importance for economists, e.g. in automated data analysis or computer-aided modeling of value creation processes. Likewise, in digital transformation projects, it is of great importance to understand how a programmer thinks and implements the tasks assigned to him. This facilitates communication as well as the actual development, adaptation and debugging of the project. Introduction to the basics of algorithms Programmatic constructs and structures Data structures Concepts of object-oriented programming Practical examples and exercises 						
Intende	ed learr	ning outcomes				
unders	tand si	aches the basics of the mple Python programs se with Python.				
Course	s (type,	number of weekly con	tact hours, language –	- if other than Germa	n)	
V (2) +	Ü (2)					
		essment (type, scope, on on whether module			tion offered — if not	every seme-
b) Oral c) Progr or d) entir	examir rammir ely or p	mination (approx. 60 m nation in groups of up t g exercises (approx. 20 nartly computerised wri ssessment: German an	o 3 candidates (approx b hours total) and writt tten examination (appl	en examination (app		reighted 1:1)
Allocat	ion of p	olaces				
Additio	nal inf	ormation				
Worklo	ad					
150 h						
Teachi	ng cycl	a				
Teaching cycle: summer semester Referred to in LPO I (examination regulations for teaching-degree programmes)						
Neielle						
Modula		rcin				
Module Bachel		r s in gree (1 major) Business	Management and Eco	nomice (2015)		
Bachel Bachel	or's deg or's deg	gree (1 major) Business gree (1 major) Economa gree (1 major, 1 minor) gree (1 major) Economa	thematics (2015) Business Management	_	ior, 2015)	
Master's wi mics (2021)		China Business and Econo-		enerated 19-Apr-2025 • exam CTS) China Business and Eco	-	page 475 / 540
			Cord Master (120 L	e.e) enna business and ECO		1

Bachelor's degree (1 major) Business Information Systems (2019) Bachelor's degree (1 major) Business Management and Economics (2019) Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2019) Master's degree (1 major) China Business and Economics (2021) Bachelor's degree (1 major) Economathematics (2021) Bachelor's degree (1 major) Business Management and Economics (2021) Bachelor's degree (1 major) Business Management and Economics (2021) Bachelor's degree (1 major) Economathematics (2022) Bachelor's degree (1 major) Economathematics (2023) Bachelor's degree (1 major) Business Management and Economics (2023) Bachelor's degree (1 major) Business Management and Economics (2023) Bachelor's degree (1 major, 1 minor) Business Management and Economics (2023) Bachelor's degree (1 major, 1 minor) Business Management and Economics (2023)

Module title				Abbreviation		
Seminar: Econometrics					12-QWF-FS-212-m01	
Module	e coord	inator		Module offered by		
holder	of the (Chair of Econometrics		Faculty of Managem	nent and Economics	
ECTS		od of grading	Only after succ. com	pl. of module(s)		
5	nume	rical grade				
Duratio	n	Module level	Other prerequisites			
1 seme	ster	undergraduate				
Conten	ts					
					k on a subdomain of applied e acquired in an empirical study.	
Intende	ed lear	ning outcomes				
		uire the ability to work inc I present it to and discuss			uantitative economics, write a	
Course	s (type	, number of weekly conta	ct hours, language —	if other than Germa	n)	
S (2)						
		sessment (type, scope, la on on whether module ca			tion offered — if not every seme-	
term pa	aper (aj	oprox. 15 pages) and pres	entation (approx. 25	minutes); (weighted	l 2:1)	
Allocat	ion of p	olaces				
by lot a numbe	mong a r of pla	all applicants irrespective	e of their subjects. (2)	Places on all course	e places, places will be allocated es of the module with a restricted be maintained and places re-allo-	
Additio	nal inf	ormation				
Worklo	ad					
150 h						
Teachir	ng cycl	e				
		e: each semester				
		LPO I (examination regu	lations for teaching-	legree programmes)		
	<u>u co m</u>					
Module	e appea	urs in				
Master' Bachele	Master's degree (1 major) China Business and Economics (2021) Bachelor's degree (1 major) Business Information Systems (2021) Bachelor's degree (1 major) Economathematics (2021)					
Bachel Bachel	Bachelor's degree (1 major) Economication and Economics (2021) Bachelor's degree (1 major) Business Management and Economics (2021) Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2021)					
Bachel	or's de	gree (1 major) Economath gree (1 major) Business Ir gree (1 major) Economath	nformation Systems (2023)		
Bachel	or's de	gree (1 major) Business M gree (1 major, 1 minor) Bu	Nanagement and Eco	-	10r, 2023)	

Module title				Abbreviation		
Econometrics				12-QWF-G-212-m01		
Module coordi	nator		Module offered by			
holder of the C	hair of Econometrics		Faculty of Management and Economics			
· · · · · ·	d of grading	Only after succ. con	npl. of module(s)			
	ical 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 fun- damental concepts and techniques used in inferential statistics, including interval estimation and the constructi- on, application and interpretation of hypothesis tests. Additionally, an introduction to multiple regression analy- sis is given towards the end of the course. The knowledge and skills acquired in this course serve as a prerequisite for the course "Computerprakti- kum" ("Computer Lab in Regression Analysis") and the subsequent Master's course "Ökonometrie I" ("Econome- trics 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	· ·					
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.						
		ourse serve as a prerequ er's course "Econometri		'Computer Lab in Re	gression	
Courses (type,	number of weekly cor	ntact hours, language –	- if other than Germa	n)		
V (2) + T (2)						
		language — if other that can be chosen to earn		tion offered — if not	every seme-	
written examination (approx. 60 to 120 minutes)						
Allocation of p	laces					
Additional info	ormation					
Workload						
150 h						
Master's with 1 major mics (2021)	China Business and Econo-		enerated 19-Apr-2025 • exam CTS) China Business and Eco	-	page 478 / 540	

Teaching cycle

Teaching cycle: winter semester

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

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Module appears in

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

Bachelor's degree (1 major) Business Information Systems (2021)

Bachelor's degree (1 major) Business Management and Economics (2021)

Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2021)

exchange program Business Management and Economics (2022)

Bachelor's degree (1 major) Business Information Systems (2023)

Bachelor's degree (1 major) Business Management and Economics (2023)

Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2023)

Module title			Abbreviation			
Semina	Seminar: Research Seminar 12-RES-211-m01					
Module	e coord	inator		Module offered by		
		Chair of Entrepreneursh	in and Strategy	Faculty of Management and Economics		
ECTS Method of grading Only after succ. compl. of module(s)						
5 numerical grade						
Duratio	on	Module level	Other prerequisites	i		
1 seme	ester	undergraduate				
Conten	nts					
		lop seminar papers on he key insights from the		lomain of entreprene	eurship, strategy, and	d innovation
Intend	ed lear	ning outcomes				
Educational aims Raise students' awareness of research positioning and theoretical modelling Familiarize students with systematic literature search Enable students to develop a well-structured, academic manuscript Learning outcomes On successful completion of this module students will be able to: Formulate an adequate research question Effectively search the literature Structure and write-down an academic manuscript Present and explain their research outcomes in class Courses (type, number of weekly contact hours, language — if other than German) S (2) Module taught in: German and/or English 						
ster, in	formati	essment (type, scope, on on whether module o to 15 pages) and pres	can be chosen to earn	a bonus)		
date)		ssessment: German an			cs, approx. 10 mmu	
Allocat	tion of p	olaces				
Allocation of places 15 places. Should the number of applications exceed the number of available places, places will be allocated as follows: (1) Applicants who have already achieved a total of 90 ECTS credits or more will be given preferential consideration. (2) When places are allocated in accordance with (1) and the number of applications exceeds the number of available places, places will be allocated according to the average grade of assessments taken so far; among applicants with the same average grade, places will be allocated by lot.						
Additio	onal inf	ormation				
Worklo	ad					
150 h						
	ng cycl	9				
		e: each semester				
		LPOI (examination reg	ulations for teaching-	degree programmes)		
		(
Module	e appea	in in				
		gree (1 major) Economa	thematics (2015)			
•		China Business and Econo-		enerated 19-Apr-2025 • exam	reg data re-	page 480 / 540
mics (2021		china business and Econo-		CTS) China Business and Eco	-	2450 400 / 540

Bachelor's degree (1 major) Economathematics (2017) Master's degree (1 major) China Business and Economics (2021) Bachelor's degree (1 major) Business Information Systems (2021) Bachelor's degree (1 major) Economathematics (2021) Bachelor's degree (1 major) Business Management and Economics (2021) Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2021) Bachelor's degree (1 major) Economathematics (2022) Bachelor's degree (1 major) Business Information Systems (2023) Bachelor's degree (1 major) Economathematics (2023) Bachelor's degree (1 major) Business Management and Economics (2023) Bachelor's degree (1 major) Business Management and Economics (2023)

Econor	e title				Abbreviation		
Economic Principles of Risk Management 12-Risk-152-m01							
Module coordinator Module offered by							
	holder of the Chair for Economics, Contract Theory and In- Faculty of Management and Economics						
	-	nomics					
ECTS		od of grading	Only after succ. con	npl. of module(s)			
5	numerical grade						
Duratio		Module level	Other prerequisites				
1 seme	ster	undergraduate					
Conten	ts						
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 (2) + Ü (2) Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus) written examination (approx. 60 minutes)							
	Language of assessment: German and/or English creditable for bonus						
credita		· · · · · · · · · · · · · · · · · · ·					
		· · · · · · · · · · · · · · · · · · ·					
credital Allocat	ion of _l	places					
credital Allocat	ion of _l	· · · · · · · · · · · · · · · · · · ·					
credital Allocat	ion of _l	places					
credital Allocat	ion of	places					
credital Allocat Additio 	ion of	places					
credital Allocat Additio Worklo	ion of _l onal inf ad	ormation					
credital Allocat Additio Worklo 150 h Teachir	ion of ponal inf ad	places ormation e					
credital Allocat Additio Worklo 150 h Teachir Teachir	ion of p mal inf ad ng cycl	ormation e e summer semester		degree programmes)			
credital Allocat Additio Worklo 150 h Teachir Teachir	ion of p mal inf ad ng cycl	places ormation e		degree programmes)			
credital Allocat Additio Worklo 150 h Teachin Teachin	ion of p mal inf ad ng cycl ng cycl ed to in	ormation e e: summer semester LPOI (examination reg		degree programmes)			
credital Allocat Additio 150 h Teachin Teachin Referre Module	ion of p mal inf ad ng cycl ad to in e appea	ormation e e: summer semester LPOI (examination reg	ulations for teaching-o				
credital Allocat Additio 150 h Teachir Teachir Referre Bachelo	ion of j mal inf ad ng cycl ed to in e appea or's de	ormation e e e: summer semester LPO I (examination regination regination)	ulations for teaching-o				
credital Allocat Additio 150 h Teachin Teachin Referre Bachelo Bachelo Bachelo	ion of p mal inf ad ng cycl ed to in e appea or's de or's de or's de	e e e: summer semester LPO I (examination regr ars in gree (1 major) Business gree (1 major) Business gree (1 major) Business	ulations for teaching-o Management and Eco hematics (2015)	nomics (2015) (2015)			
credital Allocat Additio 150 h Teachir Teachir Referre Bachelo Bachelo Bachelo	ion of j mal inf ad ng cycl ed to in e appea or's de or's de or's de or's de	e e e: summer semester LPO I (examination regr ars in gree (1 major) Business gree (1 major) Business gree (1 major) Business gree (1 major, 1 minor) B	ulations for teaching- Management and Eco hematics (2015) Information Systems (usiness Management	nomics (2015) (2015) : and Economics (Mir	nor, 2015)		
credital Allocat Additio 150 h Teachir Teachir Referre Bachelo Bachelo Bachelo Bachelo Master	ion of j mal inf ad ng cycli ed to in e appea or's de or's de or's de or's de or's de	e e e: summer semester LPO I (examination regu ars in gree (1 major) Business gree (1 major) Economat gree (1 major) Business gree (1 major, 1 minor) B ee (1 major) China Busin	Management and Eco hematics (2015) Information Systems (usiness Management ess and Economics (2	nomics (2015) (2015) and Economics (Mir 2016)	nor, 2015)		
credital Allocat Additio 150 h Teachin Teachin Teachin Referre Bachelo Bachelo Bachelo Bachelo Bachelo Bachelo	ion of j mal inf ad ng cycle ng cycle d to in e appea or's de or's de or's de or's de or's de or's de or's de	e e e: summer semester LPO I (examination regr ars in gree (1 major) Business gree (1 major) Business gree (1 major) Business gree (1 major, 1 minor) B	ulations for teaching- Management and Eco hematics (2015) Information Systems (usiness Management ess and Economics (2 Information Systems (2)	nomics (2015) (2015) and Economics (Mir 2016)	-	page 482 / 540	

UNIVERSITÄT WÜRZBURG

Bachelor's degree (1 major) Economathematics (2017) Master's degree (1 major) China Business and Economics (2019) Bachelor's degree (1 major) Business Information Systems (2019) Bachelor's degree (1 major) Business Management and Economics (2019) Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2019) Bachelor's degree (1 major) Business Information Systems (2020) Master's degree (1 major) China Business and Economics (2021) Bachelor's degree (1 major) Business Information Systems (2021) Bachelor's degree (1 major) Economathematics (2021) Bachelor's degree (1 major) Business Management and Economics (2021) Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2021) Bachelor's degree (1 major) Economathematics (2022) exchange program Business Management and Economics (2022) Bachelor's degree (1 major) Business Information Systems (2023) Bachelor's degree (1 major) Economathematics (2023) Bachelor's degree (1 major) Business Management and Economics (2023) Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2023)

				Abbreviation	
Risk Management - Concepts and Systems 12-RM-KS-161-m01				12-RM-KS-161-m01	
Module	coord	inator		Module offered by	
holder (Finance		Chair of Business Manage	ement and Corporate	Faculty of Managem	nent and Economics
ECTS	Metho	od of grading	Only after succ. com	pl. of module(s)	
5	numei	rical grade			
Duratio	n	Module level	Other prerequisites		
1 seme	ster	graduate			
Conten	ts				
ments	of oppo stude	ortunity and risk manager	nent in industrial and	d commercial enterp	contents, methods and instru- rises. Systems: The course will Iformation systems for risk mana-
Intende	ed learr	ning 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 manage- ment system, analyze selected issues of risk management and building on that, develop their own solutions. Sy- stems: After completing this module, students can (i) judge legal, organizational and methodological requirements for the implementation of risk management pro- cesses in a risk management information system (RMIS); (ii) understand the technical basis for RMIS; (iii) estimate the different characteristics of various information systems for the RM; (iv) understand the workings of RMIS.					
		number of weekly conta	ct hours, language —	· if other than Germa	n)
V (2)					
		essment (type, scope, la on on whether module ca			tion offered — if not every seme-
b) oral approx.	examin . 30 mii ge of a:	nutes) ssessment: German and/	h: approx. 15 to 20 n	ninutes; groups of 2:	approx. 20 minutes; groups of 3:
Allocat	ion of p	olaces			
by lot a number	mong a r of pla	all applicants irrespective	e of their subjects. (2)) Places on all course	e places, places will be allocated es of the module with a restricted pe maintained and places re-allo-
Additio	nal info	ormation			
Worklo	ad				
150 h					
Teachir	ng cvcl	9			
		e: no courses offered			
		LPOI (examination regu	lations for teaching-o	legree programmes)	
				<u></u>	

Module appears in

Master's with 1 major China Business and Econo-	JMU Würzburg • gene
mics (2021)	cord Master (120 ECTS

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

Module	title				Abbreviation	
					12-RM-RA-192-m01	
Module	coord	inator		Module offered by		
Dean of the Faculty of Business Management and Econo- mics				Faculty of Managem	nent and Economics	
ECTS	Metho	od of grading	Only after succ. con	npl. of module(s)		
5	numei	rical grade				
Duratio	n	Module level	Other prerequisites			
1 seme	ster	graduate				
Conten	ts					
Point and interval estimation for the value at risk Point and interval estimation for the conditional value at risk Prediction of value at risk in time series Risk of forecasts in time series, in particular exponential smoothing un- der covariates Conditional heteroscedasticity: ARCH, GARCH, EGARCH, DVEC, BEKK, DCC Aggregated losses and their empirical analysis Empirical analysis of statistical distributions Nonparametric bounds for the value at risk and conditional value at risk Empirical estimation of nonparametric bounds for value at risk and conditional va- lue at risk Market model: definition, derivation, parameters, empirical analysis Capital asset pricing model: de- finition, parameters, empirical analysis Asset portfolios: definition, risk parameters Estimation of portfolio para- meters: variance, value at risk, conditional value at risk, shortfall Optimum portfolios: concepts, theory, numeri- cal analysis						
Intende	ed learr	ning outcomes				
			-		s from data. In particular, the stu- tion in a business context.	
Course	s (type,	, number of weekly conta	ct hours, language –	- if other than Germa	n)	
Ü (2) +	V (2)					
		essment (type, scope, la on on whether module ca			tion offered — if not every seme-	
written	examir	nation (approx. 60 minut	es)			
Allocat	ion of p	olaces				
 30 places. 30 places. 30 should the number of applications exceed the number of available places, places will be allocated as follows: Master's students of Information Systems will be given preferential consideration. The remaining places will be allocated to students of other subjects. When places are allocated in accordance with (1) and (2) and the number of applications exceeds the number of available places, places, places will be allocated by lot among applicants from this group. 						
Additio	nal info	ormation				
Worklo	ad					
150 h						
Teachir	ng cycle	9				
Teachir	ng cycle	e: winter semester				
		LPOI (examination regu	lations for teaching-	degree programmes)		
				<u> </u>		
Module	appea	rs in				
		ee (1 major) Information S	Systems (2019)			
		ee (1 major) China Busine		2021)		
	-	ee (1 major) China Langua	- ,	021)		
Master'	Master's degree (1 major) Economathematics (2021)					

Stocha	e title				Abbreviation	
Stochastic Models for Risk Assessment					12-RM-RW-192-m01	
Module coordinator				Module offered by		
Dean of the Faculty of Business Managen mics		gement and Econo-	Faculty of Manager	nent and Economics		
ECTS	Meth	od of grading	Only after succ. cor	npl. of module(s)		
5	nume	erical grade				
Durati	on	Module level	Other prerequisites	5		
1 seme	ester	graduate				
Conter	nts					
peril, le					isk cause, direct peril, indirect	

Axioms of risk measures: distribution invariance, subadditivity, superadditivity, additivity, comonotonous additivity, nonnegative homogeneity, translation invariance, convexity, continuity, coherence

Intended learning outcomes

The student knows the schemes and concepts of risk analysis, risk assessment, risk measurement, and the theoretical background. The student knows the concepts of advanced stochastic risk modeling. In a practical business situation, the student is able to identify an appropriate scheme of risk assessment and corresponding meaningful risk measures.

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

V (2) + Ü (2)

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

written examination (approx. 60 minutes)

Allocation of places

30 places.

Should the number of applications exceed the number of available places, places will be allocated as follows: (1) Master's students of Information Systems will be given preferential consideration.

(2) The remaining places will be allocated to students of other subjects.

(3) When places are allocated in accordance with (1) and (2) and the number of applications exceeds the number of available places, places will be allocated by lot among applicants from this group.

Additional information

Workload

WORKIOA

150 h

Teaching cycle

Teaching cycle: summer semester

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

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Module appears in

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

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

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

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

Modul	e title				Abbreviation	
Games	s and St	rategies			12-S&W1-F-212-mo	1
Modul	e coord	inator		Module offered by		
holder	of the O	Chair of Industrial Econ	al Economics Faculty of Management and Economics			
ECTS		od of grading	Only after succ. con	Only after succ. compl. of module(s)		
5	nume	rical grade	e			
Duration Module level Other prerequisites						
1 seme	ester	undergraduate				
Conter	nts					
1. Stat • () • 5 • () • 7 2. Dyna • 7 • 7 • 7 • 7 • 7 • 7 • 7 • 7	Concept Solution Continue Nash eq amic ga Subgam Repeate ic game amic ga Perfect E Signalin ed learr Its whic lain diff t bayesi olain for ply thes oose the	s with complete inform of a game concepts and the Nas- ous strategy sets uilibrium in mixed stra- mes with complete info- d games s with incomplete info- mes with incomplete info- mes with incomplete info- games swith incomplete info- games hing outcomes h complete this course erent equilibrium conc- an equilibrium); which kind of strategi- se concepts to simple r e appropriate equilibri	th equilibrium tegies prmation rium rmation: Bayesian Nas nformation ium e will be able to epts (Nash equilibrium c situation each of thes ealistic strategic situat um concept which fits b	, subgame perfect e e equilibrium conce ions; pest to a given strate	pts were developed; gic situation.	
Course	es (type	, number of weekly cor	itact hours, language –	- if other than Germa	ın)	
V (2) + Modul		t in: German and/or Er	glish			
			language — if other th can be chosen to earn		tion offered — if not	every seme-
		nation (approx. 60 min ssessment: German ar	-			
Alloca	tion of p	olaces				
Additio	onal info	ormation				
Worklo	oad					
150 h						
Teachi	ing cycl	e				
-		e: summer semester				
			gulations for teaching-	degree programmes)		
		-	<u> </u>			
Modul	e appea	rs in				
			iness and Economics (2	2021)		
Master's w mics (2021		China Business and Econo-		enerated 19-Apr-2025 • exam CTS) China Business and Eco	-	page 489 / 540

Bachelor's degree (1 major) Business Information Systems (2021) Bachelor's degree (1 major) Economathematics (2021) Bachelor's degree (1 major) Business Management and Economics (2021) Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2021) Bachelor's degree (1 major) Economathematics (2022) exchange program Business Management and Economics (2022) Bachelor's degree (1 major) Business Information Systems (2023) Bachelor's degree (1 major) Economathematics (2023) Bachelor's degree (1 major) Business Management and Economics (2023) Bachelor's degree (1 major) Business Management and Economics (2023) Bachelor's degree (1 major) Business Management and Economics (2023)

Module title				Abbreviation			
-	tition P	-			12-S&W2-F-212-m01	l	
Modul	e coordi	nator		Module offered by			
holder					aculty of Management and Economics		
ECTS		od of grading	Only after succ. compl. of module(s)				
5	numer	rical grade					
Duratio	·	Module level					
1 semester undergraduate							
Conter	Its						
Conter Germa		uropean Competition Po	licy illustrated by rea	l world cases of the (Competition Protection	on Office.	
1. Histo 2. Over 3. Func 4. Clas 5. Tacif 6. Hori 7. Joint 8. Abu 9. Abu 10. Ver 11. Ver	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.						
Intend	ed learr	ing outcomes					
(i) reco (ii) arg (iii) un	gnize tł ue by us derstan	ng the course students a ne potential of lessening sing results from industr d decisions of the Bund conomic point of view.	competition due to c ial economics why ce	rtain practices hinde	er competition;	ıch decisi-	
Course	s (type,	number of weekly conta	act hours, language –	- if other than Germa	ın)		
V (3) + Module	• •	t in: German and/or Eng	lish				
		essment (type, scope, la		an German, examina	tion offered — if not	every seme-	
		on on whether module c					
b) term	n paper	nination (approx. 60 to g (approx. 10 pages) and j ssessment: German and	presentation (approx.	15 minutes); (weigh	ted 2:1)		
Allocat	ion of p	laces					
Additio	onal info	ormation					
Worklo	ad						
150 h							
	ng cycle	2					
		: winter semester	_				
reaciii	ing Lycit						
Master's w mics (2021		China Business and Econo-		enerated 19-Apr-2025 • exam CTS) China Business and Eco	-	page 491 / 540	

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

Module appears in

Master's degree (1 major) China Business and Economics (2021) Bachelor's degree (1 major) Business Information Systems (2021) Bachelor's degree (1 major) Economathematics (2021) Bachelor's degree (1 major) Business Management and Economics (2021) Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2021) Bachelor's degree (1 major) Economathematics (2022) exchange program Business Management and Economics (2022) Bachelor's degree (1 major) Business Information Systems (2023) Bachelor's degree (1 major) Economathematics (2023) Bachelor's degree (1 major) Business Management and Economics (2023) Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2023)

Module title					Abbreviation
Econom	nics of I	Regulation			12-S&W3-F-212-m01
Module	coordi	nator		Module offered by	
holder	of the C	hair of Industrial Econ	omics	Faculty of Managen	nent and Economics
ECTS	Metho	d of grading	Only after succ. compl. of module(s)		
5	numer	rical grade			
Duratio	n	Module level	Other prerequisites		
1 semester undergraduate					
Conten	ts				
 D N 2. Introd Ti Ti O P 3. Pract P A This con Intende Intende The aim compet backgro Upon sit (i) acqui (i) acqui (i) acqui ty regulation 	tition of definition Market a duction he regu he natu Dytimal rivatisa cice of e last and nalysis urse wi ed learr n of this tition pro ound. uccess uire a kn lation;	If micro skills Ins and basic concepts analysis In to regulation theory Ilatory process Iral monopoly pricing of natural mon Ition I recent experience in I of selected naturally r Il be taught in English. Ing outcomes Is course is to provide t policy and regulatory po ful completion of this r understanding of the u nowledge of the econo	opoly Europe and around the nonopolistic markets he students with an un licy towards network u nodule the students wi nderlying reasons why mic principles that lie b	derstanding of the e- tilities and to provid- ll some markets canno pehind the applicatio	conomic analysis that underpins e them with some institutional ot be made competitive; on of competition policy and utili- tively inform competition policy
			ions of economic analy ces of market regulatio		of the last 20-30 years.
			itact hours, language –		
	taught	t in: German and/or En			
ster, inf	formati	on on whether module	can be chosen to earn		ition offered — if not every seme-
b) term	paper	nination (approx. 60 to (approx. 10 pages) and ssessment: German ar	d presentation (approx.	15 minutes), (weigh	ted 2:1)
Allocat	ion of p	laces			
Additio	nal info	ormation			
Worklo	ad				
150 h					
Teachir	ng cycle	9			
Teachir	ng cycle	: summer semester			
	ith 1 major	China Business and Econo-		enerated 19-Apr-2025 • exam CTS) China Business and Eco	

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

Module appears in

Master's degree (1 major) China Business and Economics (2021) Bachelor's degree (1 major) Business Information Systems (2021) Bachelor's degree (1 major) Economathematics (2021) Bachelor's degree (1 major) Business Management and Economics (2021) Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2021) Bachelor's degree (1 major) Economathematics (2022) exchange program Business Management and Economics (2022) Bachelor's degree (1 major) Business Information Systems (2023) Bachelor's degree (1 major) Economathematics (2023) Bachelor's degree (1 major) Business Management and Economics (2023) Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2023)

Module	e title				Abbreviation
		petition and Strategy			12-S&W-FS-212-m01
Module coordinator				Module offered by	
holder	of the (Chair of Industrial Econon	nics Faculty of Management and Economics		
ECTS	Metho	od of grading	Only after succ. com	pl. of module(s)	
5	nume	rical grade			
Duratio	on	Module level	Other prerequisites		
1 seme	ster	undergraduate			
Conten	ts				
		vers selected topics from n a topic, submit a writter			nts will be expected to indepen- orally.
Intend	ed learı	ning outcomes			
theme.	In add	ition, they are able to pre	sent the results orall	y and in writing by co	ns on their relevance to a given onventional scientific standards.
	s (type	, number of weekly conta	ct hours, language —	· if other than Germa	n)
S (2) Module	e taugh	t in: German and/or Engli	ish		
		essment (type, scope, la on on whether module ca			tion offered — if not every seme-
		oprox. 15 pages) and pres ssessment: German and/		minutes); (weighted	l 2:1)
Allocat	ion of p	olaces			
by lot a numbe	imong a r of pla	all applicants irrespective	e of their subjects. (2)	Places on all course	e places, places will be allocated es of the module with a restricted be maintained and places re-allo-
		ormation			
Auuitit					
Worklo	ad				
150 h					
Teachi					
Teachi	ng cycle	e: each semester			
Referre	d to in	LPOI (examination regu	lations for teaching-o	legree programmes)	
Module	e appea	nrs in			
Master	's degr	ee (1 major) China Busine	ess and Economics (2	021)	
		gree (1 major) Business Ir	•	2021)	
		gree (1 major) Economath			
		gree (1 major) Business N			
		gree (1 major, 1 minor) Bu		and Economics (Min	ior, 2021)
		gree (1 major) Economath			
		gree (1 major) Business Ir		2023)	
		gree (1 major) Economath			
		gree (1 major) Business N	-	-	
Bachel	or's de	gree (1 major, 1 minor) Bu	isiness Management	and Economics (Min	or, 2023)

Module	title			Abbreviation	
Supply	Chain Management		_	12-SCM-F-212-m01	
	e coordinator		Module offered by		
	of the Chair of Logistics and Q		Faculty of Managen	nent and Economics	
ECTS	Method of grading	Only after succ. con	npl. of module(s)		
5	numerical grade				
Duratio	on Module level	Other prerequisites	i		
1 seme	ster undergraduate				
Conten	ts				
of supp	ninar "Supply Chain Managem oly chain management. It will d case study, will acquaint stude	iscuss the wording of	these as formal mod	els and, with the he	
Intende	ed learning outcomes				
(i) apply ment; (ii) face	ompleting this seminar studen y selected and applied quantit e the practical problems when derstand the challenges to read	tative models for processing real data to feed	l models;	sales and supply c	hain manage-
Course	s (type, number of weekly cont	tact hours, language –	- if other than Germa	n)	
V (2) +	Ü (2)				
	d of assessment (type, scope, formation on whether module			tion offered — if not	every seme-
c) term Langua	paper (approx. 15 pages) or paper (approx. 10 to 15 pages) ge of assessment: German an ion of places		prox. 10 minutes); (v	veighted 2:1)	
٨٩٩:+:-	nal information				
Additio					
Worklo	ad				
150 h					
Teachir	ng cycle				
Teachir	ng cycle: no courses offered				
	ed to in LPO I (examination reg	ulations for teaching-	degree programmes)		
Madula	annoarc in				
	e appears in				
	's degree (1 major) China Busin or's degree (1 major) Business				
	or's degree (1 major) Business	•	(2021)		
	or's degree (1 major) Economa or's degree (1 major) Business		nomics (2021)		
	or's degree (1 major, 1 minor) E	-		10r 2021)	
	or's degree (1 major) Economa			101, 2021)	
	or's degree (1 major) Economa or's degree (1 major) Business		(2023)		
	or's degree (1 major) Economa		(222)		
	or's degree (1 major) Economa or's degree (1 major) Business	-	nomics (2023)		
	or's degree (1 major, 1 minor) E	-	-	10r. 2023)	
				رو د بر 	
Master's wi nics (2021)	ith 1 major China Business and Econo-		enerated 19-Apr-2025 • exam	-	page 496 / 540
nus (2021)	·	Coru Master (120 E	ECTS) China Business and Eco	10111105 - 2021	

Module	title				Abbreviation	
Sales a	nd Cus	tomer Relationship Man	agement		12-SCRM-211-m01	
Module	coord	inator		Module offered by		
		Chair of Business Admini	stration and Marke-	Faculty of Managem	nent and Economics	
ting						
ECTS		od of grading	Only after succ. con	npl. of module(s)		
5	<u> </u>	rical grade				
Duratio		Module level	Other prerequisites			
1 seme		undergraduate				
A key cl product and req This co	halleng ts and s juireme urse fo	services to customers. In ents to successfully mana cuses on classic and new	doing so, companies age company-custom approaches of sales	s need to carefully co er relationships. s and customer relati	roaches on how to deliver their onsider their customers' needs ionship management. In parti-	
(e.g., or the sale Moreov	nline sł es force ver, it fo and loy	nops or market places), t e. ocuses on different types yalty, as well as on custo	heir interplay (e.g., m of customer-firm inte	nulti-channel manage	ail stores) and online channels ement), or the management of ches of analyzing customer satis- g management or customer expe-	
		ning outcomes				
The ma	jor goa	l of this class is to learn a			ment and customer relationship	
		work and to be able to tra	•		•	
		, number of weekly conta	ct hours, language –	- if other than Germa	n)	
V (2) + I Module	• •	t in: German and/or Engl	ish			
		essment (type, scope, la on on whether module ca			tion offered — if not every seme-	
b) Term c) oral e	i paper examin ge of a	ation in groups (groups of seessment: German and,	andidate or in group of 3, approx. 10 minut		prox. 10 pages each person) or	
Allocat	ion of p	olaces				
Additio	nal info	ormation				
Worklo	ad					
150 h						
Teachir	ng cycl	9				
Teachir	ng cycle	e: summer semester				
Referre	d to in	LPOI (examination regu	lations for teaching-	degree programmes)		
Module	e appea	irs in				
	-	gree (1 major) Business N gree (1 major) Economath	-	nomics (2015)		

Master's with 1 major China Business and Econo-	JMU Würzburg • generated 19-Apr-2025 • exam. reg. data re-	page 497 / 540
mics (2021)	cord Master (120 ECTS) China Business and Economics - 2021	

UNIVERSITÄT WÜRZBURG

Bachelor's degree (1 major) Business Information Systems (2015) Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2015) Bachelor's degree (1 major) Business Information Systems (2016) Bachelor's degree (1 major) Economathematics (2017) Bachelor's degree (1 major) Business Information Systems (2019) Bachelor's degree (1 major) Business Management and Economics (2019) Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2019) Bachelor's degree (1 major) Business Information Systems (2020) Master's degree (1 major) China Business and Economics (2021) Bachelor's degree (1 major) Business Information Systems (2021) Bachelor's degree (1 major) Economathematics (2021) Bachelor's degree (1 major) Business Management and Economics (2021) Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2021) Bachelor's degree (1 major) Economathematics (2022) exchange program Business Management and Economics (2022) Bachelor's degree (1 major) Business Information Systems (2023) Bachelor's degree (1 major) Economathematics (2023) Bachelor's degree (1 major) Business Management and Economics (2023) Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2023)

	e title				Abbreviation	
Semina	ar: Marl	keting			12-SMA-211-m01	
Module	e coord	inator		Module offered by		
	of the (Chair of Business Admin	istration and Marke-	Faculty of Managen	nent and Economics	5
ting	<u> </u>		r			
ECTS		od of grading	Only after succ. con	npl. of module(s)		
5	L	erical grade				
Duratio	on	Module level	Other prerequisites			
1 seme	ster	undergraduate				
Conten	Its					
tured p keting a Reading	aper ar and stra g:	students will acquire in nd to present the results ategic management.				
	. <u>.</u>	ding to topic	_			
Intende	ed learı	ning outcomes				
After co	ompleti	ng the course "Marketin	g Strategie", students	s will be able to		
ii. integ iii. crea	grate el ate pres	the fundamentals of scie aborated content in a sc entations independently , number of weekly conta	ientific thesis; y.		n)	
S (2)						
Module	e taugh	t in: German and/or Eng	lish			
		essment (type, scope, la on on whether module o			tion offered — if no	t every seme-
		pprox. 15 pages) and pre		, minutes); (weighted	2:1)	
544	<u>50 01 u</u>	ssessment: German and	l/or English			
Allocat			I/or English			
			l/or English			
Allocat	ion of p	olaces	l/or English			
Allocat	ion of p		l/or English			
Allocat Additio	ion of p	olaces	I/or English			
Allocat Additio Worklo	ion of p	olaces	l/or English			
Allocat Additio Worklo 150 h	ion of p onal info oad	olaces ormation	I/or English			
Allocat Additio Worklo	ion of p onal info oad	olaces ormation	l/or English			
Allocat Additio Worklo 150 h Teachin	ion of p onal info oad	olaces ormation	l/or English			
Allocat Additio Worklo 150 h Teachin	ion of p onal info oad ng cycle	olaces ormation		degree programmes)		
Allocat Additio Worklo 150 h Teachin	ion of p onal info oad ng cycle	olaces ormation e e: each semester		degree programmes)		
Allocat Additio Worklo 150 h Teachin Teachin Referre 	ion of p onal info pad ng cycle ed to in	places prmation e e: each semester LPOI (examination regi		degree programmes)		
Allocat Additio Worklo 150 h Teachin Teachin Referre Module	ion of p onal info pad ng cyclo ed to in e appea	places prmation e e: each semester LPO I (examination regu	ulations for teaching-			
Allocat Additio Worklo 150 h Teachin Teachin Referre Module Bachelo	ion of p onal info ad ng cycle ed to in e appea or's des	places prmation e e: each semester LPO I (examination regu urs in gree (1 major) Business I	ulations for teaching- Management and Eco			
Allocat Additio Worklo 150 h Teachin Teachin Referre Module Bachelo Bachelo	ion of p onal info ad ng cycle ed to in e appea or's deg or's deg	places prmation e e: each semester LPO I (examination regu	ulations for teaching- Management and Eco hematics (2015)	nomics (2015)		
Allocat Additio Worklo 150 h Teachin Teachin Referre Module Bachele Bachele	ng cycle or's deg or's deg or's deg	e e e e e c e c e c e c c c c c c c c c	ulations for teaching- Management and Eco hematics (2015)	nomics (2015) (2015)	nor, 2015)	
Allocat Additio Worklo 150 h Teachin Teachin Referre Module Bachelo Bachelo Bachelo	ion of p onal info ad ng cycle ed to in e appea or's deg or's deg or's deg or's deg	e e e e e c c c c c c c c c c c c c c c	ulations for teaching- Management and Eco hematics (2015) Information Systems usiness Management	nomics (2015) (2015) : and Economics (Mir	nor, 2015)	
Allocat Additio Worklo 150 h Teachin Teachin Teachin Referre Bachelo Bachelo Bachelo Bachelo Bachelo	ion of p pnal info pad ng cycle ed to in e appea or's deg or's deg or's deg or's deg or's deg or's deg or's deg	e e e e e e e e e e e e e e e e e e e	Management and Eco hematics (2015) Information Systems usiness Management Information Systems hematics (2017)	nomics (2015) (2015) and Economics (Mir (2016)	nor, 2015)	
Allocat Additio Worklo 150 h Teachin Teachin Referre Module Bachele Bachele Bachele Bachele Bachele Bachele Bachele	ion of p pnal info pad ng cycle ed to in e appea or's deg or's deg	e e e e e e e e e e e e e e e e e e e	Management and Eco hematics (2015) Information Systems usiness Management hematics (2017) hematics (2017)	nomics (2015) (2015) and Economics (Mir (2016) (2019)	nor, 2015)	
Allocat Additio Worklo 150 h Teachin Teachin Teachin Referre Bachelo Bachelo Bachelo Bachelo Bachelo Bachelo Bachelo Bachelo	ion of p onal info ad ng cycle ed to in e appea or's deg or's deg	e e e e e e e e e e e e e e e e e e e	ulations for teaching- Management and Eco hematics (2015) Information Systems usiness Management Information Systems hematics (2017) Information Systems Management and Eco	nomics (2015) (2015) and Economics (Mir (2016) (2019)	-	page 499 / 540

Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2019) Bachelor's degree (1 major) Business Information Systems (2020) Master's degree (1 major) China Business and Economics (2021) Bachelor's degree (1 major) Business Information Systems (2021) Bachelor's degree (1 major) Economathematics (2021) Bachelor's degree (1 major) Business Management and Economics (2021) Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2021) Bachelor's degree (1 major) Economathematics (2022) Bachelor's degree (1 major) Business Information Systems (2023) Bachelor's degree (1 major) Business Information Systems (2023) Bachelor's degree (1 major) Business Management and Economics (2023) Bachelor's degree (1 major) Business Management and Economics (2023) Bachelor's degree (1 major) Business Management and Economics (2023) Bachelor's degree (1 major) Business Management and Economics (2023) Bachelor's degree (1 major, 1 minor) Business Management and Economics (2023)

Module					Abbreviation	
Busine	ss Taxa	tion 1: An Introduction	to Tax Law & Tax Plan	ning	12-St1-F-152-m01	
Module	e coordi	nator		Module offered by		
			gement and Business		nent and Economics	
Taxatio		and of Dusiness Mana	Sement and Dusiness	in actuary of Manager		
ECTS Method of grading Only after succ. compl. of module(s)						
5		ical grade		• • • •		
Duratio	on [Module level	Other prerequisites			
1 semester undergraduate						
Conten	ts					
This mo	odule w		o the field of business onomic decisions in st			
Intende	ed learn	ing outcomes				
fect of t who do	taxatior on't wan	n in fundamental ecom t to specialize in finan	nan tax law and they ac onic decisions. Therefo ce and accounting but tact hours, language –	ore, the module is re rather in manageme	commended also for ent studies.	
		number of weekly con	tact nours, tanguage –			
V (2) +		. ()				
ster, in	formati	on on whether module	language — if other the can be chosen to earn		ation offered — if not	every seme-
credita	ble for l		utes)			
Allocat	ion of p	laces				
Additio	nal info	ormation				
Worklo	ad					
150 h						
Teachi	ng cycle	9				
		: summer semester				
			gulations for teaching-	degree programmes)	
Referre					1	
Module	annea	rs in				
			Management and Eco	nomics (2015)		
	-	gree (1 major) Economa	-			
	-		Information Systems	(2015)		
	-		Business Management		nor, 2015)	
	-		ness and Economics (2			
Bachel	or's deg	gree (1 major) Business	Information Systems	(2016)		
	-	gree (1 major) Economa				
	-		ness and Economics (2	•		
	-		Information Systems	-		
			Management and Eco		nor 2010)	
	-		Business Management		nor, 2019)	
	-		ness and Economics (2			
Mactor's wi	ith 1 major	China Business and Econo-		enerated 19-Apr-2025 • exan CTS) China Business and Ecc	-	page 501 / 540

Bachelor's degree (1 major) Business Information Systems (2021) Bachelor's degree (1 major) Economathematics (2021) Bachelor's degree (1 major) Business Management and Economics (2021) Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2021) Bachelor's degree (1 major) Economathematics (2022) exchange program Business Management and Economics (2022)

Module	e title				Abbreviation
Busine	ss Taxa	ation 2: The Taxation of I	ncome in Germany		12-St2-F-152-m01
Module	e coord	inator		Module offered by	
	holder of the Chair of Business Management and Business Taxation			Faculty of Management and Economics	
ECTS	Metho	od of grading	Only after succ. con	npl. of module(s)	
5	nume	rical grade			
Duratio	on	Module level	Other prerequisites		
1 seme	1 semester undergraduate				
Conten	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.

1 INCOME TAX (EStG)

1.1 Income concepts and legal definitions of income

1.2 Determining income in accordance with the EStG

2 CORPORATE INCOME TAX (KStG)

- 2.1 Basic principles
- 2.2 Determination of income
- 2.3 Loss offset rules
- 2.4 Special issues with equity capital for tax purposes
- 2.5 Treatment of shareholdings

3 TRADE TAX (GewStG)

3.1 Basic principles

3.2 Loss offset rules

3.3 Group taxation in the trade tax

4 CASE STUDY PROFIT CALCULATION UNDER COMMERCIAL AND TAX LAW

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 (2) + Ü (2)

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

written examination (approx. 60 minutes) creditable for bonus

Allocation of places

Additional information

Workload

150 h

Teaching cycle

Teaching cycle: winter semester

0	·					
Master's with	1	major	China	Business	and Econo	0-
mics (2021)						

JMU Würzburg • generated 19-Apr-2025 • exam. reg. data record Master (120 ECTS) China Business and Economics - 2021 Referred to in LPO I (examination regulations for teaching-degree programmes)

Module appears in

Bachelor's degree (1 major) Business Management and Economics (2015) Bachelor's degree (1 major) Economathematics (2015) Bachelor's degree (1 major) Business Information Systems (2015) Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2015) Master's degree (1 major) China Business and Economics (2016) Bachelor's degree (1 major) Business Information Systems (2016) Bachelor's degree (1 major) Economathematics (2017) Master's degree (1 major) China Business and Economics (2019) Bachelor's degree (1 major) Business Information Systems (2019) Bachelor's degree (1 major) Business Management and Economics (2019) Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2019) Bachelor's degree (1 major) Business Information Systems (2020) Master's degree (1 major) China Business and Economics (2021) Bachelor's degree (1 major) Business Information Systems (2021) Bachelor's degree (1 major) Economathematics (2021) Bachelor's degree (1 major) Business Management and Economics (2021) Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2021) Bachelor's degree (1 major) Economathematics (2022) exchange program Business Management and Economics (2022) Bachelor's degree (1 major) Business Information Systems (2023) Bachelor's degree (1 major) Economathematics (2023) Bachelor's degree (1 major) Business Management and Economics (2023) Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2023)

Module	e title				Abbreviation	
Business Taxation 3: Introduction to VAT			12-St3-F-152-m01			
Modula	- coord	inator		Module offered by		
holder of the Chair of Business Management and Business Faculty of Management and Economics						
ECTS	r	od of grading	Only after succ. con	nl. of module(s)		
5		rical grade				
Duratio	L	Module level	Other prerequisites			
1 seme		undergraduate				
Conten	ts					
		o German value added ta				
			1X.			
		ning outcomes				
	•	ire a thorough knowled			ve VAT problems of	low to medi-
		/ by using the tax code it)	
		, number of weekly conta	act hours, language –	· If other than Germa	n)	
V (2) +						
		essment (type, scope, la on on whether module o			tion offered — if not	every seme-
a) writt	en exai	nination (approx. 60 mi	nutes) or			
b) oral	examin	ation (one candidate ea		ninutes, groups of 2:	approx. 20 minutes	, groups of 3:
approx						
credita						
Allocat	ion of p	olaces				
Additio	nal inf	ormation				
 Worklo						
150 h	au		_			
Teachi		٩				
		e: summer semester				
Referre	a to in	LPOI (examination reg	uations for teaching-o	legree programmes)		
Module						
		gree (1 major) Business	-	nomics (2015)		
		gree (1 major) Economat				
		gree (1 major) Business	•	-	`	
		gree (1 major, 1 minor) B ee (1 major) China Busin	•	-	ior, 2015)	
	-	gree (1 major) China Busin gree (1 major) Business	-			
		-	•	2010)		
Bachelor's degree (1 major) Economathematics (2017) Master's degree (1 major) China Business and Economics (2019)						
	-	gree (1 major) Business		•		
		gree (1 major) Business	•	-		
Bachel	or's de	gree (1 major, 1 minor) B	usiness Management	and Economics (Mir	10 r, 2019)	
Bachelor's degree (1 major) Business Information Systems (2020)						
	Master's degree (1 major) China Business and Economics (2021)					
Bachel	or's de	gree (1 major) Business	ntormation Systems (2021)		
		China Business and Econo-		enerated 19-Apr-2025 • exam	-	page 505 / 540
nics (2021))		cord Master (120 E	CTS) China Business and Eco	nomics - 2021	

Bachelor's degree (1 major) Economathematics (2021) Bachelor's degree (1 major) Business Management and Economics (2021) Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2021) Bachelor's degree (1 major) Economathematics (2022) exchange program Business Management and Economics (2022) Bachelor's degree (1 major) Business Information Systems (2023) Bachelor's degree (1 major) Economathematics (2023) Bachelor's degree (1 major) Business Management and Economics (2023) Bachelor's degree (1 major) Business Management and Economics (2023) Bachelor's degree (1 major) Business Management and Economics (2023)

Module title			Abbreviation			
Seminar: Business Taxation			12-StAP-S-212-m01			
Module	o coord	inator		Module offered by	<u> </u>	
				· · · · ·		
holder Taxatio		Chair of Business Mana	gement and Business	Faculty of Managen	nent and Economics	
ECTS	ECTS Method of grading Only after succ. compl. of module(s)					
5	nume	rical grade				
Duratio	on	Module level	Other prerequisites			
1 seme	ster	undergraduate				
Conten	ts					
This mo	odule d	eals with selected prob	olems and issues of bu	siness taxation.		
		ning outcomes				
The stu	Idents	will be able to edit and	solve selected problen	ns and issues of bus	iness taxation.	
		, number of weekly con				
S (2)					,	
		1 (1,			tion offered if wet	
		sessment (type, scope, on on whether module			ition offered — if not	every seme-
-		mination (approx. 60 m		,		
		(approx. 10 to 15 pages		prox. 20 minutes): (v	weighted 2:1) or	
		ation in groups of up to				
		ssessment: German an	d/or English			
credita	ble for	bonus				
Allocat	ion of _l	olaces				
		Should the number of a				
		all applicants irrespecti				
		ces will be allocated in s they become available		3) A waiting list will I	be maintained and p	laces re-allo-
		ormation	e			
Additio	mat mi					
Worklo						
	au					
150 h						
Teachi						
	<u> </u>	e: each semester				
Referre	ed to in	LPOI (examination reg	gulations for teaching-	degree programmes)		
Module	e appea	ars in				
Master	's degr	ee (1 major) China Busi	ness and Economics (2	2021)		
Bachel	or's de	gree (1 major) Business	Information Systems	(2021)		
Bachel	or's de	gree (1 major) Economa	athematics (2021)			
Bachel	Bachelor's degree (1 major) Business Management and Economics (2021)					
Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2021)						
Bachel	Bachelor's degree (1 major) Economathematics (2022)					
		gram Business Manage				
		gree (1 major) Business		(2023)		
		gree (1 major) Economa				
		gree (1 major) Business	-	-		
Bachel	or's de	gree (1 major, 1 minor)	Business Management	and Economics (Mir	10r, 2023)	
Master's w mics (2021		r China Business and Econo-		enerated 19-Apr-2025 • exam CTS) China Business and Eco	-	page 507 / 540

Module title			Abbreviation		
Selected Topics in Business Taxation				12-StAP-V-212-m01	
Module	e coord	inator		Module offered by	·
holder Taxatio		Chair of Business Manage	ement and Business	Faculty of Managem	nent and Economics
ECTS		od of grading	Only after succ. com	upl. of module(s)	
5		rical grade			
Duratio	n	Module level	Other prerequisites		
1 seme		undergraduate			
Conten	ts				
This mo	odule d	leals with selected proble	ems and issues of bu	siness taxation.	
		ning outcomes			
The stu	dents	will be able to edit and so	olve selected problem	is and issues of busi	iness.
Course	s (type	, number of weekly conta	ct hours, language —	if other than Germa	n)
V (2) +					
Method	d of ass	sessment (type, scope, la ion on whether module ca			tion offered — if not every seme-
c) oral e	examin ge of a	(approx. 10 to 15 pages) a ation in groups of up to 3 ssessment: German and/ bonus	candidates (approx.		
Allocat	ion of p	olaces			
Additio	nal inf	ormation			
Worklo	ad				
150 h					
Teachir	ng cycl	e			
Teachir	ng cycle	e: after announcement			
Referre	d to in	LPOI (examination regu	lations for teaching-o	legree programmes)	
Module	e appea	ars in			
	-	ee (1 major) China Busine		-	
		gree (1 major) Business Ir	,	2021)	
		gree (1 major) Economath		• • • •	
		gree (1 major) Business M	-		、 、
		gree (1 major, 1 minor) Bu	•	and Economics (Mir	10r, 2021)
		gree (1 major) Economath			
		gree (1 major) Business Ir		2023)	
		gree (1 major) Economath groo (1 major) Businoss M		nomics (2022)	
	Bachelor's degree (1 major) Business Management and Economics (2023) Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2023)				

Module title Abbreviation							
Statistics 12-Stat-G-212-mo1							
Module	e coord	inator		Module offered by			
holder	of the (Chair of Econometrics		Faculty of Managen	nent and Economics		
ECTS	Metho	od of grading	Only after succ. compl. of module(s)				
5	nume	rical grade					
Duratio		Module level	Other prerequisites	5			
1 seme	ster	undergraduate					
Conten	ts						
lt introc dimens multi-d probab	odule d duces s sional d imensi ility cal	tudents to common fre ata as well as basic co onal data. In addition, culus are discussed in	ms and concepts of de equency distributions a ncepts and methodolo interpretation and calo the second half of the	and fundamental dist ogy necessary for the culation with indices	ributional character description and inte	istics of one- erpretation of	
2. Freq 3. Distr 4. Mult 5. Index 6. Fund	c terms uency c ibution i-dimer x calcul lament	in statistics listributions al characteristics isional data	15				
Bambe Bohley, Hartung Hippma Leiner, Litz, H Mosler, Schaich	nacher, rg, G., I , P.: Sta g, J., Elp ann, H. B.: Ein -P.: Sta , K., Scl h, E., Kö	nmid, F.: Beschreibend bhle, B., Hartung, J.: St	nbourg. Statistik, Oldenbourg. Poeschel.	ozialwissenschaften naftsstatistik, Springe Betriebswirte und Sc	er.	ınz Vahlen.	
Intende	ed learı	ning outcomes					
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 distributio- nal characteristics and correlation measures. Additionally, students are familiarized with index calculus and in- terpretation (in particular the Laspeyres and the Paasche price index) as well as with the most fundamental con- cepts and terms of probability calculus. The competences acquired in this course serve as a prerequisite for "Introductory Statistics II".							
Course	s (type	, number of weekly cor	itact hours, language –	– if other than Germa	n)		
V (2) +	T (2)						
	Method of assessment (type, scope, language — if other than German, examination offered — if not every seme- ster, information on whether module can be chosen to earn a bonus)						
written	exami	nation (approx. 60 to 1	20 minutes)				
Master's wi mics (2021)		China Business and Econo-		generated 19-Apr-2025 • exam ECTS) China Business and Eco		page 509 / 540	

Allocation of places

Additional information

--

Workload

150 h

Teaching cycle

Teaching cycle: summer semester

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

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Module appears in

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

Bachelor's degree (1 major) Business Information Systems (2021)

Bachelor's degree (1 major) Business Management and Economics (2021)

Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2021)

exchange program Business Management and Economics (2022)

Bachelor's degree (1 major) Business Information Systems (2023)

Bachelor's degree (1 major) Business Management and Economics (2023)

Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2023)

Module	title				Abbreviation		
Entrepreneurship, Competition and Strategy				12-U&UF-F-152-mo	L		
Module	coord	inator		Module offered by			
Dean of	the Fa	culty of Business Mana	gement and Econo-	· · ·	nent and Economics		
mics							
		od of grading	Only after succ. cor	npl. of module(s)			
		rical grade					
Duration		Module level undergraduate	Other prerequisites	5			
Content							
Descript The mod		uilds on the introductory	/ course "Grundlagen	marktorientierter Un	ternehmensführung	" ("Funda-	
manage	ement	rket-based Managemer (stakeholder and shareh	nolder value approach	n) as well as an overv			
The theo	ory of (addition, aspects of re Chester Barnard with the	e idea of creating a co	mplex economic inc			
		help students develop a us on the development					
stence o							
Outline			.1				
		id strategy in economic an as a strategy concep					
		r management and resp					
4. Stake	eholde	r value, shareholder val	ue and creating share	d value			
Intende	d learr	ning outcomes	_				
		gain profound knowledg ent. Furthermore the st					
Courses	(type	, number of weekly cont	act hours, language –	– if other than Germa	ın)		
V (2) + Ü	Ĵ (2)						
		essment (type, scope, l on on whether module o			ition offered — if not	every seme-	
written e	examir	nation (approx. 60 minu	tes)				
Allocati	on of p	olaces					
Addition	nal info	ormation					
Workloa	ad						
150 h							
Teachin							
Teachin	g cycle	e: no courses offered					
Referred	d to in	LPOI (examination reg	ulations for teaching-	degree programmes)			
Module							
		gree (1 major) Business	-	onomics (2015)			
		gree (1 major) Economat	_	(2245)			
	Bachelor's degree (1 major) Business Information Systems (2015) Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2015)						
		China Business and Econo-	_	renerated 19-Apr-2025 • exam	-	page 511 / 540	
mics (2021)				ECTS) China Business and Ecc		P~5~ J11 / J40	

UNIVERSITÄT WÜRZBURG

Master's degree (1 major) China Business and Economics (2016) Bachelor's degree (1 major) Business Information Systems (2016) Bachelor's degree (1 major) Economathematics (2017) Master's degree (1 major) China Business and Economics (2019) Bachelor's degree (1 major) Business Information Systems (2019) Bachelor's degree (1 major) Business Management and Economics (2019) Bachelor's degree (1 major, 1 minor) Business Management and Economics (2019) Bachelor's degree (1 major) Business Information Systems (2020) Master's degree (1 major) Business Information Systems (2020) Master's degree (1 major) China Business and Economics (2021) Bachelor's degree (1 major) Business Information Systems (2021) Bachelor's degree (1 major) Business Management and Economics (2021) Bachelor's degree (1 major) Business Management and Economics (2021) Bachelor's degree (1 major) Business Management and Economics (2021) Bachelor's degree (1 major) Business Management and Economics (2021) Bachelor's degree (1 major) Business Management and Economics (2021) Bachelor's degree (1 major) Business Management and Economics (2021) Bachelor's degree (1 major) Business Management and Economics (2021) Bachelor's degree (1 major) Economathematics (2022)

Module title				Abbreviation	
	luation between Financia	ta on Capital Mar-	12-UBW-F-152-m01		
ket					
Module coo	rdinator		Module offered by		
holder of the Finance	e Chair of Business Manag	gement and Corporate	Faculty of Manager	nent and Economics	
ECTS Method of grading Only after succ. compl. of module(s)					
5 num	erical 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 dis- count 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 in- vestment 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;					
	submitted reviews accord e, number of weekly cont				
Method of a	ssessment (type, scope, l ation on whether module o			ation offered — if not every seme-	
written exan	nination (approx. 60 minu	tes)			
Allocation o					
Additional in	nformation				
Workload					
150 h					
Teaching cy	cle				
	cle: after announcement				
	in LPO I (examination reg	ulations for teaching	legree programmee		
Neieneu lu			iegiee programmes)		
Modulo	oars in				
Bachelor's d Bachelor's d	ears in legree (1 major) Business legree (1 major) Economat legree (1 major) Business legree (1 major, 1 minor) B	hematics (2015) Information Systems ((2015)	nor, 2015)	

Master's with 1 major China Business and Econo-	JMU Würzburg • generated 19-Apr-2025 • exam. reg. data re-	page 513 / 540
mics (2021)	cord Master (120 ECTS) China Business and Economics - 2021	

UNIVERSITÄT WÜRZBURG

Master's degree (1 major) China Business and Economics (2016) Bachelor's degree (1 major) Business Information Systems (2016) Bachelor's degree (1 major) Economathematics (2017) Master's degree (1 major) China Business and Economics (2019) Bachelor's degree (1 major) Business Information Systems (2019) Bachelor's degree (1 major) Business Management and Economics (2019) Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2019) Bachelor's degree (1 major) Business Information Systems (2020) Master's degree (1 major) China Business and Economics (2021) Bachelor's degree (1 major) Business Information Systems (2021) Bachelor's degree (1 major) Economathematics (2021) Bachelor's degree (1 major) Business Management and Economics (2021) Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2021) Bachelor's degree (1 major) Economathematics (2022) exchange program Business Management and Economics (2022) Bachelor's degree (1 major) Business Information Systems (2023) Bachelor's degree (1 major) Economathematics (2023) Bachelor's degree (1 major) Business Management and Economics (2023) Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2023)

Module title					Abbreviation
Sales Accounting & Management					12-VeCo-212-mo1
Module coordinator				Module offered by	
		Chair of Business Manage	ement, Controlling		nent and Economics
and Accounting					
ECTS	Metho	od of grading	Only after succ. con	npl. of module(s)	
5	nume	rical grade			
Duratio	n	Module level	Other prerequisites		
1 seme	ster	undergraduate			
Conten	ts				
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 (2) Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus) written examination (approx. 60 minutes)					
Allocat			,		
40 plac by lot a number	es. (1) mong a r of pla	Should the number of ap all applicants irrespective	of their subjects. (2)) Places on all cours	e places, places will be allocated es of the module with a restricted be maintained and places re-allo-
Additio	nal inf	ormation			
Worklo	ad				
150 h					
Teachir	ng cycl	e			
Teachir	ng cycle	e: no courses offered			
		LPOI (examination regu	lations for teaching-	degree programmes)	
			0		
Module	appea	irs in			
Moule appears in Master's degree (1 major) China Business and Economics (2021) Bachelor's degree (1 major) Business Information Systems (2021) Bachelor's degree (1 major) Economathematics (2021) Bachelor's degree (1 major, 1 minor) Business Management and Economics (2021) Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2021) Bachelor's degree (1 major) Economathematics (2022) exchange program Business Management and Economics (2022) Bachelor's degree (1 major) Business Information Systems (2023)					

Master's with 1 major China Business and Econo-	JMU Würzburg • generated 19-Apr-2025 • exam. reg. data re-	page 515 / 540
mics (2021)	cord Master (120 ECTS) China Business and Economics - 2021	



Bachelor's degree (1 major) Economathematics (2023) Bachelor's degree (1 major) Business Management and Economics (2023) Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2023)

Module title				Abbreviation		
Managerial Practice Lectures 12-VGP-192-m01						
Module	e coordinator		Module offered by	•		
holder	of the Professorship of Econo			nent and Economics		
ECTS Method of grading Only after succ. compl. of module(s)						
5	numerical grade					
Duratio		Other prerequisites	•			
1 seme						
In this l	ecture, we invite board mem allenges of corporate manage		ompanies, SMEs and	l Startups to discuss	contempo-	
Studen various	ts gain sustainable insights i industries, and discuss pres nts, students are required to	nto current managemen sing managerial issues	with C-level executiv	ves. In individual and	d group as-	
	ers of the different companies sion at the end of each lecture		ss the following ques	tions that will foster	a detailed	
- What a	are the current challenges fac	ing your company?				
- Which	strategies do you employ to	respond to these challe	enges?			
	ave leadership concepts and	approaches changed i	n your company?			
	ed learning outcomes					
lenges	articipating in this module, st in management. The student h discussions reports and gro ls.	s obtain a realistic insig	ght into a cross-section	on of the German ec	onomy.	
Course	s (type, number of weekly co	ntact hours, language –	- if other than Germa	n)		
S (2)						
	l of assessment (type, scope formation on whether module			tion offered — if not	every seme-	
	o (approx. 20 pages) ge of assessment: German a	d /or English				
	ion of places					
Allocal	ion of places					
Additio	nal information					
Additio	natimation					
Worklo	ad					
150 h						
Teaching cycle						
Teaching cycle: each semester						
Referred to in LPO I (examination regulations for teaching-degree programmes)						
	-					
Module appears in						
	or's degree (1 major) Busines or's degree (1 major) Econom	-	nomics (2015)			
	th 1 major China Business and Econo-	JMU Würzburg • g	enerated 19-Apr-2025 • exam CTS) China Business and Eco		page 517 / 540	

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Bachelor's degree (1 major) Business Information Systems (2015) Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2015) Bachelor's degree (1 major) Business Information Systems (2016) Bachelor's degree (1 major) Economathematics (2017) Bachelor's degree (1 major) Business Information Systems (2019) Bachelor's degree (1 major) Business Management and Economics (2019) Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2019) Bachelor's degree (1 major) Business Information Systems (2020) Master's degree (1 major) China Business and Economics (2021) Bachelor's degree (1 major) Business Information Systems (2021) Bachelor's degree (1 major) Economathematics (2021) Bachelor's degree (1 major) Business Management and Economics (2021) Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2021) Bachelor's degree (1 major) Economathematics (2022) exchange program Business Management and Economics (2022) Bachelor's degree (1 major) Business Information Systems (2023) Bachelor's degree (1 major) Economathematics (2023) Bachelor's degree (1 major) Business Management and Economics (2023) Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2023)

Insurar	e title				Abbreviation								
Insurance Markets					12-VM-152-m01								
Module coordinator				Module offered by									
			atract Theony and Ir		ant and Economic-								
holder of the Chair for Economics, Contract Theory and In- formation Economics						•							
ECTS	r	od of grading	Only after succ. con	npl. of module(s)									
5		rical grade											
Duratio	on	Module level	Other prerequisites										
1 seme	ster	undergraduate											
Conten	ts	•											
Asymmetric information makes insurance markets different from common goods markets. Research questions and methods thus have to take these special features into account. Typical subjects covered in the course: 1. Demand for insurance 2. Supply of insurance 3. Adverse selection in insurance markets 4. Moral hazard in insurance markets 5. Empirical assessment of information problems 6. Informal insurance schemes 7. Insurance and bounded rationality Intended learning outcomes After completing the course students are able to 1. explain the essential results of the economic analysis of insurance markets, 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, 4. analyse the impact of certain insurance contracts on market outcomes. Courses (type, number of weekly contact hours, language — if other than German) V (2) + Ü (2)													
ster, in	format	sessment (type, scope, l ion on whether module of nation (approx, (o, minu	can be chosen to earn										
		nation (approx. 60 minu	les)										
Allocat		places	-										
 Additio		ormation											
Auditio	nat ini	ormation		Additional information									
 Workla	Workload												
	ad												
150 h													
150 h Teachir	ng cycl												
150 h Teachir Teachir	n g cycl ng cycl	e: no courses offered											
150 h Teachir Teachir	n g cycl ng cycl		ulations for teaching-	degree programmes)									
150 h Teachir Teachir Referre 	ng cycl ng cycl ed to in	e: no courses offered LPOI (examination reg	ulations for teaching-	degree programmes)									
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Master's degree (1 major) China Business and Economics (2019) Bachelor's degree (1 major) Business Information Systems (2019) Bachelor's degree (1 major) Business Management and Economics (2019) Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2019) Bachelor's degree (1 major) Business Information Systems (2020) Master's degree (1 major) China Business and Economics (2021) Bachelor's degree (1 major) Business Information Systems (2021) Bachelor's degree (1 major) Business Information Systems (2021) Bachelor's degree (1 major) Economathematics (2021) Bachelor's degree (1 major) Business Management and Economics (2021) Bachelor's degree (1 major) Business Management and Economics (2021) Bachelor's degree (1 major, 1 minor) Business Management and Economics (2021) Bachelor's degree (1 major, 2021)

Module title					Abbreviation	
Semina	Seminar: Economic Policy 12-VWL1-FS-212-m01					
Module coordinator				Module offered by		
		Chair of Monetary Econon Markets	nics and Internatio-	Faculty of Managem	ent and Economics	
ECTS Method of grading Only after succ. compl. of module(s)						
5	nume	rical grade				
Duratio	n	Module level	Other prerequisites			
1 seme	ster	undergraduate				
Conten	ts					
Acquiri	ng an i	n-depth understanding o	f specific problems o	f macroeconomics.		
		ning outcomes	· · ·			
		nar, students can				
(i) cons (ii) crea (iii) dea	olidate ate, pre al with 1	e acquired knowledge and sent and defend a scient the working papers of oth eter for the processing of	ific paper; ner participants;	additional technique	s of scientific work;	
Course	s (type	, number of weekly conta	ct hours, language —	- if other than Germa	n)	
S (2) Module	e taugh	t in: German and/or Engl	ish			
		sessment (type, scope, la on on whether module ca			tion offered — if not every seme-	
		oprox. 15 pages) and pressessment: German and,		minutes); (weighted	2:1)	
Allocat						
15 plac by lot a numbe	es. (1) s mong a r of pla	Should the number of appall applicants irrespective	e of their subjects. (2)) Places on all course	e places, places will be allocated es of the module with a restricted be maintained and places re-allo-	
Additio	nal inf	ormation				
Worklo	ad					
150 h						
Teachi	ng cycl	e				
Teachir	ng cycle	e: after announcement				
Referre	d to in	LPOI (examination regu	lations for teaching-o	degree programmes)		
Module	e appea	urs in				
Master	's degr	ee (1 major) China Busine	ess and Economics (2	2021)		
		gree (1 major) Business Ir	•	(2021)		
		gree (1 major) Economath				
		gree (1 major) Business N	-			
		gree (1 major, 1 minor) Bu	-	and Economics (Mir	or, 2021)	
		gree (1 major) Economath		、 、		
		gram Business Managem				
		gree (1 major) Business I	•	2023)		
Bachel	Bachelor's degree (1 major) Economathematics (2023)					



Bachelor's degree (1 major) Business Management and Economics (2023) Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2023)

Econon	e title				Abbreviation		
		actice Lectures			12-VWP-211-m01		
Module coordinator Module offered by							
		Senior Professorship for nal Economic Relations	Economics, Money	Faculty of Manager	nent and Economics	5	
ECTS	1	od of grading	Only after succ. cor	npl. of module(s)			
5	1	rical grade					
Duratio	on	Module level	Other prerequisites	6			
1 seme	ster	undergraduate					
Conten	ts						
		f the seminar is the activ national and internatior				conomists	
		of speakers from practic internationally oriented					
tical ac	tivities	udents will gain lasting i , discuss these with higl during their studies.					
		ning outcomes					
should of the s In addir have ad respect learn ed	get to speake tion, th cquirec tive lec conom	ng in the seminar, Maste know the different fields rs in the course of the le participants of the ser during their studies. Fo ture, a debating worksho ic argumentation and de he semester.	of activity of econom ctures. ninar will have the op r this purpose, in add op is offered to the pa	nists and the questio portunity to apply th lition to a discussion articipants of the sen	ns that determine th e knowledge of eco with the speakers f ninar, in which the s	ne daily work nomics they following the tudents are to	
Course	s (type	number of weekly cont					
		, number of weekly cont	act hours, language –	– if other than Germa	n)		
S (2) Method		sessment (type, scope, l	anguage — if other th	an German, examina		t every seme-	
S (2) Method ster, ini a) oral (b) term c) writte	formati examir paper en exai		anguage — if other th can be chosen to earn es) or presentation (approx. nutes)	an German, examina a bonus)	tion offered — if not	t every seme-	
S (2) Method ster, int a) oral (b) term c) writte	formati examir paper en exai ige of a	eessment (type, scope, l on on whether module o nation (approx. 30 minut (approx. 10 pages) and mination (approx. 60 min ssessment: German and	anguage — if other th can be chosen to earn es) or presentation (approx. nutes)	an German, examina a bonus)	tion offered — if not	t every seme-	
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S (2) Method ster, inf a) oral (b) term c) writte Langua Allocat	formati examir paper en exar ige of a ion of j	eessment (type, scope, l on on whether module o nation (approx. 30 minut (approx. 10 pages) and mination (approx. 60 min ssessment: German and	anguage — if other th can be chosen to earn es) or presentation (approx. nutes)	an German, examina a bonus)	tion offered — if not	t every seme-	
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S (2) Method ster, inf a) oral (b) term c) writte Langua Allocat	formati examir paper en exan ge of a ion of p nal inf	eessment (type, scope, l on on whether module o nation (approx. 30 minut (approx. 10 pages) and mination (approx. 60 min ssessment: German and blaces	anguage — if other th can be chosen to earn es) or presentation (approx. nutes)	an German, examina a bonus)	tion offered — if not	t every seme-	
S (2) Method ster, int a) oral (b) b) term c) writte Langua Allocat Additio	formati examir paper en exan ge of a ion of p nal inf	eessment (type, scope, l on on whether module o nation (approx. 30 minut (approx. 10 pages) and mination (approx. 60 min ssessment: German and blaces	anguage — if other th can be chosen to earn es) or presentation (approx. nutes)	an German, examina a bonus)	tion offered — if not	t every seme-	
S (2) Method ster, ini a) oral (b) term c) writte Langua Allocat Additio Worklo	formati examir paper en exan ge of a ion of p onal inf	sessment (type, scope, la ion on whether module of nation (approx. 30 minut (approx. 10 pages) and mination (approx. 60 min ssessment: German and olaces ormation	anguage — if other th can be chosen to earn es) or presentation (approx. nutes)	an German, examina a bonus)	tion offered — if not	t every seme-	
S (2) Method ster, inf a) oral (b) term c) writte Langua Allocat Additio T50 h Teachin	formati examir paper en exan ige of a ion of p onal inf ad	sessment (type, scope, la ion on whether module of nation (approx. 30 minut (approx. 10 pages) and mination (approx. 60 min ssessment: German and olaces ormation	anguage — if other th can be chosen to earn es) or presentation (approx. nutes)	an German, examina a bonus)	tion offered — if not	t every seme-	
S (2) Method ster, int a) oral (b) b) term c) writte Langua Allocat Additio Yorklo 150 h Teachin Teachin	formati examir paper en exan ge of a ion of p onal inf nad ng cycle	essment (type, scope, l on on whether module of nation (approx. 30 minut (approx. 10 pages) and mination (approx. 60 min ssessment: German and places ormation	anguage — if other th can be chosen to earn es) or presentation (approx. nutes) I/or English	an German, examina a bonus) . 15 minutes); (weigh	tion offered — if not ted 2:1) or	t every seme-	
S (2) Method ster, int a) oral (b) b) term c) writte Langua Allocat Additio Yorklo 150 h Teachin Teachin	formati examir paper en exan ge of a ion of p onal inf nad ng cycle	sessment (type, scope, la ion on whether module of nation (approx. 30 minut (approx. 10 pages) and mination (approx. 60 min ssessment: German and olaces ormation e e: each semester	anguage — if other th can be chosen to earn es) or presentation (approx. nutes) I/or English	an German, examina a bonus) . 15 minutes); (weigh	tion offered — if not ted 2:1) or	t every seme-	
S (2) Method ster, int a) oral (b) b) term c) writte Langua Allocat Additio Yorklo 150 h Teachin Teachin	formati examin paper en exan ge of a ion of p mal inf mad ng cycle ed to in	sessment (type, scope, la ion on whether module of nation (approx. 30 minut (approx. 10 pages) and mination (approx. 60 min ssessment: German and olaces ormation e e: each semester LPOI (examination regi	anguage — if other th can be chosen to earn es) or presentation (approx. nutes) I/or English	an German, examina a bonus) . 15 minutes); (weigh	tion offered — if not ted 2:1) or	t every seme-	
S (2) Method ster, inf a) oral b b) term c) writte Langua Allocat Morklo 150 h Teachin Referre Module	formati examin paper en exan ge of a ion of p onal inf pad ng cycl ed to in e appea	sessment (type, scope, la ion on whether module of nation (approx. 30 minut (approx. 10 pages) and mination (approx. 60 min ssessment: German and olaces ormation e e: each semester LPOI (examination regi	anguage — if other th can be chosen to earn es) or presentation (approx. nutes) I/or English	an German, examina a bonus) . 15 minutes); (weigh	tion offered — if not ted 2:1) or	t every seme-	

UNIVERSITÄT WÜRZBURG

Bachelor's degree (1 major) Economathematics (2015) Bachelor's degree (1 major) Business Information Systems (2015) Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2015) Bachelor's degree (1 major) Business Information Systems (2016) Bachelor's degree (1 major) Economathematics (2017) Bachelor's degree (1 major) Business Information Systems (2019) Bachelor's degree (1 major) Business Management and Economics (2019) Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2019) Bachelor's degree (1 major) Business Information Systems (2020) Master's degree (1 major) China Business and Economics (2021) Bachelor's degree (1 major) Business Information Systems (2021) Bachelor's degree (1 major) Economathematics (2021) Bachelor's degree (1 major) Business Management and Economics (2021) Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2021) Bachelor's degree (1 major) Economathematics (2022) Bachelor's degree (1 major) Business Information Systems (2023) Bachelor's degree (1 major) Economathematics (2023) Bachelor's degree (1 major) Business Management and Economics (2023) Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2023)

Module	title				Abbreviation
Web Pr	ogramı	ming			12-WebP-F-152-m01
Module	coord	inator		Module offered by	
holder of the Chair of Business Manag Information Systems			ement and Business	Faculty of Managen	nent and Economics
ECTS		od of grading	Only after succ. con	pl. of module(s)	
5		rical grade			
Duratio	n	Module level	Other prerequisites		
1 seme	ster	undergraduate			
Contents					
at begin ming th Course • Fi D • U • D cl	 Distinguishing between programming languages and frameworks (SQL, Python, Flask, HTML, CSS, JavaS- cript, React) in frontend and backend 				
• Ir	ntegrati	zing and understanding o ing backend and frontend	d by implementing a	Flask web applicatio	
			gramming skills throu	ugh regular exercises	5
 Strengthening modeling and programming skills through regular exercises Intended learning outcomes The "Web Programming" module aims to achieve the following learning outcomes: Fundamentals of Web Technologies: Students acquire basic knowledge of HTML, CSS, and JavaScript to develop simple web applications. They also learn to distinguish between various programming languages and frameworks such as Python, Flask, and React, gaining insights into different aspects of web development and their applications. Integration of Frontend and Backend: Through practical projects, students gain a deep understanding of the connection between frontend and backend. They analyze and implement data modeling, databases (SQL/NoSQL), and server-side programming, combining these with user interfaces. Development of User-Centered Web Applications: Students use their knowledge of web technologies to create user-friendly and functional web applications. There is a strong focus on technical and visual implementation. Regular exercises support the deepening and application of the acquired knowledge. Evaluation of Web Trends: Participants critically assess current and future trends in web development, particularly in the areas of usability and new web design techniques. They discuss their impact on practice, recognizing and understanding design patterns and current trends. 					
		, number of weekly conta	ct hours, language –	- if other than Germa	an)
V (2) +	Ü (2)				

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

a) written examination (approx. 60 minutes) or

b) oral examination (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 (approx. 20 hours) and written examination (approx. 60 minutes), weighted 1:1

Language of assessment: German and/or English

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mics (2021)	cord Master (120 ECTS) China Business and Economics - 2021	

Allocation of places

Additional information

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Workload

150 h

Teaching cycle

Teaching cycle: each semester

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

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Module appears in

Bachelor's degree (1 major) Business Management and Economics (2015)
Bachelor's degree (1 major) Economathematics (2015)
Bachelor's degree (1 major) Business Information Systems (2015)
Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2015)
Bachelor's degree (1 major) Business Information Systems (2016)
Bachelor's degree (1 major) Economathematics (2017)
Bachelor's degree (1 major) Business Information Systems (2019)
Bachelor's degree (1 major) Business Management and Economics (2019)
Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2019)
Bachelor's degree (1 major) Business Information Systems (2020)
Master's degree (1 major) China Business and Economics (2021)
Bachelor's degree (1 major) Business Information Systems (2021)
Bachelor's degree (1 major) Economathematics (2021)
Bachelor's degree (1 major) Business Management and Economics (2021)
Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2021)
Bachelor's degree (1 major) Economathematics (2022)
exchange program Business Management and Economics (2022)
Bachelor's degree (1 major) Business Information Systems (2023)
Bachelor's degree (1 major) Economathematics (2023)
Bachelor's degree (1 major) Business Management and Economics (2023)
Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2023)

Module					Abbreviation		
Semina	ar: Info	rmation Systems			12-Wiinf-FS-212-mc)1	
Module	e coord	linator		Module offered by	<u> </u>		
holder	of the	Chair of Business Mana	gement and Business		nent and Economics		
		ystems		, ,			
ECTS		od of grading	Only after succ. con	npl. of module(s)			
5	I	rical grade					
Duratio		Module level	Other prerequisites				
1 seme		undergraduate					
Conten							
tured to on syst Readin	In this course, students will acquire important knowledge and skills that will enable them to prepare a well-struc- tured term paper and to present the results of their work with the help of relevant topics in the fields of informati- on systems and enterprise systems. Reading: will vary according to topic						
		ning outcomes					
1. unde 2. integ 3. creat	erstand grate el te pres	ing the course "Wirtscha I the fundamentals of so aborated content in a so entations independentl	ientific literature revie cientific thesis; y.	ws;			
	es (type	, number of weekly con	tact hours, language –	- if other than Germa	n)		
S (2)							
ster, in term pa	format aper (a	sessment (type, scope, ion on whether module pprox. 20 pages) and pr assessment: German an	can be chosen to earn resentation (approx. 20	a bonus)		every seme-	
credita			u/or English				
Allocat	tion of	places					
(1) Bac be give When p availab the mo	l the nu helor's en prefe places ole plac odule w	umber of applications ex students of Wirtschafts erential consideration. (are allocated in accorda es, places will be alloca ith a restricted number nd places re-allocated b	informatik (Business I 2) The remaining place ince with (1) and (2) an ated by lot among appl of places will be alloca	nformation Systems) as will be allocated to ad the number of app licants from this grou ated in the same proc) (BSc with 180 ECTS o students of other s olications exceeds th up. (4) Places on all	5 credits) will subjects. (3) ne number of courses of	
Additio	onal inf	ormation					
Worklo	bad						
150 h							
Teachi	ng cycl	e					
Teachi	ng cycl	e: each semester					
Referre	ed to in	LPOI (examination reg	gulations for teaching-o	degree programmes)			
Module	e appea	ars in					
Master	's degr	ee (1 major) China Busiı gree (1 major) Business					
Master's w mics (2021		r China Business and Econo-		enerated 19-Apr-2025 • exam CTS) China Business and Eco	-	page 527 / 540	

Bachelor's degree (1 major) Economathematics (2021) Bachelor's degree (1 major) Business Management and Economics (2021) Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2021) Bachelor's degree (1 major) Economathematics (2022) exchange program Business Management and Economics (2022) Bachelor's degree (1 major) Business Information Systems (2023) Bachelor's degree (1 major) Economathematics (2023) Bachelor's degree (1 major) Business Management and Economics (2023) Bachelor's degree (1 major) Business Management and Economics (2023) Bachelor's degree (1 major) Business Management and Economics (2023)

Module title Abbreviation							
Public	Policy				12-WiPo-G-212-mo1	L	
Modul	e coord	inator		Module offered by			
holder	of the O	Chair of Labour Econom	nics	Faculty of Management and Economics			
ECTS		od of grading	Only after succ. cor	npl. of module(s)			
5	<u> </u>	rical grade					
Durati		Module level	Other prerequisites				
1 seme		undergraduate					
Conte							
econol • 1 • 1 • 1 • 1 • 1 • 1 • 1 • 1	How might the government intervene?What is the effect of those interventions?						
Intend	ed learr	ning outcomes					
govern will lea nance de ans	arn the c The foc wers to es (type,	nd to endow them with core theoretical models cus will not lie on the th public policy question	udents with and under the necessary skills to of public economics a neoretical details, but r s. tact hours, language –	judge about and/or is well as modern en ather on the beauty	design public polici ppirical methods of p of the different meth	ies. Students public fi-	
Modul	e taugh	t in: German and/or En	glish				
			language — if other th can be chosen to earn		ition offered — if not	every seme-	
b) port	folio (aj	nination (approx. 60 m oprox. 20 pages)					
		ssessment: German ar	id/or English				
Alloca	tion of p	llaces					
Additio	onal Info	ormation					
Workle	bad						
150 h							
	ng cycl						
		e: winter semester					
Referr	ed to in	LPO I (examination reg	gulations for teaching-	degree programmes)			
	e appea						
	-		ness and Economics (2 Information Systems				
Master's v mics (202		China Business and Econo-		enerated 19-Apr-2025 • exam CTS) China Business and Ecc	-	page 529 / 540	

Bachelor's degree (1 major) Economathematics (2021) Bachelor's degree (1 major) Business Management and Economics (2021) Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2021) Bachelor's degree (1 major) Economathematics (2022) exchange program Business Management and Economics (2022) Bachelor's degree (1 major) Mathematics (2023) Bachelor's degree (1 major) Business Information Systems (2023) Bachelor's degree (1 major) Economathematics (2023) Bachelor's degree (1 major) Business Management and Economics (2023) Bachelor's degree (1 major) Business Management and Economics (2023) Bachelor's degree (1 major) Artificial Intelligence and Data Science (2024)

Module title				Abbreviation			
Financi	al Acco	ounting			12-Wipr1-F-212-m01		
Module	coord	inator		Module offered by			
holder of ting	of the C	Chair of Business Manage	ement and Accoun-	Faculty of Managem	nent and Economics		
ECTS	Metho	od of grading	Only after succ. con	npl. of module(s)			
5	numei	rical grade					
Duratio	n	Module level	Other prerequisites				
1 seme	ster	undergraduate					
Conten	ts						
sed in C ciples c applica gnition vered. Outline Ir Outline R O	 Financial reporting should generate information that is made accessible to various stakeholders. Companies based in Germany are generally required to prepare annual financial statements according to the accounting principles of the German Commercial Code (HGB). This module offers a systematic analysis and interpretation of the applicable accounting principles. In addition to the purpose and principles of accounting, more extensive recognition and valuation principles in the annual financial statement, as well as group accounting practices are covered. Outline Introduction to the basic functions of accounting Overview of the German system of Generally Accepted Accounting Principles (GAAP) Recognition principles 						
• S	cope o	ty of consolidated financ f consolidation ıf consolidation					
Intende	ed learr	ning outcomes					
Upon co • C • E ⁻ • U	omplet lassify valuate	ion of this module, stude and evaluate various acc alternative actions and	ounting issues from develop appropriate	accounting strategie			
Course	s (type,	, number of weekly conta	ct hours, language –	- if other than Germa	n)		
V (2) +	Ü (2)						
		e ssment (type, scope, la on on whether module ca			tion offered — if not every seme-		
b) term	paper	nination (approx. 60 min (approx. 10 pages) ssessment: German and,					
Allocat	ion of p	olaces					
Additio	nal info	ormation					
Worklo	ad						
150 h							
Teachir	ng cycl	e					
		e: summer semester					
		LPOI (examination regu	lations for teaching-o	legree programmes)			

Module appears in

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

Bachelor's degree (1 major) Business Information Systems (2021)

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

Bachelor's degree (1 major) Business Management and Economics (2021)

Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2021)

Bachelor's degree (1 major) Economathematics (2022)

exchange program Business Management and Economics (2022)

Bachelor's degree (1 major) Business Information Systems (2023)

Bachelor's degree (1 major) Economathematics (2023)

Bachelor's degree (1 major) Business Management and Economics (2023)

Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2023)

	Module title				Abbreviation	
Interna	tional	Accounting			12-Wipr2-F-212-mo:	1
Module	e coord	inator		Module offered by	<u>I</u>	
holder ting	of the (Chair of Business Mana	gement and Accoun-	Faculty of Managen	nent and Economics	
ECTS	Metho	od of grading	Only after succ. con	npl. of module(s)		
5		rical grade				
Duratio	n	Module level	Other prerequisites			
1 seme	ster	undergraduate				
Conten	ts					
2. Lega 3. Cons 4. Capi 5. Debt 6. Cons 7. Cons 8. Equi 9. Selea Reading Baetge	amenta l obliga solidate tal con conso solidati tolidati ty meth cted pr g: /Kirsch	als of group accounting ations for group accoun ed companies solidation lidation on of intercompany res on of income and expen od oblems	ts ults nses			
(most r						
After fir (i) to pr (ii) to ic (iii) to a expens (iv) to r	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 interprete 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.					
Course	s (type	, number of weekly con	tact hours, language –	- if other than Germa	ın)	
V (2) +	Ü (2)					
		sessment (type, scope, ion on whether module			tion offered — if not	every seme-
b) term	paper	mination (approx. 60 m (approx. 10 pages) ssessment: German an				
Allocat	ion of p	olaces				
Additio	nal inf	ormation				
Worklo	ad					
150 h						
Teachir	ng cycl	e				
Teachir	ng cycle	e: winter semester				
		LPOI (examination reg	gulations for teaching-	degree programmes)		
Master's wi mics (2021)		r China Business and Econo-		enerated 19-Apr-2025 • exam CTS) China Business and Eco	-	page 533 / 540

Module appears in

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

Bachelor's degree (1 major) Business Information Systems (2021)

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

Bachelor's degree (1 major) Business Management and Economics (2021)

Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2021)

Bachelor's degree (1 major) Economathematics (2022)

exchange program Business Management and Economics (2022)

l State	ment Analysis and Valu	ation		12-Wipr3-F-212-m01	
coordi	nator			12-1101	
	Ialui		Module offered by	<u> </u>	
f the C	hair of Business Manage	ement and Accoun-		nent and Economics	
Netho	d of grading	Only after succ. con	nly after succ. compl. of module(s)		
numeri	cal grade				
		Other prerequisites			
er	undergraduate				
5					
iced ca ts. This session o explo	apabilities in processing s module provides a har ons and case studies, st ore various case scenari	g large volumes of da nds-on introduction to udents will learn the	ta and integrating fir o the accounting mo key functionalities c	nancial information across busi- dules of SAP S/4HANA. Through	
	-				
dersta count aluate	nd the basic structure o for various transactions alternative actions and	f SAP S/4HANA and s using SAP S/4HANA; develop appropriate	accounting strategie		
	number of weekly conta	ict hours, language –	- If other than Germa	an)	
• •	in: German and/or Engl	ish			
				ation offered — if not every seme-	
aper (approx. 10 pages)				
n of p	laces				
al info	rmation				
d					
g cycle					
cycle:	: winter semester				
to in l	POI (examination regu	lations for teaching-	degree programmes)		
appear	rs in				
's deg 's deg	ree (1 major) Business li	nformation Systems (nematics (2021) Aanagement and Eco	(2021)	Ň	
	Alanka, ced ca is. This session o exploit dersta count is aluate (type, (2) aught of asso rmatic o exam aper (e of ass n of pl al info dersta count is aluate (type, (2) aught of asso rmatic o exam aper (e of ass n of pl al cycle to in L degre 's deg 's deg	ANA, as a leading enterprise ced capabilities in processing s. This module provides a har sessions and case studies, st o explore various case scenari learning outcomes npletion of this module, stude derstand the basic structure of count for various transactions aluate alternative actions and (type, number of weekly conta (2) aught in: German and/or Engl of assessment (type, scope, la rmation on whether module ca examination (approx. 60 mir aper (approx. 10 pages) e of assessment: German and, n of places al information d f cycle: winter semester to in LPO I (examination regu	numerical grade Module level Other prerequisites er undergraduate HANA, as a leading enterprise resource planning (E ced capabilities in processing large volumes of da iss. This module provides a hands-on introduction to sessions and case studies, students will learn the o explore various case scenarios using the SAP S/4 learning outcomes npletion of this module, students will be able to: derstand the basic structure of SAP S/4HANA and scount for various transactions using SAP S/4HANA, aluate alternative actions and develop appropriate (type, number of weekly contact hours, language – (2) aught in: German and/or English of assessment (type, scope, language — if other the rmation on whether module can be chosen to earn to examination (approx. 60 minutes) or aper (approx. 10 pages) e of assessment: German and/or English n of places al information grycle cycle: winter semester to in LPO I (examination regulations for teaching-or side gree (1 major) China Business and Economics (2 's degree (1 major) Economathematics (2021)	numerical grade Module level Other prerequisites er undergraduate tANA, as a leading enterprise resource planning (ERP) system, is transficed capabilities in processing large volumes of data and integrating files. This module provides a hands-on introduction to the accounting more sessions and case studies, students will learn the key functionalities of o explore various case scenarios using the SAP S/4HANA environment. learning outcomes	



Bachelor's degree (1 major) Business Management and Economics (2023) Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2023)

Module title				Abbreviation	
Seminar: Financial Accounting 12-Wipr-FS-212-mo1 Module coordinator Module offered by					01
Module coo	ordinator		Module offered by	<u> </u>	
holder of th ting	e Chair of Business Manag	gement and Accoun-	Faculty of Managen	nent and Economic	S
ECTS Met	thod of grading	Only after succ. cor	npl. of module(s)		
-	nerical grade				
Duration	Module level	Other prerequisites	6		
1 semester	undergraduate				
Contents					
the seminar cess to an of Students sh lowing area • Finan • Corpo • Susta • Stano • Capita • Valua • Digita • Audit • Corpo Intended le Upon comp • Identi • Find a	cial Accounting orate Disclosure inability Reporting lard Setting al Markets ition Il Transformation in Accour	erature review on a p alysis developed by th topic from the field o nting lents will be able to: topic area in the field ature on a specific top	reviously chosen top ne department for thi f accounting or finan f accounting or finan	ic area. Students w	ill have ac-
	pe, number of weekly cont		– if other than Germa	ın)	
S (2)	· · · · ·				
	assessment (type, scope, l ation on whether module o			tion offered — if no	ot every seme-
	(approx. 15 pages) and pre f assessment: German and		o minutes); (weighted	d 2:1)	
Allocation of					
15 places. (by lot amon number of p cated by lot	a) Should the number of ap of all applicants irrespective blaces will be allocated in as they become available	ve of their subjects. (2 the same procedure. () Places on all cours	es of the module wi	ith a restricted
Additional i	nformation				
		_			
Workload					
150 h					
Teaching cy	/cle				
Teaching cy	cle: each semester				
Referred to	in LPO I (examination reg	ulations for teaching-	degree programmes)		
	ajor China Business and Econo-		enerated 19-Apr-2025 • exam	-	page 537 / 540
nics (2021)		cord Master (120 E	ECTS) China Business and Eco	niumics - 2021	

Module appears in

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

Bachelor's degree (1 major) Business Information Systems (2021)

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

Bachelor's degree (1 major) Business Management and Economics (2021)

Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2021)

Bachelor's degree (1 major) Economathematics (2022)

Bachelor's degree (1 major) Business Information Systems (2023)

Bachelor's degree (1 major) Economathematics (2023)

Bachelor's degree (1 major) Business Management and Economics (2023)

Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2023)

Module	title			Abbreviation	
Semina	r: Business Journalism and Bu	siness Communicatio	n	12-WUW-211-m01	
Module	coordinator		Module offered by		
	of the Professorship of Econom	ic lournalism	Faculty of Management and Economics		
ECTS	Method of grading	Only after succ. com	· · · ·		
5	numerical grade				
Duratio		Other prerequisites			
1 semes					
Content		<u> </u>			
The focu vidual s view of	minar is offered as a preparato us is on the goal of independen steps from the generation of a r scientific writing is provided.	ntly preparing a well-f	ounded scientific the	esis. For this purpos	e, the indi-
Intende	ed learning outcomes				
 Co Pr Ex 	ompletion of the seminar, stud onsolidation of the learned and reparation, presentation, and o xamination of the working pap reparation for the Bachelor and	d, if necessary, applic lefense of a scientific ers of other seminar p	ation of further tech paper		vork
Courses	s (type, number of weekly cont	act hours, language —	- if other than Germa	in)	
S (2)					
ster, inf term pa Langua	l of assessment (type, scope, la formation on whether module of oper (10 to 15 pages) and prese ge of assessment: German and	an be chosen to earn ntation (approx. 15 mi	a bonus)		
Allocati	ion of places				
	11.6 //				
Additio	nal information				
		_			
Workloa	ad				
150 h					
Teachin	ng cycle				
Teachin	ng cycle: each semester				
	d to in LPO I (examination reg	ulations for teaching-o	degree programmes)		
		0			
Modulo	appears in				
Bachelo Bachelo Bachelo Bachelo Bachelo Bachelo Bachelo Bachelo	or's degree (1 major) Business or's degree (1 major) Economat or's degree (1 major) Business or's degree (1 major, 1 minor) B or's degree (1 major) Business or's degree (1 major) Economat or's degree (1 major) Business or's degree (1 major) Business or's degree (1 major, 1 minor) B or's degree (1 major) Business s degree (1 major) China Busin	hematics (2015) Information Systems (usiness Management Information Systems (hematics (2017) Information Systems (Management and Eco usiness Management Information Systems ((2015) and Economics (Min (2016) (2019) nomics (2019) and Economics (Min (2020)	-	
Master's wit nics (2021)	th 1 major China Business and Econo-		enerated 19-Apr-2025 • exam CTS) China Business and Ecc	-	page 539 / 540

Bachelor's degree (1 major) Business Information Systems (2021) Bachelor's degree (1 major) Economathematics (2021) Bachelor's degree (1 major) Business Management and Economics (2021) Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2021) Bachelor's degree (1 major) Economathematics (2022) Bachelor's degree (1 major) Business Information Systems (2023) Bachelor's degree (1 major) Economathematics (2023) Bachelor's degree (1 major) Business Management and Economics (2023) Bachelor's degree (1 major) Business Management and Economics (2023) Bachelor's degree (1 major, 1 minor) Business Management and Economics (2023)